

MULTIMODAL TRANSPORTATION COMMITTEE
Council of the County of Maui

M I N U T E S

Council Chamber

May 16, 2019

CONVENE: 1:32 p.m.

PRESENT: VOTING MEMBERS:

Councilmember Yuki Lei K. Sugimura, Chair
Councilmember Tasha Kama
Councilmember Kelly T. King
Councilmember Alice L. Lee (in at 2:29 a.m.)
Councilmember Tamara Paltin
Councilmember Shane M. Sinenci

EXCUSED: Councilmember Riki Hokama, Vice-Chair

STAFF: Wesley Crile, Legislative Analyst
David Raatz, Supervising Legislative Attorney
Stacey Vinoray, Committee Secretary

Zhantell Lindo, Council Aide, Molokai Council Office (via telephone conference bridge)
Denise Fernandez, Council Aide, Lanai Council Office (via telephone conference bridge)

ADMIN.: Michael J. Hopper, Deputy Corporation Counsel, Department of the Corporation Counsel
Marc I. Takamori, Director, Department of Transportation
Michael B. Du Pont, Deputy Director, Department of Transportation
Lauren Armstrong, Director, Maui Metropolitan Planning Organization

OTHERS: Laks Abraham, Blue Zones Project
Kaimana Brummel, Blue Zones Project
Robin Hagen
Lauren Loor
Jennifer Maydan, HEAL, Coalition Chair

PRESS: *Akaku Maui Community Television, Inc.*

CHAIR SUGIMURA: . . . *(gavel)* . . . Good afternoon, everyone. Welcome to the Multimodal Transportation Committee. It is May the 16th, exactly 1:02 and this...

UNIDENTIFIED SPEAKER: One thirty two.

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CHAIR SUGIMURA: One thirty two, sorry, 1:32 p.m. Thanks for the fast turnaround after our last meeting to be here. I hope all of you didn't sacrifice your lunches. But welcome to the meeting, and my name is Yuki Lei Sugimura, I am the Chair. Our Vice-Chair Riki Hokama is at WIR NACo Conference so he's not here. Shane Sinenci from Hana, welcome.

COUNCILMEMBER SINENCI: Aloha, Chair.

CHAIR SUGIMURA: Aloha. Tamara Paltin from West Maui.

COUNCILMEMBER PALTIN: Aloha, Chair.

CHAIR SUGIMURA: Aloha. Kelly King.

COUNCILMEMBER KING: South Maui. Aloha.

CHAIR SUGIMURA: Oh, for South Maui to be exact. And Tasha Kama from Kahului.

COUNCILMEMBER KAMA: Aloha, Chair.

CHAIR SUGIMURA: Aloha. Thank you, everybody, for making it back here. Alice Lee is on her way so she will be attending, and we have quorum to conduct our business. I...two non-voting Members are not here, Mike Molina, Keani Rawlins-Fernandez, in case they want to join us. Thank you, Marc Takamori from Department of Transportation and Michael Du Pont. Our Director and Deputy are in the audience to take up our second item. And we have Lauren Armstrong from MPO who will be doing our first item. Staff persons, Michael Hopper from Corp. Counsel, thank you for being here.

UNIDENTIFIED SPEAKER: . . .*(inaudible)*. . .

CHAIR SUGIMURA: Thank you. And Stacey Vinoray, thank you, Committee Secretary. And Wesley Crile, our brand-new Legislative Analyst, so thank you very much for joining us. Our District Offices, our Hana Office is closed today according to Mr. Sinenci, and Zhantell Lindo from the Molokai Office and Denise Fernandez are present. At this time we have two items on our agenda, MT-15 which is Vision Zero: Eliminating Traffic Fatalities and Injuries; MT-10(6) Advertising Inside County Transit Buses. For individuals waiting...who want to testify, please fill out one of these forms outside in the lobby. Today, we're taking testimony on the two agenda items that I read previously. We are taking testimonies for up to three minutes and one minute to conclude, if you need that. Please state your name, your organization, and if you are representing or if you're a paid lobbyist, please inform the Committee. At this time, I'd like to open public testimony and take Laks Abraham to testify on MT-15. And Laks is from Blue Zones Project. Thank you. Kaimana Brummel here next.

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. . . BEGIN PUBLIC TESTIMONY . . .

MS. ABRAHAM: Good afternoon, Chair Sugimura, Councilmembers. Thank you for joining us today. My name is Laks Abraham, I am the Community Program Manager for Blue Zones Project Central Maui, and as you are likely aware we are a community-wide health initiative to help make the healthy choice the easy choice. We are committed to transitioning our community to a healthier, happier place where on average people live ten years longer in their lives. We do this by focusing on the three P's, people, places, and policy. And I'm here today to ask for your support of our Vision Zero resolution, supporting our vision of zero traffic fatalities by 2014...I'm sorry, 2040. In 2014, Karl Hagen was fatally struck while cycling on the shoulder of Piilani Highway. This tragedy along with other traffic accidents has started a critical initiative to bring a national campaign, Vision Zero, to Maui County. This national, collaborative campaign seeks to increase safe, healthy, equitable mobility for all. On September 15th of 2018, Blue Zones Project - Central Maui, Maui Bicycle League, and Maui Metropolitan Planning Organization hosted Maui's Vision Zero launch with a gathering in Kalama Park to celebrate the Mayor's Vision Zero proclamation followed by a commemorative five-mile memorial bike ride through Kihei. As a Statewide partner in Vision Zero...in support of Vision Zero, we know it pays to invest in walking, biking, and transit which essentially equal more active healthier community. Vision Zero ensures our community will approach these efforts with safety as the priority. Streets that are safer for walking and biking help create healthier communities by encouraging people to use active transportation. Our work around Vision Zero is driven by our built environment committee led by our chairs Rowena Dagdag-Andaya and Erin Wade. Our committee is comprised of key stakeholders collectively committed to supporting the implementation of Vision Zero in Maui County. This shared objective has brought together elected leaders, engineers, police, and community members to move towards the goal of zero fatalities on Maui by 2040. Through coordinated engineering, enforcement, and education, designing roads to slow vehicles down, and give people walking and biking safe alternatives will reduce the chance that a human mistake may lead to death. Please support our Vision Zero resolution so we may move this work forward in the best interest of Maui County. Mahalo for your consideration.

CHAIR SUGIMURA: Thank you. Anyone have questions? Go ahead, Mr. --

COUNCILMEMBER SINENCI: Thank you.

CHAIR SUGIMURA: --Sinenci.

COUNCILMEMBER SINENCI: Thank you, Ms. Abraham, for being here. Your Blue Zones Project, do you have a project in every community around the island?

MS. ABRAHAM: No, we're actually only in Central Maui and currently our work is focused in Wailuku and Kahului.

COUNCILMEMBER SINENCI: So, more the urban areas?

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MS. ABRAHAM: Yeah. Well, basically the community is identified by the community itself, so a few years ago there was a community champion that applied to Blue Zones Project specifically asking for us to come into Kahului and Wailuku. And we focus specifically on small communities 'cause that's where we can really impact change.

COUNCILMEMBER SINENCI: So, there's an application process?

MS. ABRAHAM: Yes. Yeah.

COUNCILMEMBER SINENCI: Alright, thank you.

MS. ABRAHAM: Yeah. Sure.

CHAIR SUGIMURA: Member King then Ms. Paltin.

COUNCILMEMBER KING: Thank you, Chair. Thanks for being here, Ms. Abraham.

MS. ABRAHAM: Thank you.

COUNCILMEMBER KING: So, yeah, I was kind of...I didn't realize it was just in Wailuku-Kahului, 'cause I was there at the kickoff last year and we kicked it off in Kihei so but we're not focusing there apparently. But my question was why 2040, why is it so far out with your goal?

MS. ABRAHAM: I'll let Lauren, I'll defer to Lauren to answer that question within in her presentation.

COUNCILMEMBER KING: Okay.

MS. ABRAHAM: It's basically a specified period of time that is attached to the Vision Zero program and she'll talk a little bit more about that --

COUNCILMEMBER KING: Okay.

MS. ABRAHAM: --in her presentation.

COUNCILMEMBER KING: Okay, I'll wait for that. Thank you. Thanks for being here.

MS. ABRAHAM: Thank you.

CHAIR SUGIMURA: Ms. Paltin?

COUNCILMEMBER PALTIN: Thank you, Chair. Thank you for being here. I had just couple questions. Is the Vision Zero only for Wailuku-Kahului or is that Countywide?

MS. ABRAHAM: No, we advocate for initiatives that are Countywide as well as community

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driven. This is one that we are a partner Statewide so we're all supporting the Statewide efforts of Vision Zero as well as the community. Here we're supporting the County efforts for Vision Zero.

COUNCILMEMBER PALTIN: And my second question, I missed what the third P was.

MS. ABRAHAM: People, places, and policy, so this would be the policy arm of the work that we do.

COUNCILMEMBER PALTIN: Thank you.

MS. ABRAHAM: You're welcome.

CHAIR SUGIMURA: Thank you. Thank you very much. Nice seeing you.

MS. ABRAHAM: Thank you.

CHAIR SUGIMURA: So, next testifier is Kaimana Brummel and also testifying on MT-15. After that is Robin Hagen.

MS. BRUMMEL: Good afternoon, Chair, thank you for having for me, and Members. My name is Kaimana Brummel, I'm the Community Engagement Lead for Blue Zones Project. I work in the people pillar in the people, places, and policy. I'm here actually to testify on behalf of Noelani Vorhies who cannot be here today. She serves the County as the only female Deputy Sherriff, and she has a personal story tied to what we're doing or what we're talking about today with Vision Zero. On February 7, 2019, Noelani's son Kimo was out for a walk in his stroller with his aunty in Kahului. They were crossing the street in a marked crosswalk, and a few steps before reaching the other side, they were struck by a car. Aunty was thrown to the ground and Kimo was dragged 50 feet while strapped into his stroller. They were both transported to the ER where they were treated for their injuries. Noelani was on the clock just like she is now and got the call to head to Maui Memorial, a call that no parent wants to get. She didn't know the extent of the injuries and it was actually hard to understand because Kimo was only 14 months old. His adrenaline was kicking in, he couldn't really describe the pain. Once it came down, they were able to understand that his physical ailments weren't very serious, but the impact to the family has been ongoing, whether it's through litigation or through the trauma. As a parent I am really fighting hard to get my kids off of the iPad and outside, and Noelani shared that she was really encouraged by aunty taking Kimo out for a walk. What's hard now is that they no longer feel safe doing that in their neighborhood in Kahului. So, she would like to lend her voice in support of Vision Zero. She would like her son and everyone else to be able to feel safe for walks outside in our community. And I appreciate your consideration in supporting this effort. Mahalo.

CHAIR SUGIMURA: Thank you. Any questions for Ms. Brummel? Ms. King?

COUNCILMEMBER KING: Thank you. Good to see you, Kaimana.

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MS. BRUMMEL: Good to see you.

COUNCILMEMBER KING: Seen you a lot lately. But this, the work that Vision Zero is doing is it...does it...is it crossing over with MADD is doing? I was at the law enforcement recognition program, you know, award program a week or so ago, and I brought up Vision Zero because they're sort of doing the same thing but it's on the, you know, the impaired driver kind of side of things. But is your work crossing over with them, are you guys working in tandem or have you approached each other?

MS. BRUMMEL: I'm going to defer to Lauren --

COUNCILMEMBER KING: Okay.

MS. BRUMMEL: --on that again. I think her presentation will be very comprehensive. My hunch is that the more we can work together on these types of things, the stronger the effort will be.

COUNCILMEMBER KING: Okay. I hope you're taking notes, Lauren. Thank you.

MS. BRUMMEL: Thank you.

COUNCILMEMBER KING: Thanks for your work.

CHAIR SUGIMURA: Thank you. Anybody else have questions? Nice seeing you.

MS. BRUMMEL: Thank you.

CHAIR SUGIMURA: Thank you. I'm sure you have a lot to say on your own. Robin Hagen, followed by Lauren Loo.

MS. HAGEN: Good afternoon and thank you for giving me the opportunity to speak today on, about the need for the Vision Zero advisory group. My name is Robin Hagen. On April 12, 2014, my husband Karl was killed when was riding in the bike lane adjacent to Piilani Highway. An impaired driver drove into the bike lane and struck him. Our lives have never been the same and his life was cut short unnecessarily. To date, the efforts of Maui County to improve bike and pedestrian safety is admirable, but Karl's death along with other pedestrian deaths and people both walking and biking being injured make it abundantly clear that there's a lot more work to be done. Maui needs to be more...needs more dedicated bike and pedestrian pathways that are separated from motor vehicle traffic, complete sidewalks, and safer street crossings. A Vision Zero advisory group can help make this happen. Maui has a unique opportunity because of our size, the weather, geography, how our towns are set up that we can and should have easy non-motorized access to public spaces, shopping, work, school, public events. In many cases we live close to many of these or all these things and should be able to safely access them without getting into a car if we choose to do so. If more people feel safe to walk or talk...walk or bike, our residents will be healthier

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because of an increased physical activity. Maui will be an even more inviting destination for travelers wanting to ride while they're here visiting, and fewer cars will cause less congestion and vehicle emissions. A Vision Zero advisory group will be able to work with the Mayor and the County to provide their findings, propose projects, pass along ideas for implementation and funding priorities, and track results on a regular basis. Having good communication with more information, meaningful numbers, and sound ideas will help Maui to be safer, healthy, and more environmentally friendly sooner rather than later. This advisory group would be an integral part in helping to reduce fatalities and injuries to bicyclists and pedestrians. One death is one too many. I don't see any downside to approving the formation of this group. My family was...has been devastated by Karl's death. Our lives were changed forever when Karl, a husband, a father, and a friend was killed. No one should lose a friend or family member unnecessarily, and I believe Vision Zero will help to save lives. Thanks for all that's already been done, and my daughters and I look forward to seeing what will be done going forward from this point to help save lives on Maui. Thank you.

CHAIR SUGIMURA: Thank you for being here. Members, anyone have any questions? None, thank you very much.

MS. HAGEN: Thank you.

CHAIR SUGIMURA: Next testifier is Lauren, followed by Jen Maydan, and that's the last testifier I have here signed up.

MS. LOOR: Good afternoon, Chair Sugimura and Members of the Committee. My name is Lauren Loor and I'm here today as a concerned community member. I do...I testify here on item MT-15. I coordinate the Healthy Eating Active Living Coalition for Maui, Molokai, and Lanai. One of our focus areas is the built environment. As a coalition we advocate for an environment built with infrastructure to ensure access to healthy physical activity and safety for the community and its residents. Vision Zero is a multinational road traffic safety project that aims to achieve a highway system with no fatalities or serious injuries involving road traffic. The HEAL Coalition's built environment committee has been working with Blue Zones Project and many organizations such as the Maui Bicycling League and other County departments including Maui Metropolitan Planning Organization and the Mayor's Office to implement Vision Zero for Maui County. In 2018, 117 people were killed Statewide on Hawaii roadways. Forty-three of those people were pedestrians. Maui County had 17 traffic fatalities in 2018, and we've already seen eight traffic fatalities as of April 29, 2019. About a year and a half ago, my fiancé was hit by a car while riding his bicycle in Kihei. He was going southbound on South Kihei Road in the bike lane when he was struck by a vehicle turning left into the Times parking lot. The driver had been waved on by another driver in the southbound lane who had stopped to let them make a left turn, but unfortunately neither of them were looking in the bike lane. Thankfully he was wearing a helmet and managed to walk away from the crash with no serious injuries, just bruises and cuts from glass. The car looked like a cannonball had hit the windshield but somehow did not go through. It was a miracle that the

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driver had not been going more than 15 miles per hour; otherwise, my fiancé would have likely gone through the windshield or would have gone underneath the vehicle. He had barely had enough time to jump onto the windshield. Had the driver been going ten miles per hour faster the outcome would have been completely different. When someone is struck by a car going 25 miles per hour, the chance of serious injury or fatality is 25 percent. If the driver is going 30 miles per hour then the chance of serious injury or fatality goes up to 50 percent. That is why Vision Zero is so important. We need more awareness, education, and community support to emphasize the sharing of our roads with people who do not drive cars. Our road designs are changing to support complete streets and multimodal transportation to encourage walkability and active transportation for the health of our community and residents. We need Vision Zero to encourage our community not only to look out for cars but to look out for bicycles, motorists, and pedestrians. We need to take care of one another. I please ask this Committee to support MT-15 urging the Mayor to create a Vision Zero advisory group so that we may get to zero pedestrian deaths. Thank you for the opportunity to testify today.

CHAIR SUGIMURA: Thank you. Any questions for Ms. Loo? Seeing none, thank you. Thank you very much for being here. Jen Maydan is the last testifier who signed up. Then we'll go to the District Offices.

MS. MAYDAN: Aloha, Chair and Committee Members. Mahalo for the opportunity to testify in support of Vision Zero. My name is Jen Maydan and I'm a Planner with the County's Long Range Planning Division and Chair of the Healthy Eating Active Living, HEAL Coalition for Maui, Molokai, and Lanai. I am in full support of the resolution urging the Mayor to create a Vision Zero advisory group. Vision Zero is a fundamentally different way to approach traffic safety. Vision Zero recognizes that the current rate of traffic fatalities and severe injuries is unacceptable and thankfully preventable. Vision Zero takes a proactive and preventative approach and prioritizes traffic safety, public health, and equitable mobility. Creating a Vision Zero advisory group is a critical first step to eliminating traffic fatalities and severe injuries. The advisory group will bring together County and State departments, transportation officials, public health officials, policymakers, police, planners, and community members to develop an action plan to make Maui County's roads safe for all users. Vision Zero uses a multipronged approach, including education, engineering, and enforcement solutions. Vision Zero recognizes that data is critical to understand trends and potential disproportionate impacts of traffic deaths on certain populations in our community. Vision Zero recognizes that managing speed with safe street design as well as speed limits is essential, and Vision Zero prioritizes equity and community engagement, thereby prioritizing people. For all of these reasons I ask you to adopt the resolution urging the Mayor to create a Vision Zero advisory group. Mahalo for the opportunity to testify.

CHAIR SUGIMURA: Thank you. Nice to see you here testifying. Any questions for Ms. Maydan? Seeing none, thank you very much. At this time, I'll take testimony from the District Offices. Molokai Office, Zhantell Lindo, do you have any testifiers?

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MS. LINDO: Aloha, Chair. This is Zhan at the Molokai District Office, there are no testifiers.

CHAIR SUGIMURA: Thank you. Lanai Office, Denise Fernandez.

MS. FERNANDEZ: Good afternoon, Chair. This is Denise Fernandez at the Lanai Office and there are no testifiers.

CHAIR SUGIMURA: Thank you. The Molokai Office is closed so I'm going to be closing...

UNIDENTIFIED SPEAKER: . . . (inaudible) . . .

CHAIR SUGIMURA: I'm sorry, what?

UNIDENTIFIED SPEAKER: Hana isn't.

CHAIR SUGIMURA: I'm sorry, Hana Office is closed.

. . . END OF PUBLIC TESTIMONY . . .

CHAIR SUGIMURA: And there are no other testifiers in the Chamber. Seeing none, I'm going to close public testimony with your approval, Members.

Note: Public testimony closed at 1:52 p.m.

COUNCILMEMBERS VOICED NO OBJECTIONS.

CHAIR SUGIMURA: Thank you. I also would like to recognize David Raatz. I'm sorry, I didn't recognize you earlier. I suppose you're the attorney sitting in here as we go through this Committee now...thank you, appreciate it. So, I'm going to close public testimony. And, Members, I wanted to with your permission accept into the Committee records the testimony that we received by e-mail to add to our testimony for this item. I'd like your permission, Members.

COUNCILMEMBERS VOICED NO OBJECTIONS.

CHAIR SUGIMURA: Thank you.

MT-15 VISION ZERO: ELIMINATING TRAFFIC FATALITIES AND INJURIES (CC 19-90)

CHAIR SUGIMURA: So, today, we have on the agenda...excuse me. So, the item on the agenda is Vision Zero: Eliminating Traffic Fatalities and Injuries, MT-15, and it is an April 9 correspondence...I'm sorry, May 6 correspondence, from me, in Granicus which is a revised resolution entitled Urging the Mayor to Create a Vision Zero Advisory Group. The purpose of the revised proposed resolution is to urge the Mayor

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to create the Vision Zero Advisory Group to advise the Mayor, the County Council, and appropriate committees on policies and ordinances necessary to support and implement Vision Zero in Maui County. I am...let's see. In conjunction to this, as you heard from testimony, last year the Maui County Council did do a resolution about Vision Zero and when I did some research, the 30th Legislature for 2019 which is this past session that just closed passed House Bill No. 757, House Draft 1, Senate Draft 1, and Committee Draft 1. And basically what that did in that...this is asking the State to put together a group so this is how important it is. And all your voices were heard, I'm sure you were there testifying for Vision Zero at the Legislature. And what this does, it creates a State group to combine with County organizations to come up with a basic...a plan. And the State Highway Council in collaboration with counties shall develop action, an action plan: number one, policies to reduce speeds on roads; number two, engineering recommendations to increase vehicular, pedestrian, and bicycle safety; number three, data-driven enforcement on how to reduce speeding and operating in vehicles while under the influence of an intoxicant; additional steps that can be taken to eliminate vehicular, pedestrian, and bicycle fatalities on the road; and implementation of a plan; also, establishing and measuring tracked successes. And they are required, the State agency is required to report back to the Legislature before the next session. So, this resolution that we have together which was put together really from Lauren from MPO for us is timely because we'll be working with the State Legislature on this. So, at this time I wonder if, Lauren from MPO, if you could do your presentation? Thank you.

. . . BEGIN PRESENTATION . . .

MS. ARMSTRONG: Thank you, Chair Sugimura and Members, for having us here today. And thank you to all the testifiers. I'd like to give a brief overview of Vision Zero as a strategy to improve safety and in support of healthy communities here on Maui. So, as our testifiers mentioned, Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for everyone. So, this is really about shifting our approach, our entire framing of how we think of our transportation system. So, instead of, you know, focusing on individual behavior, trying to prevent collisions, it's really about integrating human error into our design. So, complete streets are a perfect strategy along with having separated multiuse paths, really great enforcement, and education. And as Chair mentioned, there is a Statewide effort that this Maui County effort would tie into. It's also been a successful approach in hundreds of cities around the world, and really a way to bring, you know, elected leaders together around a common purpose and then to carry that work forward in the community. So, this is something that we've already initiated work on through Blue Zones, HEAL, and MPO, and we are excited to partner with the new Administration and the new Council to really move forward with this work. This is the area on Piilani Highway near where Robin's husband was killed in 2014. So, this photo from 2018 was at the Vision Zero launch. We worked with Maui Bicycling League, we biked in the area where the crash occurred, and we also looked at the Kihei Bikeway as a really great example of some good work that the County is doing to provide safe infrastructure. So, these are the types of projects we would love to see more on Maui. This is on Papa Avenue near Laau Street. In 2017, two 14-year-old

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girls were struck while crossing the street in a crosswalk. It happened about 7:00 a.m. so we could assume they were going to school. The driver stayed at the scene and cooperated, and fortunately the girls were able to recover fully from the incident. But again, to me this really highlights the need to focus on our most vulnerable people, the people who are walking, people biking, maybe don't have access to a car and really all of the benefits this can provide to our community. I wanted to highlight some work that HEAL and Blue Zones have done. This is from the Walking School Bus at Pomaikai, really a great example of how community can come together and, you know, get kids walking to school. When we think about mobility it needs to be inclusive. So, Dairy Road is not the most friendly place to walk or take your wheelchair, and I think when we're designing our streets we need to make sure that everybody can access where they need to go. In terms of data that we have for Maui, we know that about 100 crashes per year involving people on bikes and pedestrians, and about 15 percent of those are fatal or severe injury. And this is unacceptable, this is something we can change. And we're starting to map the Maui Police data so that we know which areas are the most dangerous so we can prioritize working with police, working with engineers on how to address these dangerous areas. Just to highlight from Central Maui area. You can see that a lot of these crashes are happening on our busiest roads, so where people, you know, Kaahumanu Avenue, 45 miles per hour, but you have schools, you have businesses, residents all trying to cross the street. The areas shown with black dots are where we have fatalities, so that is an additional priority. Thinking about equity, so the areas shown in dark green on this map are an index that was created, this was part of our Maui MPO Long-Range Transportation Plan. So, the areas in dark green show where there's large concentrations of people living below the poverty line, maybe don't have access to a car, have limited English proficiency, and may be either under age 17 or over age 65. And so, if we look at these areas in green there's a lot of overlap with some of our highest concentrations of crashes. So, this really helps guide our efforts when we get together with the advisory group to really target our actions. As folks have mentioned, really slowing down does save lives, the faster cars are going, the much higher chance that somebody will be killed or severely injured. So, there are ways to design our streets to really protect pedestrians and slow cars down. I took this shot from Hana Highway as you're approaching Hana Town, because I wanted to point out that not all safe streets have to be, you know, in an urban area with full curb, gutter, sidewalk, all of that. In some cases just having a, you know, a protected shoulder on a highway is a great solution. I know in this case probably having the vegetation cleared off of the shoulder is a concern that we've heard from some folks out in Hana. But also having, you know, narrow vehicle lanes like this does slow the cars down somewhat. Complete streets are a great solution to help us get toward our Vision Zero goal. So, looking at Papa Avenue in front of Lihikai School, you can see that the distance that a pedestrian would have to cross it's really far. It's not a very inviting place for people to walk. So, the sketch on the right-hand side is just a concept of what this street could become. So, our Public Works Department is going to be doing more outreach with the community and this is something the Vision Zero effort can help support. So, making sure that we're hearing from the students, from the parents, that everyone has a chance to give their input on the design. But the basic concept as you can see on the far-right side is to have a sidewalk, a protected multiuse path, some trees to provide

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shade, parallel parking, and then a center turn lane between the two relatively narrow vehicle lanes. So, having a street like this really encourages people to drive slower, look at what they're doing, and really gives the pedestrians and bicyclists a safe space separate from the cars. Multiuse paths, that's kind of the ultimate and as Robin mentioned we have a great opportunity on this island to really connect our open spaces and our parks with our neighborhoods using multiuse paths. So, finally I just wanted to share a little more of the thought process behind the advisory group. So, this would be managed through the Managing Director's Office in partnership with Maui MPO. It would include representatives from the County, the State, as well as many community stakeholders. That's a great suggestion to reach out to MADD, they would have a lot aligned with our concerns. And we think the Vision Zero action plan will take about one year to complete, so we would bring the advisory group together about four times during that timeframe beginning this fall and then we would be able to provide recommendations to the Mayor and to the Council. So, that's the intent behind the resolution that you have before you today. And I just would encourage you to support and please let me know if you have questions. Thank you.

. . . END PRESENTATION . . .

CHAIR SUGIMURA: Thank you, Lauren. Before I turn the floor over to the Members, so the advisory group because of the Legislative Session...I mean the House Bill 757, are you planning on providing...are you connected right now with the State group for this Vision Zero? The --

MS. ARMSTRONG: Yeah, so...

CHAIR SUGIMURA: --State Highway Council?

MS. ARMSTRONG: So, MPO has been involved through the Strategic Highway Safety Plan which is the Statewide safety effort. So, a lot of those same players would be involved with the Statewide effort, and Hawaii Bicycling League I should add was really the origin of a lot of the Vision Zero planning in Hawaii. So, they were instrumental in getting that bill passed.

CHAIR SUGIMURA: So, our...whatever we decide and what the outcome of this, you are going to also submit it to the State so that it becomes part of the Statewide conversation?

MS. ARMSTRONG: So, you're referring to the outcome of the plan...

CHAIR SUGIMURA: Right, the outcome of this, our taskforce.

MS. ARMSTRONG: Yeah, I think that they would be informed by each other, so what we come up with at the County level would be sent to the State, but also participating in that Statewide policy discussion, we would bring that to the County.

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CHAIR SUGIMURA: Okay, so the report back to the Legislature is going to be due before the 2020 session, and it kind of, it more refers to like the ending of this coming year. So, could we meet that deadline to be included or is that too aggressive?

MS. ARMSTRONG: I think we could give a progress update at that point.

CHAIR SUGIMURA: Okay.

MS. ARMSTRONG: Yeah.

CHAIR SUGIMURA: Thank you. Members, you have any...Ms. Paltin, any questions?

COUNCILMEMBER PALTIN: Yes, please. Thank you, Chair. Thanks for being here today. I just had couple questions on the pedestrian and bicycle crash data pages. What is the timeframe that this data is provided over? Is it like the course of one year or...

MS. ARMSTRONG: This a seven-year period so 2010 to 2017. And that's something that this advisory group effort would help to keep that data current.

COUNCILMEMBER PALTIN: So, even the second page with the fatalities, that's over a seven-year period?

MS. ARMSTRONG: Yes.

COUNCILMEMBER PALTIN: And then what is the source for your data on focusing on equity, is that the Census or something?

MS. ARMSTRONG: Yeah, that's the Census.

COUNCILMEMBER PALTIN: Okay, thank you.

MS. ARMSTRONG: Yeah.

CHAIR SUGIMURA: Ms. King?

COUNCILMEMBER KING: Thank you, Chair. I wanted to thank you, Lauren, for sending over...if you, Members, if you look at Page 10, Ms. Armstrong sent over at my request a framed poster which I've been trying to find a place to put up in the lobby out here but --

UNIDENTIFIED SPEAKER: It's up.

COUNCILMEMBER KING: --apparently the...is it up now?

UNIDENTIFIED SPEAKER: Uh-huh.

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COUNCILMEMBER KING: Okay. 'Cause they were telling...they were slowed down I guess by the concrete wall. But I think this is really telling because this for me really hit home, because I live in a neighborhood that's 20 in some places and 30 in another and most people go 40. So, it really makes you realize, you know, you've got a 90 percent chance, closer to a 90 percent chance of killing someone if you go 40. So, I want to thank you for that poster. And of course I support the resolution. I was going to, you know, I was going to follow up on that, trying to get a working relationship with MADD because of the work they're doing with the traffic police. The award ceremony I went to was with the traffic police who were actually, I think one of them had stopped 80 DUIs that year, this last year and they had similar stories to the story we heard from the woman whose husband was killed, from traffic cops that they had known. So, one of the things I wanted to ask about was if you have...in Vision Zero if you have statistics about roundabouts? Because and the reason I ask this is because at that, when I...they asked me to say a few words at that ceremony, and I mentioned that we're asked as, you know, citizens by police if you see something, say something. And I was asking them to do that, because a lot of what we're using is the traffic data, right, that comes from the police. And I remember that first meeting I went to you with, with you to was Vision Zero. We had three or four policemen there giving input. So, there was one police officer there who when we sat down for the lunch, he picked up his plate and came over and sat next to me and he goes okay I've seen something, and he proceeded to explain how wonderful roundabouts are and where they should be going in our community. And he knew about the one that's going in Maui Lani, he knew about the one in South Maui that's working really well, we haven't had any accidents there and we had no fatalities. But just what is the profile in your reporting of that kind of traffic remediation? Is it considered, you know, how important is it? Is it considered too expensive to even look at, or I just kind of wanted to get a feel from you about what you think about that?

MS. ARMSTRONG: Sure, thank you. So, on a national level roundabouts are proven to reduce severe injury and fatality crashes by about 90 percent. So, that's really important. Even if you have a couple more fender benders in the beginning if people are still figuring out how to use it, the point is they've slowed down enough to negotiate that roundabout that although traffic is still moving, that, you know, reduced severe crashes quite significantly.

COUNCILMEMBER KING: Okay, so do you have any areas that you're going to be...you think you can...is that...in your list of recommendations is that one of the things that you'll be utilizing?

CHAIR SUGIMURA: Ms. Armstrong?

MS. ARMSTRONG: So, in the Hele Mai Maui 2040 plan, we have a list of intersection improvement locations. This could be brought into the Vision Zero process to kind of evaluate which might be a good priority for safety.

COUNCILMEMBER KING: Okay, great. Well, he had three specific areas that he was suggesting to me so I'll pass those along to you at some point.

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MS. ARMSTRONG: Thank you.

COUNCILMEMBER KING: Thank you. Thank you, Chair.

CHAIR SUGIMURA: Thank you. Mr. Sinenci?

COUNCILMEMBER SINENCI: Thank you, Chair. Thank you, Lauren, for your presentation. And I know you're the community outreach person, but I was wondering does MPO have a website that people could chime in or, you know, report dangerous areas or if they've seen some potentially dangerous situations?

MS. ARMSTRONG: Yeah, so right now we have one page on the Maui MPO website that's dedicated to Vision Zero. So, that gives more of the background about the effort. In terms of reporting dangerous locations, we have done outreach over the past few months for the long-range plan so people did go online to the map and pin different areas. But I think as we continue to do specific community outreach, for example Kane Street, Onehee Avenue, other projects that we have coming up, that's a chance for people to point out dangerous aspects.

COUNCILMEMBER SINENCI: Okay, thank you. And I just wanted to bring up, you know, one, it seems like a cost-effective way to slow people down is when they put all those little bumps or reflectors in the road, like put 100 of them on the road. I've seen where people come up to those, they actually slow down. It's a cost-effective way of than a speed bump, and then I think maybe, you know, sometimes using those reflectors or those, you know, when they cut into the road and make those grades, especially when you're separating pedestrian, bicycle, and vehicular traffic. I mean I think that's an effective way of separating them. Thank you.

CHAIR SUGIMURA: Thank you. Ms. Paltin?

COUNCILMEMBER PALTIN: Sorry, I just had one more question. I was wondering if you could break it down for us on Page 12 what we're looking at? Like the red things and or --

MS. ARMSTRONG: Yeah.

COUNCILMEMBER PALTIN: --are those are like the people places and then the other one is the car places?

MS. ARMSTRONG: So, the two white strips on the outer edges, that's the sidewalks. So, those are drawn at nine-feet wide which is about double what many of our sidewalks are. The dark grey next to the sidewalk on the right side, that's a protected multiuse path, so that can be for bikes and pedestrians. And then moving toward the center there's parallel parking so that kind of beige colored. So, that's a row of parallel parking spaces. And then the red lanes are the vehicle travel lanes. And the white one in the middle is for center turn lane. So, it's just one concept. I mean our Public

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Works Department just adopted a new street design manual so depending on what type of street it is, there are recommended design standards. But this was something that we kind of brainstormed that would fit in a, you know, a right-of-way the size of Papa Avenue.

COUNCILMEMBER PALTIN: Which one was the parallel parking one?

MS. ARMSTRONG: The beige, so just next to the red.

UNIDENTIFIED SPEAKER: Right here.

MS. ARMSTRONG: Yeah, so that's eight foot but has a buffer.

COUNCILMEMBER PALTIN: So, just one side of the street would be allowed for parallel parking as opposed to...or that's how it is right now on one side?

MS. ARMSTRONG: That's just one concept. Yeah, so this would have to go through a lot more review and...

COUNCILMEMBER PALTIN: So, the red lanes is for cars and the one on the right-hand side that looks like a road is not the road?

MS. ARMSTRONG: That's for bikes.

COUNCILMEMBER PALTIN: Oh, for bikes.

MS. ARMSTRONG: Asphalt for bikes, yeah.

COUNCILMEMBER PALTIN: Okay, thank you.

MS. ARMSTRONG: Sure.

CHAIR SUGIMURA: Anyone else?

COUNCILMEMBER KING: I've got one question.

CHAIR SUGIMURA: Ms. King?

COUNCILMEMBER KING: Thank you. I have a follow-up question. Do you...is there any issue with having bicycle lane that has bicyclists and pedestrians? I mean do you guys have...do we have...do we get accidents between the bikes and the pedestrians on those roads?

MS. ARMSTRONG: Yeah, I mean typically I don't know of any on Maui but places that have these multiuse paths with really a lot of users they will have a separate area for pedestrians. So, even if it was striped as a little area on the right side for people walking.

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COUNCILMEMBER KING: Okay, and we don't allow on those kinds of bike, I don't want to call them bike paths, it's a bike lane...it's a bike path.

MS. ARMSTRONG: Yeah, it's a protected...

COUNCILMEMBER KING: We don't allow any kind of motorized vehicles do we?

MS. ARMSTRONG: Correct, yeah.

COUNCILMEMBER KING: Okay. Thank you.

CHAIR SUGIMURA: Thank you.

COUNCILMEMBER SINENCI: Chair? Just one...

CHAIR SUGIMURA: Mr. Sinenci?

COUNCILMEMBER SINENCI: Just a follow-up on the questions. Is the red supposed to be brick?

MS. ARMSTRONG: Not necessarily, I mean it's just to show different type...yeah.

COUNCILMEMBER SINENCI: No, it's just funny because the last time I was in Vegas, they had...sorry, they had put some brick as, in the crosswalk, but when you went slowly it wasn't actually brick it was just painted-on brick, but it made the illusion, you know, and it actually made people slow down.

MS. ARMSTRONG: Right, and that's the whole point, it just gives that texture and --

COUNCILMEMBER SINENCI: Right.

MS. ARMSTRONG: --slows the cars down. Yeah.

COUNCILMEMBER SINENCI: Thank you.

CHAIR SUGIMURA: It works, doesn't it? Yes, Ms. Paltin?

COUNCILMEMBER PALTIN: Sorry, one more. Same picture, would we not be crossing the street from one end to the other now with this design or...

MS. ARMSTRONG: There would, yeah, there would still be crosswalks at certain intervals.

COUNCILMEMBER PALTIN: But it's not in the diagram?

MS. ARMSTRONG: Yeah, just not in this particular part.

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COUNCILMEMBER PALTIN: And then do you guys also like how Chair King was saying about coordination with the MADD, do you also coordinate with like the Safer [sic] Routes to School type of thing as well?

MS. ARMSTRONG: That would be a good group to invite, yeah.

COUNCILMEMBER PALTIN: Okay. And then I mean the other thing that I always wonder is like what is the determination of when you get a flashing crosswalk or you just get those little poles? 'Cause everybody wants the flashing crosswalk but some guys just get the little poles, and I think the sentiment is the flashing crosswalks are the best and some guys just get poles.

CHAIR SUGIMURA: Do you think this is a Public Works question?

MS. ARMSTRONG: I think this is a Public Works question.

CHAIR SUGIMURA: Yeah, it sounds like a Public Works question.

MS. ARMSTRONG: But I would say for both of those treatments that it's kind of an interim solution, but really having something like this is a permanent way to slow down the cars and make it comfortable for people walking. The flashing lights do help but it can be a little dangerous in areas where the pedestrian just push the button and walk and don't look, because cars sometimes don't notice.

COUNCILMEMBER PALTIN: Yeah, some guys don't even push the button and just walk too.

MS. ARMSTRONG: Right, right. So --

CHAIR SUGIMURA: Dangerous.

MS. ARMSTRONG: --it's good and bad, yeah.

COUNCILMEMBER PALTIN: Yeah.

CHAIR SUGIMURA: Okay, Members, any more discussion? Ready for the question? Alright. So, of course we're going to adopt this resolution and Urging the Mayor to Create a Vision Zero Advisory Group, and thank you very much, Lauren, for all your work on this and appreciate this. We're going to ask for you to approve this, incorporating any nonsubstantive revisions and filing of County Communication 18-90 [sic].

COUNCILMEMBER KING: So moved.

CHAIR SUGIMURA: Thank you.

COUNCILMEMBER SINENCI: Second.

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CHAIR SUGIMURA: Thank you. Motion by Member King, second by Member Sinenci. All in favor say "aye."

COUNCILMEMBERS VOICED AYE.

CHAIR SUGIMURA: Alright, that's one, two, three, four, five of us, is that right? Five "ayes," Mr. Hokama is...oh, excused is Alice Lee. I guess she's the only one, she didn't come back, and Member Hokama.

VOTE: AYES: Chair Sugimura, Councilmembers Kama, King, Paltin and Sinenci.

NOES: None.

ABSTAIN: None.

ABSENT: None.

EXC.: Vice-Chair Hokama and Councilmember Lee.

MOTION CARRIED.

ACTION: FIRST READING of bill and FILING of County Communication 19-90.

CHAIR SUGIMURA: So, this passes, Members, thank you very much. And I look forward to working on this in the future so please keep us updated, and we'll wait to see us included in the State Legislature's report for the Statewide. Thank you. I'm going to take a brief recess so that we can get Department of Transportation here. . . . *(gavel)* . . .

RECESS: 2:19 p.m.

RECONVENE: 2:27 p.m.

MT-10(6) ADVERTISING INSIDE COUNTY TRANSIT BUSES (RULE 7B)

CHAIR SUGIMURA: . . . *(gavel)* . . . Alright, welcome back to our Multimodal Transportation Committee meeting. We are...we have four Members here, enough to conduct the meeting, and we just got Tamara Paltin so we are good. The second item we have on our agenda is Advertising Inside County Transit Buses which is M2...MT-10(6), and pursuant to Rule 7(B) of the Rules of the Council, this Committee intends to receive a presentation from the Department of Transportation on advertising inside County buses and related matters. You remember that during Budget the Committee Chair recommended or the Councilmembers recommended to send this item to my, to this

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Committee, during the discussion when we talked about increasing the rates for advertising from 25 to \$50 per card per month. And because we know it's on the Council agenda tomorrow but I wanted to get a head start so that the Department can talk to us about it, get some input, and possibly be ready for July 1 to start this new program. It is timely because Mr. Takamori, our Director will explain that he is going to be looking for a new vendor. So, he has vital information for us, and I hope to provide him enough information so that he can move forward and be ready for the July 1 new fiscal year to implement the new advertising rates. So, at this time we have Mr. Takamori who's the Director and Deputy Director Michael Du Pont here to talk about advertising in public transit buses. Thank you.

. . . BEGIN PRESENTATION . . .

MR. TAKAMORI: Good afternoon, Chair Sugimura and Committee Members. Thank you for having us today to talk to you about advertising in our public transit buses. I am Marc Takamori, I'm the Director for the Department of Transportation and with me is my Deputy Michael Du Pont. So, our bus advertising Code may be found in the Maui County Code under Title 11, Public Transit, under Chapter 11.02, County Bus System. So, they're...in the Code there are four different advertising subsections dealing with advertising, either in our transit buses, advertising on the exterior of our County transit buses, advertising on County bus passes, as well as advertising at County bus stops, transit facilities, and transit facility amenities. So, for today's discussion we'll be focusing on advertising in County transit buses. The other Codes pretty much basically says on the exteriors that's not allowed. On bus passes, we...the idea of the bus passes would be I think if we were to get vendors that sell it let's say at some type of store, we can say on the bus pass that you can buy the bus pass with their logo on the bus pass. So, I think that's what it's meant for that. And then advertising at transit facilities would mean eventually at our transit hub that we'll be building shortly. So, what does bus advertising look like? So, I guess if you look at the slide, on the left-hand side, in today's discussion it's advertising within the buses. So, within the public transit buses on the upper roof line area, there's typical ad space that we can sell space for different advertisers either from for-profit or allow nonprofits to utilize the space as well. On the right-hand side is an image of if you were to do exterior advertising, those signage in the blue are typically where on the mainland you will see advertising on the sides, on the rear of those buses. And then these are just another example of advertising that could happen at bus stops or on our bus stop shelters. But again, I just wanted to provide you kind of an idea of what the different advertising, you know, are available, so we don't do this, so...okay, moving on. So, what are the benefits of transit advertising? So, I mean I think the biggest one for, you know, the County and the Councilmembers is they like to see different sources of revenue and so there's additional revenues that can come in by allowing, you know, the County to go out and hire people to advertise within our buses. So, it's additional revenues. And then I guess in terms of advertising then it's an effective...effectively increasing top-of-mind awareness through repeated exposure. So, depending on who advertised, they can get their message out and through repeated exposure with all the different ads that are placed in the buses, you know, the people sitting in the buses will be able to take a look and see what's being

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advertised. The ability to reach a large number of people without competing for ad space or airtime, and then provides a greater frequency than other forms of traditional advertising that helps build brand recognitions with repeated impressions. So, the Maui Bus at a glance, so with regards to advertising in our public transit buses, our focus is our fixed route buses 'cause those are on a fixed route schedule and so this contract that we typically go out to bid for is just advertising in our large fixed route buses. So, our service area covers 100.6 square miles in Maui County. Each Maui bus travels an average of 244 miles per day. Annual ridership is more than 1.8 million boardings, and we operate 14 fixed route buses with 17 vehicles operating in maximum service. So, in the Maui County Code, Title 11.02.040, Section A, it...yeah, we do list items that or advertising that's prohibited. So, I mean things that are prohibited would be any advertising that contains political or campaign speech, anything that promotes or appeals to racial, religious, or ethnic prejudice or violence, anything that contains pictures, words, or symbols of obscene, illicit, or pornographic character, promotes illegal activities, contains profanity or depicts violence, anything that's prohibited by law to be sold or offered to sell to minors. A little bit more prohibited items would be, you know, anything that contains false or misleading information, copyright or trademark infringement, anything that is harmful to or disruptive to the transit system, or anything that emits light, noise, or special effects. So, per our County Code, public service announcement, PSAs of public service or a charitable nature advertisements are allowed for a one-month period if that advertising space hasn't been sold. So, I guess if there are any...if all of our buses are fully sold out for space then nonprofits wouldn't be able to come in and advertise. But if there are availability then nonprofits with a 501(c)(3) designation are able to for a one-month period be guaranteed a space as long as there are open space that hasn't been sold. And but their PSA announcements can't have any corporate or business sponsor names or logos, those aren't allowed on the, on their placards. So, I guess this was one example that was recently in our buses I guess last year, a nonprofit advertising for this event. So, for our...when we go out to bid, the scope of work that we are looking for the contractor to do is to solicit and retain advertisers, to maximize the advertising revenues, to install and maintain advertising on the buses, to remove outdated advertising on the buses, to propose amendments to rules and regulations if necessary, and then to work with the Maui Bus fixed route contractor to set installation and removal dates and times of day. So, pretty much this contract allows an advertiser to come in, put in what advertisements they want, take out what they...what has expired, and basically the Department is basically oversees the contract as well as review the different advertisements that will be going into our buses. We hold the last say in terms of if we believe that it's, it meets the guidelines where we can advertise it. If not then we will decline or deny certain advertisements. We do require the vendors to provide monthly reports and that's based on if there is any changes that happens in that month period. But if they...if there's no changes in that particular month then they wouldn't be needed to submit a monthly report. But the monthly report pretty much includes, you know, when contracts are in effect, billings for the month, collections for the month, pass due amounts, total remaining balances on the account, and contract expiration dates. And then on a quarterly basis, we require the contractor submit payment to our Department for deposits into the Highway Fund. So, with regards to bus spaces, these are the available spaces for

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advertisement cards in our buses. Each bus has six reserve spaces for our Department to place our small, I guess our advertisements in terms of, you know, what our Maui Bus rates and fees are, what our rules are, and if...and any other announcements from our Department. And then the rest of the space is available for purchase. So, we have four different types of vehicles. The green or 40-foot green trolleys, the Easy Riders, mini-access buses, and 25-passenger cutaway buses. So, advertisement sizes, so these are the standard and cutaway bus size display. So, standard display is 11 by 28 or 11 by 24 inches. Cutaway bus display is 11¼ by 28 or 11¼ by 24 inches, so the reason why there's different standard displays is in the large transit buses it's a standard display, but with regards to our cutaway bus which I put an image up on the slide, those cutaway buses for some reason they don't use the same standard display size and so when we solicit advertisers we make certain that they understand that some of the advertisements needs to be a different size for it to be placed in our buses. So, back in Fiscal Year 2017, the Department solicited bids for advertising in our fixed route buses. This was actually the first time our Department has ever gone out to bid for these services. Previous to that there, I guess there were no rates and fees or anything set for us to do this or ordinance set, so it was a, essentially it was like a pilot project for us. We didn't know what to expect and so at least now we have a little bit data to kind of let you guys know how we did. So, we had a bid opening on September 20, 2016, there were two advertisers that were interested in our...in advertising in our buses. One of them was AdWalls. At the time AdWalls held the contract for the City and County of Honolulu's advertising in their buses, so they were interested, as well as Stone Jetty Advertising who actually is a company out of Massachusetts that actually won the highest guaranteed monthly payment for our solicitation. So, the contract was actually awarded to Stone Jetty and we gave a notice to proceed date of January 24, 2017. It was a two-year contract with three additional one-year terms so a total of five years. Then in December of...December 11, 2018, our Department received a letter requesting a cancellation of the agreement, and then on January 22, 2019, our Acting Director of Finance confirmed the termination of the agreement. So, basically we started to notice that we weren't receiving monthly and quarterly payments in I guess fiscal year...this fiscal year, at the beginning of this fiscal year we noticed that we haven't been receiving so our Department tried contacting this person from Stone Jetty and that's when we received the letter stating that he was requesting cancellation of the agreement because he was folding his business. So, with regards to our advertising that has been done under Stone Jetty, there were five companies that did paid advertisements and those were Coconut Glens Ice Cream, Mobi PCS, Kamaaina Loans, travel2change, and State of Hawaii, Department of Education actually did some advertising with Stone Jetty. With regards to our revenues, Fiscal Year '18 we brought in \$25,900 and Fiscal Year '19 it was \$5,550. So, the rates that were established when we first went out to bid Fiscal Year '18 and '19 is the \$25 per card per bus and then I guess proposed for Fiscal Year 2020 it's being upped to \$50 per card per bus, and so any revenues that are generated shall be placed in the County's Highway Fund. So, this is a, kind of an image of the price structure that Stone Jetty was advertising on the mauibusads.com website. So, our rate was the \$25 per card per month, but if you look at how he did his pricing structure, if you were advertising for between a month and five months, you...he would be charging you \$45 per month. If you did it

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anything longer than that, it started to get cheaper so six months was \$40 per card per month, 9 months was \$35, and then 12 months it came down to \$30. There was 32 ads minimum that needed to be paid for, because we have 32 buses and we don't technically assign any buses to specific routes. Our larger buses we know we place on the longer runs such as like going to Kihei or going to Lahaina, but everything else is pretty much 35-foot buses which could either be used within Central, could be used Upcountry. So, when it came to us going out to bid, we just decided that the advertiser will buy spaces for every single bus because we can't guarantee, you know, that particular bus will be in a certain area. So, it was always a 32-ad minimum that needed to be purchased. So, I just wanted to kind of show you what Stone Jetty's pricing was set at when he started to do our program for us. And then the reason why he has to charge a little bit more than the \$25 is because it...when he had a subcontractor where he had to send the advertisements to so they could install it or remove the old ones so he needed to make certain that he could still pay for that. And then I guess his company he also at the time if you needed to get something printed, he could also do the design work and then send it off for printing as well, so I think he charged a little bit more for the ability to also do graphic design. So, then just for the Council's information, I reached out to the different counties in Hawaii just to see, you know, what they're up to as well. City and County of Honolulu they used to do their advertising with AdWalls, but most recently they went out to bid and they are now doing business with Sky Hi Media LLC, they're based on Oahu. I think it's a Japanese company that does business within Hawaii. City and County's administrative rules I believe states that their ad space is \$13 per ad space and they have 540 buses. County of Hawaii is doing what we used to do where we allowed nonprofit organizations to post one bus placard on every bus for one month for free once a year. So, I don't think they charge...now that I read that, I don't think they charge for that, I think they're just basically saying that they allow nonprofits to advertise in their buses for a month per year. And then County of Kauai when I reached out to them, they said that their...they don't do any advertising in their buses, but when they get closer to doing it, they will plan to move forward with contracting it out in the future. And that's kind of the end of the presentation. I just wanted to kind of give the Members an update of the program that we kind of started a few years ago, where we are now. And I guess what we're planning to do is when the new updated rate passes at first and second reading, we'll have to go out to bid. We'll work with the Purchasing Division under Finance to put it out to bid, and then we'll get into a contract as quickly as possible so we can start receiving additional revenue.

. . . END PRESENTATION . . .

CHAIR SUGIMURA: Thank you, Mr. Takamori. So, before I turn it over to the Members, I wanted to introduce Alice Lee. I'm sorry. You've been sitting here during the whole presentation so thank you for joining the meeting. Do you have a question since I made you wait all this time?

COUNCILMEMBER LEE: . . .*(inaudible)*. . .

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CHAIR SUGIMURA: You don't have a question? Okay. Ms. Kama?

COUNCILMEMBER KAMA: Thank you, Chair. So, you know, even when you did the original RFP, did we have any local vendors apply?

CHAIR SUGIMURA: Director?

MR. TAKAMORI: Chair, I think AdWalls, I'm not sure if they are a total local company, but they had personnel that did contact our office that were housed on Oahu. So, I don't know if it's a national company that they have just offices in different areas, but AdWalls I would say that's the most local...well, there were two bidders and they were only one that actually had people on, in Hawaii.

COUNCILMEMBER KAMA: That could do this?

MR. TAKAMORI: Yeah.

COUNCILMEMBER KAMA: So, how many buses do we have total?

MR. TAKAMORI: Thirty-two.

COUNCILMEMBER KAMA: Thirty-two, okay. And I got a couple more. So, do we have...so at this point in time, we don't have any advertising on the buses because we lost our previous vendor?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: That is correct. We don't...we're not under contract so we don't have any advertisements in our buses at this time.

COUNCILMEMBER KAMA: Okay. Thank you, Chair. Thank you.

CHAIR SUGIMURA: Thank you. Ms. King?

COUNCILMEMBER KING: Thank you, Chair. Okay, so it looks like what we're doing is we're actually contracting...we just sell out all the advertising and then they subcontract? So, we're going from I guess we charge them \$25 per card and that's per bus per, you know, so now we're going to try to charge a vendor \$50 per card and they have to turn around and charge somebody something more than that in order get those spaces filled. It seems like a tall order when City and County is charging 13, and I'm not sure if that was understood when the proposal to go up to \$50 came out. So, that seems a little unrealistic, Chair. Even 25 might of have been high because they have to turn around and sell that to...for 30 or even more. And the rates, the same...do they turn around and charge a rate, the same rate regardless of what bus the ad goes on, or do

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people who subcontract for those ads get to choose the routes that they're on? Or do they just have to do all 32 buses per month?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: It's all 32 buses per month.

COUNCILMEMBER KING: Okay. So, we don't have any option for, you know, if I just want, you know, I'm a Kihei business, I just want to advertise in the buses in Kihei. Okay. That drives it up as well, so I can see how problematic this is going to be trying to get a vendor to come on board for... 'cause basically what you're doing is they're working off of a commission, whatever they can charge beyond the \$50 per card. And it has to be 32, all 32 buses. Okay. Well, that might... we might need to rethink that. And I was going to ask you about your ad content, do you have... are you like... do you put together some kind of a committee that looks at some questionable ads and decides if they're, if they fall in those, one of those, you know, inappropriate categories or not, or is it just one person that decides?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Department?

MR. TAKAMORI: So, in the previous Administration, our... the requests used to come in and the Director used to take a look at it, but the Director used to ask myself when... in my other position. And we used to take a look. If there were anything that was questionable then we would request assistance from Corporation Counsel.

COUNCILMEMBER KING: Okay. So, Corporation Counsel has the final say...

MR. TAKAMORI: If... for anything that's questionable, yes.

COUNCILMEMBER KING: Okay. And then they would... was there just one person at Corp. Counsel that decided or did they get together, they have a committee or something?

MR. TAKAMORI: I believe we just reached out to our Department representative from Corp. Counsel.

COUNCILMEMBER KING: Okay. Alright, well, I kind of have a better handle on what's happening now and why this is so problematic. Have you thought about since this hasn't been done very often before, but have you thought about just putting it out to bid with no number on it and seeing what comes back?

MR. TAKAMORI: Chair? We could totally try and do that. I know that City and County of Honolulu what they do is they actually start the process with an upset amount

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already, so they're basically saying that based on the RFP that I received from them, their per card is \$13, but they also basically said that the, whoever is interested in advertising with us, you have to guarantee paying us \$13,000 per month. Or I guess or if you can guarantee higher, then you might have a better chance of winning the contract. Yeah.

COUNCILMEMBER KING: Okay. So, they give like a minimum expectation but they don't tell you how you have to get that 13,000 per month?

MR. TAKAMORI: Correct, they don't.

COUNCILMEMBER KING: I mean if somebody wanted to bid on that and say, you know, I'm going to bid 14,000 a month so I'm going to get the contract. Then the vendor could actually decide okay, I'm going to take the five busiest routes and we're going to charge more for that, twice as much and then we're charge...so they can figure it out themselves. Okay. And I see that they have 540 buses so that's why their rate is lower because they can get to that number quicker. It's going to be harder for us to, you know, to...if we put that same limit on it, we would make a lot less 'cause we only have 32 buses. But I like the idea of just a guarantee per month and take the highest guarantee and let the vendor figure out what works for them, because if...that's their business, they should be able to figure that out better than we can. Anyway, that's just some of my thoughts, Chair. I think the \$50 is going to be problematic if we try to...

CHAIR SUGIMURA: It sounds high.

COUNCILMEMBER KING: Yeah. Okay, thank you.

CHAIR SUGIMURA: With this additional information. Ms. Lee, you have any comments? You always have good ideas so ready to hear what you have to say.

COUNCILMEMBER LEE: . . .*(inaudible)*. . .

CHAIR SUGIMURA: Mr. Sinenci?

COUNCILMEMBER SINENCI: Thank you, Chair. Mr. Takamori, did you guys reach out, back to AdWalls if they're still interested?

MR. TAKAMORI: Chair? Thank you. I haven't yet. I think as we are getting ready to put it out to bid, I would be reaching out to them as well as to Sky Hi Media just because they have a local presence as well.

COUNCILMEMBER SINENCI: Okay, thank you.

CHAIR SUGIMURA: With City and County. Sorry, go ahead.

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COUNCILMEMBER SINENCI: You mentioned that we don't allow any nonprofit organizations to post on the bus, that is just County of Hawaii, we don't do that?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Mister...

MR. TAKAMORI: We actually allow nonprofits to post advertising in our buses as long as those...because it's a free advertisement, as long as the space hasn't already been sold then that's allowed for a one-month free basis.

COUNCILMEMBER SINENCI: Okay. Would the County be able to advertise as well? I mean, you know, we've all got...I'm just thinking we've all got different committees and if the County had certain, you know, where like we talk about invasive species for instance, you know, maybe we could kind of promote not moving plants from district, you know, high-traffic areas to other areas. I know for people with grief, sometimes during the holidays, you know, just having a hotline on the bus might help. You know so I'm just thinking where we can promote some of our Maui values on the bus and so I'm just, you know, I'm just kind of wheels are turning.

CHAIR SUGIMURA: Thank you.

COUNCILMEMBER SINENCI: Thank you.

CHAIR SUGIMURA: Ideas for the future. Mr. Takamori, you have any thought on that?

MR. TAKAMORI: I can tell you that based on the different advertisements that did come through our office, because there wasn't a lot of sold advertisement space, the nonprofits that did come in were able to advertise. So, things like what you mentioned would be things that would be able to come in and be advertised.

COUNCILMEMBER SINENCI: Thank you.

CHAIR SUGIMURA: Thank you. Ms. Kama?

COUNCILMEMBER KAMA: So, another question. So, I would assume that if we don't have a lot of paid advertisements, the nonprofits would come. And so, if all of us with our wonderful committees came forth and wanted to advertise, put in your application for housing at, you know, I mean we'd be competing against each other just for space. And so, we'd be competing against ourselves --

CHAIR SUGIMURA: Compete against ourselves.

COUNCILMEMBER KAMA: --and against our nonprofits. So, how do we...how would you remedy that?

CHAIR SUGIMURA: Mr. Takamori?

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MR. TAKAMORI: Thank you. I think that's...I hope that would be a problem. That's probably a good problem. I guess we would have to look at the...we haven't actually had any issues with trying to get advertisements in the buses, and so we would probably have to have some type of like maybe it's like first come, first served, and then maybe if, you know, once it's filled then maybe the following month then we move down the list. So, I mean it might have to be done in a type of queue form.

CHAIR SUGIMURA: Thank you. Ms. King?

COUNCILMEMBER KING: I like the idea of doing PSAs, that's basically a public service announcement. If it was committee driven, we could do it in the same way we do the, you know, the Council's three minutes or the . . .*(inaudible)*. . . you just take turns and, you know, follow the guidelines so it doesn't become a promotional thing for any one person. But I just wanted to kind of go back to the idea of a minimum per month, because...and I just wanted to point that right...we made \$25,900 in 2018. If we put out an RFP that said we needed a minimum of 5,000 a month say, we're already ahead because we're going to get \$60,000 and then it's up to the vendor to decide how they're going to disburse those ads. So, coming up with something like that would give you a minimum guarantee, and then you could even do, you know, and, you know, above a certain amount you're getting an extra percentage or something. But I think you...I think that's way...something like that is the way you're going to need to proceed; otherwise, we're going to get...we're not going to get anybody responding to this for \$50 a card. I can, you know, I have a marketing background so I can tell you that's going to be really problematic. But I like the way the City and County did it, I think that's really practical. So, whatever that minimum...you can come up with a minimum that's going to get you at least 25 to 30,000 and then we'll still be ahead.

MR. TAKAMORI: Okay.

CHAIR SUGIMURA: Mr. Takamori, what about the advertising we don't do, so have you considered the...I think the...our buses are so beautiful I would hate for us to ruin the outside of our bus with ads is my personal thought, but what about the bus stops, to put ads on the side? I think the design that you have is see through though, it's not boards like the one that you have on your PowerPoint presentation.

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: The tropical, are they...or they look like Makawao or the ones I've seen they've taken on the look of the community.

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Do you have a comment?

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MR. TAKAMORI: Yes. With regards to advertisements on the outside of our...at our bus shelters, some of our shelters don't have side screens or back screens. I think it was just to deter, you know --

CHAIR SUGIMURA: Graffiti.

MR. TAKAMORI: --graffiti or people being unhappy and hitting things or kicking things. So, we kind of stopped moving forward with those side screens, but I think if that is something that would be considered then that is something that the Department can consider as well. I think it's a big topic because you would have advertising on the side of the street, you know, and so I don't know how people may feel about seeing something like that. And so, that's something that the Department hasn't really considered.

CHAIR SUGIMURA: Okay. I think we would have to change all the bus stops then if we decided to go down this path so that doesn't sound like a great idea.

COUNCILMEMBER KING: Yeah. Chair? I think it's also a safety issue because if you create sides now people can hide in there and do things that you don't want them to be doing. And I think that's one of the reasons why our bus stops don't get a lot of those kinds of things happening in them because you can see through them.

CHAIR SUGIMURA: Good point. Any other comments, Department? I'm going to be deferring this for another meeting in case we want to take this up again, but I'm glad we had this discussion so you can start formulating your plans. Before I close this meeting, I want to commend the Department. Last night we had the Kula Community Association meeting and Michael Du Pont came and did a presentation. I think there were like over 100 people there who was, who were at the meeting and Michael did a really good job talking about the routes. And as you know the Kula route we've had some challenges because of the low ridership, the cost doesn't necessarily change, it's still half-a-million dollars, but they...the Department adjusted the route to accommodate and it's helped in terms of picking up ridership but it's still not the most well used. So, but thank you very much for reaching out and doing your community outreach, I appreciate that.

COUNCILMEMBER KAMA: Chair, one --

CHAIR SUGIMURA: Ms. Kama?

COUNCILMEMBER KAMA: --question. So, does the bus go into the Waiohuli-Keokea Homesteads?

CHAIR SUGIMURA: Upcountry.

COUNCILMEMBER KAMA: Upcountry.

CHAIR SUGIMURA: Yes. Oh --

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MR. TAKAMORI: Yes.

CHAIR SUGIMURA: --Department?

MR. TAKAMORI: Yes.

CHAIR SUGIMURA: Yes.

COUNCILMEMBER KAMA: Okay. So, what is the route?

MR. TAKAMORI: Chair? So, the route...I guess the easiest way is we start at Kaahumanu Center, we...as we're heading towards Kula, we would be heading on Kamehameha Avenue, picking up at Salvation Army, going towards Puunene Avenue, stopping at Home Depot, Walmart, and then from there we head up to Pukalani Terrace and then we go to Kulamalu. And then from there we go up through I guess Kula Road, Lower Kula Road and then we pop out by I guess, you know, Morihara Store area, then we go to Rice Park, and then we head up and then we take the first right down Pueo, and then we kind of wrap around inside, and then we kind of exit out Keanuhea, and then we pop out in the back side, and then we come down by Kula Hospital, and then we go back by Rice Park and they head back down the same way.

COUNCILMEMBER KAMA: So, you stay on Pueo all the way until you get to Keanuhea and then you just go straight through and that's just, that's it? You don't go internally into some of the side roads off of Pueo or Keanuhea?

CHAIR SUGIMURA: Just the main roads, yeah?

COUNCILMEMBER KAMA: Like Lauie?

MR. DU PONT: So, most of our stops...sorry, thank you. Most of our stops in the area are actually at all of the roads, all of the side streets. So, we do cover the whole area in Hawaiian Homes, and we actually do follow the route that the actual school bus follows so that's where all the kids have to walk anyway. So, we try to stay out of the smaller streets in the area.

COUNCILMEMBER KAMA: Okay, so...okay. In the future I'm going to talk to you about Ke Ola Kino but thank you. Thank you, Chair.

MR. DU PONT: Thank you.

CHAIR SUGIMURA: Thank you. So, Members, this will be the close of our meeting. Thank you very much for coming back after a short lunch. I hope you can now enjoy your lunch break after this meeting. This meeting is now adjourned. . . . *(gavel)* . . .

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COUNCILMEMBERS VOICED NO OBJECTIONS.

ACTION: DEFER.

ADJOURN: 3:06 p.m.

APPROVED BY:



YUKI LEI K. SUGIMURA, Chair
Multimodal Transportation Committee

mt:min:190516:ds

Transcribed by: Daniel Schoenbeck

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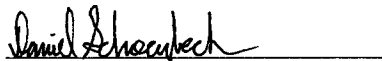
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CERTIFICATE

I, Daniel Schoenbeck, hereby certify that the foregoing represents to the best of my ability, a true and correct transcript of the proceedings. I further certify that I am not in any way concerned with the cause.

DATED the 4th day of June, 2019, in Kula, Hawaii

A handwritten signature in cursive script, appearing to read "Daniel Schoenbeck", is written over a horizontal line.

Daniel Schoenbeck