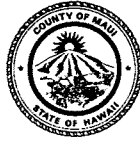


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Director of Council Services
Traci N. T. Fujita, Esq.

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

December 24, 2019

Mr. Wes Frysztacki, Director
Department of Transportation Services
City and County of Honolulu
Frank F. Fasi Municipal Building
650 South King Street, Third Floor
Honolulu, Hawaii 96813-3017

Dear Mr. Frysztacki:

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

At its meeting of December 16, 2019, the Maui County Council's Multimodal Transportation Committee received a presentation from the County's Department of Transportation ("Department") relating to advertising inside Maui County transit buses.

According to Maui County's Fiscal Year 2020 Budget, Appendix B, Revenues – Fees, Rates, Assessments and Taxes, the permit fee for advertising inside transit buses is set at a contract minimum rate of \$30,000 annually. The Department initiated the Request for Proposals ("RFP") process, but received no responses.

Prior to issuing a new RFP, the Department is seeking feedback on the City and County of Honolulu's advertising program for TheBus.

May I please request your response to the following:

1. How did the City and County of Honolulu devise its current for-profit rate structure for advertising inside TheBus? Is there a minimum number of buses that vendors must contract for? Are vendors able to choose specific buses or bus routes to advertise in?

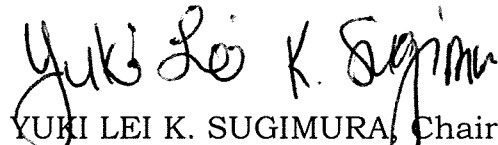
Mr. Wes Frysztacki
December 24, 2019
Page 2

2. Please provide the net revenue generated from bus advertising for Fiscal Years 2018, 2019, and 2020, to date, categorized by format (i.e., bus card, black box, interior panel, or ceiling ad).
3. What is the cost to the City and County of Honolulu for the contracting of ads through SkyHi Media? Explain the process if the vendor provides their own printed media.

May I request your written response no later than **Friday, January 10, 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 808-270-7134, Chester Carson at 808-270-7659, or Stacey Vinoray at 808-270-8006).

Sincerely,



YUKI LEI K. SUGIMURA, Chair
Multimodal Transportation Committee

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