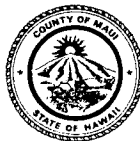


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Director of Council Services
Traci N.T. Fujita, Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

December 19, 2019

Mr. Marc Takamori, Director
Department of Transportation
County of Maui
Wailuku, Hawaii 96793

Dear Mr. Takamori:

SUBJECT: **ADVERTISING INSIDE COUNTY TRANSIT BUSES**
(MT-26)

At its meeting of December 16, 2019, the Multimodal Transportation Committee received a presentation from your Department relating to advertising inside County transit buses.

May I please request your response to the following:

1. Please follow-up with the local businesses the Department has already reached out to regarding a potential interest in advertising inside County buses. If the current fee schedule is a deterrent for businesses, obtain feedback as to the reasons why, including possible recommendations for amending the fee.
2. In accordance with the Fiscal Year 2020 Budget, Appendix B, Revenues-Fees, Rates, Assessments and Taxes, advertising in County buses for nonprofit organizations is free, on a space-available basis:
 - a. To date, which nonprofits have taken advantage of this free advertising opportunity? What types of ads have been placed?
 - b. How does the Department market this opportunity to nonprofits?

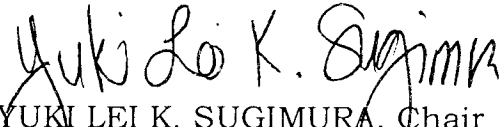
Mr. Marc Takamori
December 19, 2019
Page 2

3. Provide a current breakdown on the ridership of visitors vs. residents on County buses. Is the Department able to distinguish which bus routes are more frequently used by visitors than residents, and if so, which ones? Has the Department reached out to Maui Visitors Bureau as a potential advertising vendor based on the current visitor ridership? Why or why not?
4. What is the Department's plan to identify creative ways to seek out advertising vendors and generate revenue in Fiscal Year 2021?

May I further request you provide your response no later than **Monday, January 6, 2020**. To ensure efficient processing, please include the relevant Committee item number in the subject line of your response.

Should you have any questions, please contact me or the Committee staff (Shelly Espeleta at ext. 7134, Chester Carson at ext. 7659, or Stacey Vinoray at ext. 8006).

Sincerely,


YUKI LEI K. SUGIMURA, Chair
Multimodal Transportation Committee

mt:ltr:026atd01:ske

cc: Mayor Michael P. Victorino