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HONOLULU CITY COUNCIL COMMITTEE ON BUDGET  
Wednesday, March 4, 2015 — 9:00 a.m.

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**Ulupono Initiative Strongly Supports Bill 10, Relating to Car Sharing**

Dear Chair Kobayashi, Vice Chair Manahan, and Members of the Committee:

My name is Murray Clay and I am Managing Partner of the Ulupono Initiative, a Hawaii-based impact investment company that strives to improve the quality of life for the people of Hawai'i by working toward solutions that create more locally grown food, increase clean, renewable energy, and waste reduction.

**Ulupono strongly supports Bill 10**, which establishes a 36-month pilot program to dedicate parking stalls for car-sharing organizations. A key component to make a successful car-sharing program is to ensure an adequate amount of available parking stalls.

According to DBEDT, roughly 28% of Hawaii's imported petroleum is consumed for ground transportation. Furthermore, ground transportation, such as cars and trucks, relies almost exclusively on imported fossil fuels for its energy. The state needs to reduce and displace petroleum used for ground transportation. Currently, a good opportunity to support such goals is by encouraging the use and adoption of car-sharing among the general public.

According to Susan Shaheen of Berkeley's Transportation Sustainability Research Center, car-sharing has been shown to reduce the vehicle miles traveled of car-sharing members by 40 - 79% ("North American Car-sharing: 10-Year Retrospective"). That could equate to a reduction of over 200 gallons of fuel each year per member (average 9,000 miles traveled, reduced by 50% at 21 miles per gallon). This impact could significantly reduce overall demand for petroleum used for ground transportation. In addition, car-sharing programs are a great complement to transit oriented development, public transportation, bike-sharing and other alternative modes of transportation. It enhances modality choices for residents and encourages smart transportation.

Therefore, Ulupono is investing in companies that promote alternative forms of transportation. These include WaySine, which provides bus riders with real-time information about their wait time at bus stops, and Bikeshare Hawai'i, which will offer a network of rentable bicycles across Honolulu. This bill will further promote transportation methods such as car-sharing that reduce imported fossil fuels.

As Hawai'i's energy issues become more complex and challenging, we appreciate this



committee's efforts to look at policies that support renewable energy production.

Thank you for this opportunity to testify.

Respectfully,

Murray Clay  
Managing Partner