

# REPORT OF THE COMMITTEE ON BUDGET

## Voting Members:

Ann H. Kobayashi, Chair; Stanley Chang, Vice Chair;  
Carol Fukunaga, Joey Manahan, Kymberly Marcos Pine

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Committee Meeting Held  
April 23, 2014

Honorable Ernest Y. Martin  
Chair, City Council  
City and County of Honolulu

Mr. Chair:

Your Committee on Budget, which considered Bill 69 (2013) entitled:

"A BILL FOR AN ORDINANCE RELATING TO PUBLIC TRANSIT,"

transmitted by Communication D-870, dated December 2, 2013, by the Department of Transportation Services (DTS), which passed first reading at the December 11, 2013 Council meeting, reports as follows:

The purpose of the Bill is to generate an alternate revenue source to support operations of TheBus and TheHandi-Van by authorizing DTS to sell advertising space on the exterior of City fixed route public transit buses and paratransit vehicles.

The Director of the Department of Transportation Services testified in support of the Bill.

Your Committee received testimony in support of Bill 69 (2013) from four members of the public and testimony in opposition of the Bill from twenty-eight members of the public. Your Committee also received testimony providing comments on Bill 69 (2013) from three members of the public.

A petition of fourteen signatures in opposition to Bill 69 (2013) was also received by your Committee.

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**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ADOPTED ON     MAY 7 2014    

COMMITTEE REPORT NO.     106

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Your Committee received testimony from the following institutions, organizations, and governmental agencies:

1. Mililani/Waipio/Melemanu Neighborhood Board No. 25
2. Ewa Neighborhood Board No. 23
3. Alexandra Avery, President, The Outdoor Circle
4. Gary Anderson, Chair, Congress of Manoa Artists
5. Martha Townsend, Executive Director, The Outdoor Circle

Your Committee considered and amended the Bill to a CD1 version that makes the following amendments:

- A. Specifies that exterior advertising is restricted to the sides and/or back of city transit buses, and prohibits bus wraps and advertising on any bus shelter, bus bench or bus transit center/station structure.
- B. Defines "city transit bus" to mean a fixed route bus, and does not include a paratransit or special transit service vehicle.
- C. Provides that the director shall adopt rules to implement the section pursuant to HRS Chapter 91.
- D. Adds a requirement to provide a report two years after the effective date of this Bill setting forth the revenues collected from the advertising, costs of administering the program, and feedback from the community regarding the impacts from exterior bus advertising.
- E. Makes other technical and non-substantive amendments.

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## Voting Members:

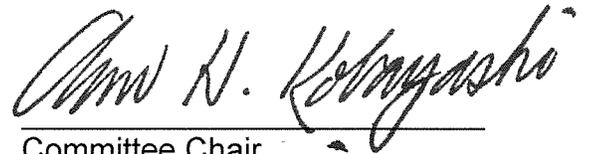
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Your Committee on Budget is in accord with the intent and purpose of Bill 69 (2013), as amended herein, and recommends that it pass second reading, be scheduled for a public hearing, and be referred back to Committee in the form attached hereto as Bill 69 (2013), CD1. (Ayes: Kobayashi, Chang, Fukunaga, Pine – 4; Ayes with reservations: Manahan - 1; Noes: None.)

Respectfully submitted,

  
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Committee Chair

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