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**Report**

**Focus Group Report on Oahu Residents  
Attitudes towards Fixed Guideway Options**

**Prepared for:**

**Parsons Brinckerhoff Quade & Douglas**

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**Prepared by:  
SMS Research & Marketing Services, Inc.  
Honolulu, Hawaii  
March, 2006**



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March 24, 2006

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Dear Mark:

Enclosed please find the final copy of the fixed guideway option focus groups. I hope that you find the conclusions both informative and actionable. I thought I would provide some personal recommendations based on the data gathered.

1. Develop a marketing theme for the project, a theme that can be utilized by all communicators of the project. It has to be simple, and should concentrate on the benefits of the project.
2. Develop a continuous communication plan that conveys the state/county traffic mitigation programs and their success.
3. Summarize the "integrated" transit plan for the island in a simple and cohesive manner. Have everyone always talk about the project and its benefits in the same manner.
4. Undertake a quantitative survey to identify regional areas' level of support and opposition to the program.
5. Continue to undertake focus groups (though only one or two at a time) to evaluate potential communication option, test communication messages or personalities.

SMS would be happy to help in providing media planning options utilizing our in-house databases. If there is anything else we can do to help, please let us know.

Best regards,

**SMS Affiliations and Associations:**

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Hersh  
Encl.  
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## EXECUTIVE SUMMARY

Five focus groups were held at the SMS offices utilizing the one-way mirror facility. The groups included residents from leeward Oahu, the windward side, the East side of Oahu as well as the downtown and Kakaako areas.

### Something must be done now:

- All groups, whether supporting a fixed guideway option or not, agreed strongly that something must be done NOW to alleviate the traffic situation. The negative impact on the quality of life on Oahu residents of current traffic conditions is reaching a climax. Some of the group participants, especially West Oahu, projected a high level of frustration and anger when discussing traffic.

### Present an integrated transit plan:

- Though a majority of the respondents support a fixed guideway option as a long-term solution for the island, ALL participants felt that such an option should be presented as part of an ISLAND WIDE integrated transit plan. The integrated plan should cover immediate actions/solutions, while the fixed guideway option is constructed, providing solutions for the next generation. There is a need by leeward residents to understand how they will survive the construction phase of the fixed guideway option. There is a need by non-West Oahu residents to understand whether the fixed guideway option will eventually be expanded to include their communities. Such presentations will help the support of the fixed guideway option.

### Fixed guideway option construction phasing:

- A majority of participants believe that construction must start in town and work westward. There are two primary reasons for this recommendation:
  - A town-based start will ensure usage and appreciation for the project
  - A West Oahu start may result in a stoppage of the project (due to lack of usage) especially with future changes of leadership (mayor) who may not support the program. There is some awareness of the Seattle issues.

### Fixed guideway option support is high:

- Support for a fixed rail option is high and island-wide. There appears to be less support for the option from West Oahu residents. However, it is the opinion of SMS that this lower support is a result of:
  - High frustration with the lack of immediate traffic solutions or perceived option testing
  - Concern that such construction would further aggravate the already intolerable traffic problems

- There was full consensus that if a fixed guideway option system was approved 15 years ago, and was in operation today, today's traffic situation would not be as dire as it is. However, as stated previously, there is strong sentiment that a fixed guideway option alone would not solve all traffic issues. There is a sense among "local" residents, that the extended family life in Hawaii is different from mainland families. This extended family requires more flexibility, and thus a fixed guideway option may never replace the need for "local" automobile flexibility.
- The desired option is the monorail. This is considered a clean and quiet option. However, as will be noted in more detail later in the report, this selection process cannot be utilized as a sole measurement of preference. The preferred route would minimize current lane closures and would extend to Waikiki.

### **Fixed guideway option/tax knowledge is low:**

- Though there has been some media noise about fixed guideway options, few of the participants are well-informed about the project. When asked to review a Honolulu Advertiser front page article that provided extensive data and photos about the transit option study, only a small minority remembered seeing the article. The level of knowledge among participants about other elements of the program is also limited, as exemplified by a majority of participants believing that the incremental excise tax is a Statewide tax.
- Some key misconceptions should be managed. As an example, participants expect the fixed guideway option service to be fast -- they expect it to almost be an express service, with limited stops.

### **Desired attributes in fixed guideway option:**

- The feeder system (whether secure parking for personal car or bus service) is critical to the success of the project. When asked what are the main desires in a fixed guideway option service, basic comforts were most important, along with available seating, air conditioning, cleanliness and safety. The other desired attributes are frequent train service and guaranteed travel time.

### **Communication of plan:**

- Participants are cynical about what they perceive to be "self serving" communicators, whether politicians or consultants. There is a feeling that "they have something to gain" by supporting a fixed guideway option. There is a desire to have residents and possibly experts from other cities where such a program was introduced present a case for the project. Other suggestions included an advisory group of experts, including University of Hawaii traffic gurus.
- A key conclusion of the groups is a recognition that though traffic is a major issue for Oahu residents, there is little effort to learn or gather data regarding the potential solutions. There is little or no recall regarding letters to the editor, public meetings or controversies.

## BACKGROUND

Traffic is one of the key frustrations of Oahu residents, especially West Oahu residents. Though the traffic issue has been recognized as a significant problem for decades, significant solutions have not been implemented to-date. After many efforts, the planning and potential development of one possible solution is in the works -- fixed guideway option. However, as with most big ideas, to manage the process of implementation, understanding residents' attitudes towards the idea is important.

The County and its consultants also recognize that different segments of populations and residents living in different geographies may have different perspectives on the traffic solution. It is important for the client to understand these attitudes and ensure optimum support for the project.

To better understand these attitudes and identify possible solutions, the client and the team suggested a group of focus groups. This proposal has been prepared to fulfill this need.

## OBJECTIVES

1. To understand all facets of transportation needs/issues
2. To understand attitudes towards fixed guideway option, or other transit solutions
3. Measure reaction to current fixed guideway option efforts

## METHODOLOGY AND RESEARCH LIMITATIONS

Five focus groups were held at the SMS facility. The client and consultant were present in our focus group facility, and viewed the focus group through the one-way mirror.

A total of 67 qualified residents confirmed their attendance to the groups. Forty-five of them attended the groups or 67%. The week's torrential rains appear the primary reason for the lower than expected show rate. The groups were held as follows:

- **Group 1:** West Oahu March 13, 2006 at 5:00 pm
- **Group 2:** West Oahu March 16, 2006 at 5:00 pm
- **Group 3:** Windward March 15, 2006 at 5:00 pm
- **Group 4:** Downtown March 15, 2006 at 7:00 pm
- **Group 5:** Waikiki March 16, 2006 at 7:00 pm

Participants of the focus groups were recruited from a random list of phone numbers provided to SMS by the client. Attached as Appendix B is the Recruiting Guide.

Attached as Appendix C is the Demographic Characteristics of Respondents of each of the groups.

Each participant received a payment of \$30 for their time and participation.

This report is a summary of conclusions reached from a focus group research process. Readers of this report should recognize the qualitative nature of this research process, including but not limited to the lack of statistical representation of the respondents. The videotapes and audiotapes are included with this report, and it is recommended that they be reviewed for a fuller understanding of these conclusions.

# SUMMARY OF RESULTS

## CURRENT SITUATION

There is an extremely high level of frustration with traffic conditions today. Traffic conditions appear to negatively influence the lives of commuters, especially those residing in the leeward area of the island. The subject caused some of the participants from the leeward area to be angry throughout the session, anger that they tried to convey through comments such as:

“Doesn’t matter what time of day or night, there is always more traffic.” “I am exhausted by the time I get home... dinner gets later, we eat later, and everything is a mess.” “It has been so bad, I don’t come into town... I don’t want to face traffic... I do not want to face the stress.”

“We need to always work in extra time to consider what traffic is going to be like.”

The traffic situation is negatively impacting residents through out the week, not only during rush hours.

“Different every day.” “Shifted my day altogether... I no longer have an evening.” “On weekends it is just as bad.” “I try to avoid it (traffic) at all costs.”

“On the weekends I just don’t go because dealing with the traffic is not worth it... so I stay a hermit.”

Traffic negatively impacts those who have long commutes or short commutes. Residents who study at the UH Manoa and live in Kalihi are negatively impacted by the short commute. Residents who travel between Waikiki and downtown Honolulu are equally negatively impacted by the traffic situation on Oahu.

There is agreement that traffic has a direct negative impact on quality of life. There is also consensus that the situation today is far worse than it was five years ago or a decade ago. Participants felt that there are many causes for the situation getting worse. There are many causes for the traffic situation, some of which include...

Too many new homes are being built without appropriate planning. Too many cars on the road, too many cars per household. Not enough planning. Too many people on the island

“Everywhere you look they are building stuff... so we need the light rail to make it more convenient”. “There is not enough space (on Oahu), and there are not enough roads, and too many cars”

All participants suffer due to the traffic conditions on Oahu, but they recognize that the Leeward side has the worst traffic conditions.

"You watch the news every morning, Kalaniana'ole Highway, Windward side... no traffic on the road at 5:30 am. But then you look at the traffic at Pearl City, and it all backed up already!"

"Leeward is much worse"

Participants were asked to complete individual surveys upon arriving for the focus group. One of the questions in this survey was an identification of traffic issues they currently face. The comments and responses to this question are attached as Appendix D. Consumer perception of problems and their impacts is varied. Most respondents suggested the issue to be traffic, or money/gas costs or road conditions or too many cars. However, these are the causes for the excessive time spent in traffic, or unpredictable time spent in traffic -- which is the resulting personal impact. As an example, one respondent clearly communicated the cause and issue...

"Heavy traffic makes for difficult/unpredictable commuting time."

All participants felt that something must be done and done now. There was strong consensus that continuing under current conditions is not acceptable. Participants feel that there has been a lot of talk, a lot of study, a lot of travel to look at options -- and still nothing has happened. This attitude leads to a certain level of cynicism of respondents. This cynicism leads to one participant's comments when asked why others support a specific option, he responded by saying... Other people support a fixed guideway option because...

"They probably did not believe it would happen."

### **Knowledge level of all transit options:**

Overall, group participants are not well informed about all transit options, and there is little awareness of past communication regarding such options. The only *non-fixed* guideway option mentioned on an unaided basis by a minority of participants, was the Ferry. However, participants have little knowledge about the Ferry option. Some of the participants confused the Super Ferry with the passenger only Ferry planned for the Ewa to Downtown route.

Outside of major highway projects, there is little appreciation of past transit improvement efforts. There appears to be an undercurrent among the participants that "nothing gets done." There is awareness of the improvements to Kalaniana'ole Highway, the completion of the H-3, widening of H-1 and Fort Weaver Road. However, the groups also conveyed a level of pessimism or disappointment with these efforts. There appears to be an attitude that such efforts only transfer the bottleneck further down the road. There is a belief that there is a lack of transit planning...

"When they do developments, they build the houses, but don't do plans of how to get people from point a to point b."

There is also little knowledge, and possibly confusion, about current traffic mitigation efforts. As an example, though there is some recognition of the current Bus rapid transit through the Zipper lane, there is little appreciation of the success of this program.

When participants were provided with a front page Honolulu Advertiser article regarding the fixed guideway options, only a minority recalled seeing it. It appears that although traffic is a major issue for the participants, there is little effort to learn or gather data regarding the potential solutions. There is little or no recall regarding letters to the editor, public meetings or controversies. Little awareness exists of Cliff Slater and his opinions.

Only a minority of the participants has ever attended a community meeting. It was also obvious that none of the participants attended any meeting regarding traffic or fixed guideway options.

However, though participants are not well informed on transit options under investigation by the County or the State, they appear to have many suggestions. As can be seen in Appendix E, only 11 of the participants mentioned a "fixed guideway option" as a solution on an unaided basis.

Participants provided many options for immediate solutions to the traffic problems. These options include, but are not limited to:

- Staggered hours for work/schools
- More zipper lanes
- More synchronized traffic lights
- Improved road conditions
- Improved car pooling incentives
- Increase number of buses/frequency
- More enforcement of zipper/high density lanes
- Ferry from Ewa to town
- A bridge from Ewa to Ford Island and from Ford Island to town

When discussing other suggestions such as High Occupancy Toll (HOT) lanes, there was low support for such an option. The lack of support was due to two key factors -- a belief that travel costs are already high, and this will add to the burden. The second concern was that such an option would further separate the rich from the poor. Only the higher income segment would benefit from such an option. However, despite such low support, some of the participants indicated that they would use such an option, especially if they were in a rush.

The groups indicated that the stated options should be investigated not necessarily as an ultimate solution, but as multiple efforts to help alleviate the current conditions while a fixed guideway option is being constructed. Other suggestions for more immediate traffic alleviation included investigation of better communication of traffic conditions (e.g., indications at key roadways about most efficient speed for easy traffic flow) and working with the police department to reduce traffic stoppage due to accidents.

### **Level of support and opposition to fixed guideway option:**

All groups supported some form of fixed guideway option. With the exception of one group, there was avid support for a fixed rail option. And there was strong consensus -- do something now.

“How many times is every Mayor going to investigate it? It is talk... only talk”. “Something has to happen”.

As stated previously, support for the fixed guideway option appears to be based on participants’ conclusion that such an option will help take cars/drivers off the road. Such an option will therefore make their “personal drive” more convenient. It is important to recognize that only a *small minority of any of the group participants* (including option supporters from west Oahu) have indicated that they themselves will use a fixed guideway option. The shorter trip respondents such as UH students, would be more likely to use the system.

The level of support for a fixed guideway option did not decrease when the suggestion that number of cars may not be reduced, but would rather not continue to grow. Support remained as high -- suggesting that participants recognized that continued vehicular growth is not an acceptable option.

“People who have lived in cities with transit...I personally see my quality of life was when I did that (use mass transit)... once you experienced it, it is great.”

Those who did not support the fixed guideway option felt this way because of a variety of reasons. One of the reasons is that Oahu residents are different:

“We are a different group of people here...I don’t care if New York did it (successfully...because when we go to the mainland, we all ride the subway, it is great, it is clean, but not here.”

“A lot of us have extended families here, more so than the mainland, so you have other responsibilities, not just your job.”

“We’re going to be retired by the time they do it, and meanwhile we will be sitting in the traffic while they do it.”

“Put all this money into fixed guideway option, and they don’t even know if people are going to use it.”

Other people support fixed guideway option because “They probably did not believe it would happen.”

This group recognized that such a solution, if implemented previously, would have helped resolve the current situations.

“If they had done fixed guideway option like when they said they were going to do it... yeah, it would have helped by now.”

This is also the group that was most frustrated by the current traffic situation and felt that the fixed guideway option would aggravate this situation further. However, when the suggestion is made that some of the other short-term options be implemented as a fixed guideway option is being implemented, their attitude changes. In other words, they would be more likely to support the fixed guideway option if they saw other solutions being implemented immediately.

“Look at multiple options, and implement as many as you can, do not depend only on this (fixed guideway option).”

The most preferred option is the monorail option. The option preferred by those who do not support a fixed guideway option system is a dedicated bus lane. The rationale for a bus preference appears to be based on economics (costs less), immediacy (can be done now) and proven (buses are already operating successfully).

“Looks clean, is elevated... will not take away from current lanes.”

Support is strong for the fixed rail option. It should be noted that these preferences were made solely based on low quality photos in a newspaper article. Final preference should be investigated in a more quantitative and a better-informed participant manner.

However, recognizing the limitations of this process, one of the reasons that the monorail option was preferred appears to be recognition. Participants appear to associate it with fun and relaxation (Disneyland). It also appeared clean and white in the photo, and therefore appears to have conveyed a more environmentally clean option. Some of the participants were also under the impression that a monorail option would be less likely to eliminate an existing traffic lane. Those who preferred the light rail option appear to have done so due to their usage of such systems elsewhere. They commented that such systems are proven, clean and are efficient.

Some of the participants were asked to prioritize the benefits that such a fixed rail option (mono or light system) would provide. Again, it should be noted that this is not a quantitative conclusion.

- Lots of seating
- Air conditioned
- Clean
- Frequent trains
- Safe
- Predictable travel time
- Easy transit to home/work
- Save gas
- Well defined route

As can be noted, it is the relaxing and safe environment that group participants desire in the new service. Their assumption is that these benefits would be provided by the system, and would hopefully be recognized and appreciated by users of the system.

There is an overall concern regarding the tax, and low understanding of the tax.

“The cost bothers me, they are also going to tap the neighbor islands to pay for this fixed guideway option on Oahu.”

“I heard that the money is going to be distributed to the neighbor islands.”

The perception is that the added excise tax is a statewide tax. There is a concern that this cost is also going towards a project that is not proven, and may never happen.

### **Perceptions and suggestions regarding development of fixed guideway option:**

As previously mentioned, a concern regarding this fixed guideway option, is that it will not happen. There is little that would convince the group participants of the imminent development of this project. They will believe when they see construction actually start. Or...

“Demonstration, pilot project is the best way to communicate, they can believe it. A politician says it is going to happen, you don’t believe it.”

There was also some concern that once it starts, make sure to complete it. This concern was conveyed based on two factors. The first is the inevitable change in the administration. There is recognition that Mayor Hannemann strongly supports and desires to see a fixed guideway option started. However, there was some concern that since this is a long-term construction project, what will happen if the next administration will be opposed to the project. Will the project be stopped? The second factor was the level of usage of the system as it is being constructed. Participants felt that the project will continue to get support both from residents and the new administration if it was used as each construction phase is completed. It was suggested that to achieve that goal, construction should start on the town side, not the Kapolei side.

“If they start in town, people will use it, and then it will have to be pushed to Kapolei.”

“I don’t know of anyone who wants to go from Kapolei to Waipahu... so it will not be used.”

Some discussion took place regarding a variety of issues with such a development. Little input was provided regarding routing. There was a strong feeling that the route should be based on future population centers. There was however consensus that the route should include a stop at the airport, and there was strong support for extension into Waikiki. There is a strong belief that a large number of tourists would utilize the service.

There is some concern about number of stops versus speed of service. There is a dichotomy of perceptions -- some participants feel that a Rapid Transit system (as they refer to it) should be fast -- and therefore very few stops. Others feel that if there are not enough stops, there will be less usage of the service.

There was strong consensus that users of the fixed guideway system require a good feeder system to the stations. Such a feeder system cannot be limited to buses only, but should also have sufficient secure parking for personal vehicles.

The right-of-way acquisition issue was mentioned only in one group -- and was recognized as a problem.

**Communication options:**

Extensive discussion took place regarding not only what participants recalled about transit options, but also how they heard about them and who communicated those messages. Respondents appear to get news and information from all sources -- television news, radio, newspapers, friends, Internet and others. SMS would like to note that understanding media preference/usage through focus groups is not an effective manner. Participants will respond by either indicating their most preferred media, or media utilized last. SMS has taken the opportunity to provide some insight to media consumption by Oahu residents utilizing its exclusive SMS Hawaii Market Study. Attached as Appendix F is a long list of media, and its reach effectiveness to two audiences -- car and bus users. As exemplified in the following sample of the data, newspapers tend to reach the broadest base (see Table 1).

**Table 1: Media Reach of Oahu Residents who travel by bus and car**

(Base: Oahu adults, 18 years or older. All media based on average daily usage.)

	Totals	Commute by Car	Travel by Bus
Oahu			
Adults	697,298	594,233	98,134
% of Population	100.0	85.0	17.0
Honolulu Adv-Dly			
Adults	369,965	324,193	50,693
% Reach	53.0	55.0	52.0
Honolulu Adv-Sdy			
Adults	438,818	378,884	59,013
% Reach	63.0	64.0	60.0
Honolulu Magazine			
Adults	110,104	95,765	14,542
% Reach	16.0	16.0	15.0
Honolulu Str-Bul-Dly			
Adults	177,849	152,185	26,868
% Reach	26.0	26.0	27.0
Honolulu Str-Bul-Sdy			
Adults	184,678	160,526	27,447
% Reach	26.0	27.0	28.0
Watched KNHL - NBC Network yesterday			
Adults	121,305	117,196	15,566
% Reach	17.0	20.0	16.0
Watched KHON - FOX Network yesterday			
Adults	291,649	265,223	34,686
% Reach	42.0	45.0	35.0

(continued)

	Totals	Commute by Car	Travel by Bus
Watched KITV - ABC Network yesterday			
Adults	141,311	125,992	15,753
% Reach	20.0	21.0	16.0
Watched KHET - PBS Network yesterday			
Adults	61,178	57,257	10,947
% Reach	9.0	10.0	11.0
Watched Discovery Channel yesterday			
Adults	119,155	100,331	11,745
% Reach	17.0	17.0	12.0
KHPR - 88.1 FM			
Adults	57,780	52,488	3,475
% Reach	8.0	9.0	4.0
KSSK - 92.3 FM			
Adults	109,580	101,515	8,624
% Reach	16.0	17.0	9.0
KQMQ - 93.1 FM			
Adults	42,572	40,034	7,036
% Reach	6.0	7.0	7.0
KIKI - 93.9 FM			
Adults	39,472	39,472	7,342
% Reach	6.0	7.0	7.0
Read in bus advertising			
Adults	94,537		94,537
% Reach	14.0		96.0

Source: 2005 SMS Hawaii Market Study

Weighted by: Population

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However, frequency is an important variable to achieve effective communication. Subject to economic limitations, multiple media options may need to be investigated.

Politicians appear not to be the right advocators of the fixed guideway option.

Regarding politicians “No way... they are only looking out for their own interests.”

There is some consensus that the program should not be communicated by those who may have benefited from a similar project. Participants are aware of Mayor Hannemann’s support and commitment to a fixed guideway option. They also like Mayor Hannemann. However, they feel that he is a politician and carries that political baggage. There was a belief that the project consultants would also not be believed since they are benefiting from the project.

“There have been consultants hired to show certain results or outcomes.” “It has to be somebody who people are more familiar with, and present it using experts.”

There appears to be a desire among participants that the best spokespersons would be both experts and layman from a city where a fixed guideway option was successfully implemented. Participants want to be convinced by people like themselves, people who would not have anything to gain from such a communication.

“ A full board, multi disciplined group that can answer all questions.”

It should be noted that communication programs should be tested separately since most group participants cannot effectively judge something or someone that they cannot touch or see.

Support for a fixed guideway option would increase if two other elements were presented to the participants.

1. What immediate actions/solutions are being implemented now, while the fixed guideway option is being built
2. What is the long term vision for the fixed guideway option

Presenting the plans in this manner will provide greater support and acceptance of the project.

“What is the plan for the overall population of the state... and if I see purpose I would support (a mass transit option).”

## APPENDIX

## APPENDIX A: DISCUSSION OUTLINE

### FOCUS GROUPS SURVEY

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

---

Please respond to these questions on your own. After completion, please hand to facilitator.

In your own words, please list the THREE (3) most important transportation issues you face today.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Please list what you/yourself think are the top THREE (3) solutions to these transportation issues.

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Thank you for completing this survey.

## APPENDIX B: RECRUITING GUIDE



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### TRANSPORT FOCUS GROUP RECRUITING GUIDELINE

Hello, my name is \_\_\_\_\_. I am with SMS Research, a Honolulu based research company. We are conducting research on transportation and planning to undertake a group discussion on transportation in Hawaii and would like to ask you to participate. It will be relaxing and fun. We will have some food and refreshments and you will be given \$30 for about an hour and a half of your time. We must emphasize that this is a professional research program; this is not a sales program. We guarantee full confidentiality and no one will call you after your participation.

Let me first ask you a few questions to make sure you qualify.

1. Do you or any member of your household work for or are affiliated with the following: a Market Research, advertising agency, or transportation company?  
Yes (TERMINATE) .....   
No .....
2. Are you a resident of Honolulu 18 years and older?  
Yes .....   
No (TERMINATE) .....
3. Where do you live?  
Kalihi, Downtown, Makiki, Moiliili .....   
Kakaako and Waikiki .....   
West Oahu and Central Oahu .....   
East Honolulu and Windward Oahu .....
4. What is your profession?  
Professional .....   
Technical .....   
Managers / Administrators .....   
Administrative Support / Clerical .....   
Sales .....   
Craft / Precision Production .....   
Operators / Fabricators .....   
Service Workers .....   
Other Laborers .....   
Officer / Enlisted Soldier Marine .....   
White Collar Occupations .....   
Housewife .....   
UH Student .....

### **SMS Affiliations and Associations:**

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Expentan  
International Survey Research  
Warren Dastrup – Kauai Affiliate  
3i Marketing & Communications

Confidential

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5. How often do you use the Bus?
- daily .....
  - weekly .....
  - monthly .....
  - a few times a year .....
  - never .....

6. Do you commute by car?
- Yes .....
  - No (TERMINATE) .....

7. Do you commute to work, and/or school?  
(mark all that apply)
- Work .....
  - Children's school .....
  - UH .....
  - Other school/university .....
  - Other specify \_\_\_\_\_

8. What location(s) do you commute to?
1. \_\_\_\_\_ (city, town)
  2. \_\_\_\_\_ (city, town)
  3. \_\_\_\_\_ (city, town)

9. What time do you drive the most during the day?
- Rush Hour, (6am – 9am/ 4pm – 7pm)....
  - Midday .....
  - Nighttime .....
  - Time varies .....

10. What is your age? Is it...
- 18-25 .....
  - 26-35 .....
  - 36-49 .....
  - 50-55 .....
  - 56 plus .....
  - Refused (TERMINATE) .....
  - Under 18 (TERMINATE) .....

11. How long have you lived in Hawaii?
- 5 years or less .....
  - 6 to 10 years .....
  - 11 to 20 years .....
  - More than 20 years .....
  - Don't Know/Refused .....

12. What is your ethnic background?
- Caucasian .....
  - Japanese .....
  - Filipino .....
  - Hawaiian/Part-Hawaiian .....
  - Other (specify): \_\_\_\_\_

13. Gender (DO NOT ASK)
- Male .....
  - Female .....

14. What is your annual household income?
- Under \$25,000 .....
  - \$25,000 - \$34,999 .....
  - \$35,000 - \$44,999 .....
  - \$45,000 - \$74,999 .....
  - \$75,000+ .....

15. Can you tell me what are the biggest issues facing Hawaii today? **(MAKE SURE THE RESPONDENT TALKS WELL AND EXPRESSES HIMSELF/HERSELF WELL.)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

16. **[ARE THEY TALKATIVE? – EASY TO UNDERSTAND? – DO THEY UNDERSTAND WHAT YOU SAY? SPEAK ENGLISH WITHOUT A HEAVY FOREIGN ACCENT?]**

- Yes – easy to understand, etc. ....
- No – not talkative, poor English etc. (TERMINATE AND THANK) .....

**Congratulations you do qualify for this focus group. Now let me give you more information about the focus group. [ASSIGN GROUP BASED ON Q3 WHERE THEY LIVE]**

- Group 1. From West Oahu Group, March 13, at 5 pm .....
- Group 2. From West Oahu Group, March 16, at 5 pm .....
- Group 3. From East Honolulu and Windward Group, March 15, at 5 pm .....
- Group 4. From Urban Honolulu (Kalihi, Downtown, Moiliili, Makiki), March 15, 7 pm.....
- Group 5. From Urban Honolulu (Kakaako, Waikiki), March 16, at 7 pm .....

**We will be confirming all the details to you in writing. Also, we will be sending you a map indicating where to park. Now may I please get your name, address, and phone number?**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

DAY & NIGHT PHONE: \_\_\_\_\_

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**Thank you for taking the time to participate in our group discussion.  
We look forward to seeing you there.**

## APPENDIX C: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Group	Profession	Commute 1	Commute 2	Destinations 1	Time	Age	Lived in Hawaii	Ethnicity	Gender	Income	City
1 West Oahu	Sales	Work		Downtown	Rush Hour	26-35	More than 20 years	Hawaiian/Part-Hawaiian	Female	Refused	Waikale
1 West Oahu	Professional	Work		Aiea	Rush Hour	55-65	More than 20 years	Japanese	Female	\$75,000+	Aiea
1 West Oahu	Professional	Work		Mililani Mauka, Ala Moana	Rush Hour	55-65	More than 20 years	Other	Female	\$45,000 - \$74,999	Mililani
1 West Oahu	Professional	Work		Central Oahu	Rush Hour	50-55	More than 20 years	Hawaiian/Part-Hawaiian	Female	\$45,000 - \$74,999	Kapolei
1 West Oahu	Professional	Work		Downtown Honolulu	Rush Hour	50-55	More than 20 years	Japanese	Male	\$75,000+	Haleiwa
1 West Oahu	Managers / Administrators	Work		Pearl Harbor	Rush Hour	55-65	More than 20 years	Caucasian	Male	\$45,000 - \$74,999	Kapolei
2 West Oahu	Professional	Downtown			Rush Hour	55-65	More than 20 years	Hawaiian/Part-Hawaiian	Female	\$75,000+	Ewa Beach
2 West Oahu	Administrative Support / Clerical	Downtown	Honolulu		Rush Hour	36-49	More than 20 years	Other	Female	\$75,000+	Aiea
2 West Oahu	Professional	Waipahu	Ewa	Manoa or Ala Moana area	Time varies	36-49	More than 20 years	Caucasian	Female	\$25,000 - \$34,999	Kapolei
2 West Oahu	Professional	Downtown			Rush Hour	55-65	More than 20 years	Japanese	Female	\$75,000+	Mililani
2 West Oahu	Professional	Downtown			Rush Hour	55-65	11 to 20 years	Caucasian	Female	\$25,000 - \$34,999	Kapolei
2 West Oahu	Professional	Downtown			Rush Hour	36-49	More than 20 years	Caucasian	Female	\$75,000+	Mililani
2 West Oahu	Professional	Honolulu	Pearl City		Rush Hour	26-35	More than 20 years	Caucasian	Male	\$45,000 - \$74,999	Pearl City
2 West Oahu	Retired	Waianae			Time varies	65-75	More than 20 years	Caucasian	Male	\$45,000 - \$74,999	Aiea
2 West Oahu	Craft / Precision Production	Honolulu	Aiea	Pearl City	Midday	26-35	More than 20 years	Caucasian	Male	\$25,000 - \$34,999	Waipahu
2 West Oahu	Technical	Downtown			Rush Hour	55-65	More than 20 years	Caucasian	Male	\$75,000+	Mililani
3 Windward	Professional	Work, school	Pearlridge		Rush Hour	50-55	More than 20 years	Hawaiian/Part-Hawaiian	Female	\$75,000+	Kailua
3 Windward	Retired	Work	Various		Rush Hour	65-75	More than 20 years	Japanese	Female	Refused	Honolulu
3 Windward	Professional	Work	Downtown		Rush Hour	36-49	More than 20 years	Hawaiian/Part-Hawaiian	Female	\$45,000 - \$74,999	Honolulu
3 Windward	Craft / Precision Production	Work	Hawaii Kai	Kahala	Rush Hour	55-65	More than 20 years	Caucasian	Male	\$35,000 - \$44,999	Kailua
3 Windward	Managers / Administrators	Downtown			Rush Hour	36-49	More than 20 years	Caucasian	Female	\$45,000 - \$74,999	Kailua
3 Windward	Professional	Work	Aulua Road	Maunawili Street	Rush Hour	36-49	6 to 10 years	Caucasian	Male	\$45,000 - \$74,999	Kailua
3 Windward	Professional	Work	None	None other	Rush Hour	36-49	More than 20 years	Other	Male	\$75,000+	Honolulu
3 Windward	Sales	Work	Pearl City	Pearl City	Rush Hour	65-75	More than 20 years	Japanese	Male	\$75,000+	Honolulu
3 Windward	Technical	Work	City	City	Rush Hour	55-65	More than 20 years	Caucasian	Male	\$75,000+	Honolulu

(continued)

Group	Profession	Commute 1	Commute 2	Destinations 1	Time	Age	Lived in Hawaii	Ethnicity	Gender	Income	City
4 Downtown	Sales	Work			Rush Hour	55-65	More than 20 years	Other	Female	\$75,000+	Honolulu
4 Downtown	Other Laborers	Work			Rush Hour	36-49	More than 20 years	Hawaiian/Part-Hawaiian	Female	Under \$25,000	Honolulu
4 Downtown	Professional	Work			Rush Hour	50-55	11 to 20 years	Caucasian	Male	\$45,000 - \$74,999	Honolulu
4 Downtown	Service worker	Work			Rush Hour	36-49	More than 20 years	Caucasian	Male	\$25,000 - \$34,999	Honolulu
4 Downtown	Owners	Work			Rush Hour	36-49	5 years or less	Caucasian	Male	\$75,000+	Honolulu
4 Downtown	UH Student	UH - University of Hawaii			Rush Hour	26-35	6 to 10 years	Other	Male		Honolulu
4 Downtown	Professional	Other school/university			Rush Hour	26-35	5 years or less	Caucasian	Male	\$45,000 - \$74,999	Honolulu
4 Downtown	Professional	Work			Rush Hour	50-55	11 to 20 years	Caucasian	Male	\$25,000 - \$34,999	Honolulu
4 Downtown	UH Student	UH - University of Hawaii			Rush Hour	26-35	5 years or less	Other	Male	Under \$25,000	Honolulu
4 Downtown	Service worker	Work			Rush Hour	50-55	More than 20 years	Hawaiian/Part-Hawaiian	Male	\$25,000 - \$34,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	UH Student	UH - Manoa			Rush Hour	18-25	5 years or less	Japanese	Female	Under \$25,000	Honolulu
5 Kakaako, Ala Moana, Waikiki	Administrative Support / Clerical	Waikiki			Rush Hour	26-35	11 to 20 years	Caucasian	Female	\$25,000 - \$34,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	Sales	Waikiki			Rush Hour	36-49	6 to 10 years	Caucasian	Female	\$35,000 - \$44,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	Professional	Varies			Rush Hour	36-49	5 years or less	Caucasian	Female	\$35,000 - \$44,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	Professional	Nuuanu	Downtown	None other	Time varies	55-65	11 to 20 years	Caucasian	Female	\$35,000 - \$44,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	UH Student	UH - Manoa			Rush Hour	26-35	6 to 10 years	Caucasian	Female	\$25,000 - \$34,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	Managers / Administrators	Waipahu, UH, Kailua, Waikiki, Aiea, Downtown	Aiea	Downtown	Rush Hour	55-65	More than 20 years	Caucasian	Male	\$35,000 - \$44,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	UH Student	UH - Manoa			Time varies	18-25	More than 20 years	Caucasian	Male	Under \$25,000	Honolulu
5 Kakaako, Ala Moana, Waikiki	Professional	Kakaako	Downtown	Kalihi	Rush Hour	36-49	5 years or less	Caucasian	Male	\$75,000+	Honolulu
5 Kakaako, Ala Moana, Waikiki	Technical	Downtown			Rush Hour	36-49	5 years or less	Caucasian	Male	\$45,000 - \$74,999	Honolulu
5 Kakaako, Ala Moana, Waikiki	Student	UH Manoa			Rush Hour	18-25	5 years or less	Caucasian	Male	Under \$25,000	Honolulu

## APPENDIX D: ISSUES FACED BY INDIVIDUALS

Issue 1	Issue 2	Issue 3
Traffic town bound in the morning has caused me to leave one hour earlier.	Gas prices are increasing too much.	Too many cars on the road.
Excess of automobiles.	Mass transit - the efficient movement of the population without autos.	Maintenance of the roadways.
To reach public transportation I have to walk over one mile. So public transportation is not an option on most days.	The rush hour seems to be getting longer; to miss traffic you must leave earlier and the rush hour lasts longer.	The city does not seem to have a comprehensive plan for traffic which will give relief to all parts of the island.
Rush hour traffic from West Oahu - pm.	Road closures due to emergencies - fatalities.	Lack of viable alternatives to driving (i.e., Mass transit).
Overpopulation.	Over development.	Too much freeway - repair roads that are existing and uninsured motorists
The cost of gas (especially high taxes).	The increasing number of vehicles on the road to and from town and Kapolei.	The amount of time it takes HPD to clear accidents on the freeways during working hours.
Traffic.	Condition of roadways.	Gas prices.
Too much traffic.	Traffic signals don't seem in sync at some intersections.	
High cost of gas.	Heavy traffic makes for difficult/unpredictable commuting time.	Congestion in outerlying areas specifically Ewa/Ft. Weaver Road, or Kapolei/Farrington Highway and Ft. Barrett Road due to lack of roads to accommodate growth.
Increasing number of cars on the freeway which leads to traffic congestion - eastbound in am and westbound in pm.	Lack of enforcement by officers for zipper lane and HOV Lane.	
Too much congestion.	Not getting in on time, due to heavy traffic.	Prices of gas suck.
Traveling from Mililani to downtown takes an hour or more every morning and afternoon.	With the anticipated subdivisions near Costco, more traffic will mean a longer commute.	Single drivers in HOV lanes.
"Carpool" traffic in morning.	Street, highway lanes.	Stop light timing during rush hour.
Money-Cost	Usefulness of project.	Whether it is best for Hawaii.
Traffic.	Parking.	Road safety.
Zipper lane - doesn't promote car pooling.	Zipper lane to and from express lane on Nimitz.	Lack of enforcement.
Traffic is very congested between 6:30 - 9:00 am and 3:30 - 6:30. Many cars have only one person.	Cost of gas is high.	Public transportation is not appealing because of time, weather, various necessary errands, and "unique" individuals aboard.
Crowded roadways.	Peak traffic time.	Inadequate maintenance of roadways.
Morning traffic.	Gas.	
Condition of highways/roads.	Traffic congestion.	Cost of fuel
Too few "destination specific" freeways.	Feeder streets/off ramp recipient streets too small, too congested.	Too few/no alternative routes.
Congestion - Kailua traffic has increased considerably over the past five years. H1 westbound - terrible after 3 pm.	Pedestrian safety - speed of traffic and proximity to the street (people are too close to speeding cars.)	Over - crowded buses.
Too many cars on road.	Fuel costly.	Moron drivers.
Traffic jam.	Cost of gas.	Bottle neck should be corrected.
Commuting.	Parking.	Bad driving habits.
Congested highways.	Mass transport that is not totally comprehensive (bus system does not to all places, etc.).	Poor roadways.
Buses	Bikes	Cars
I'd really like to see Oahu become more friendly to bicyclists. Buses should be equipped to carry as many as twenty bicycles. This would greatly encourage people to leave their cars at home, get more exercise save gas and decrease our need for oil.	I think a huge tax should be placed on gasoline - so it includes insurance and the true cost of roads and accidents. If gas were \$6.00 a gallon more people would ride the bus.	Like to see a kind of monorail or people moving over the Pali like a disney ride with fabulous views. This ride could actually encircle and criss cross the island, maybe there could be one that followed the ridgeline of the Koolau's with little off shots to Kailua, Kaneohe, Waimanalo, Hawaii Kai all the way around continuing along the coast. Also, I'd like to see ferries again.

(continued)

Issue 1	Issue 2	Issue 3
From residence to work and work to residence the cost of gas and traffic.	From residence to grocery store and grocery store to residence cost ad traffic.	To either keep my car and pay for gas, maintenance and insurance or buy a monthy bus pass.
Traffic flow on highways, particularly at on-ramps / off ramps.	Traffic on surface streets.	Availability of parking/downtown Waikiki congestion.
Long periods sitting in traffic.	Traffic lights that change too quickly.	People in my area that don't obey traffic rules and regulations.
The price of gas.	The lack of mass transit that is not using the roadways (i.e., trans or rail system).	The cost of flying interisland.
Traffic congestion/commute.	Affordable parking in downtown area.	Highways insufficient to handle the volume of traffic.
Timing of lights seem off.	Getting on/off H1 is harder than it should be. Often not clear how to get on, even after one year. Merging is often difficult due to range on ramp placement.	Potholes and placement of lanes going from Liliha to Dillingham I have to change lanes to avoid obstacles, buses, potholes, stopped cars, left turning cars.
Bus - Takes you where you have to travel.	Car - Don't have to wait to get where you have to go - No schedule to follow.	Bicycle - for exercise.
Traffic.	Slow lights.	Waiting for pedestrians.
Not having competent drivers who know how to drive.	Traffic.	Having options besides driving.
Gridlock, even on weekends.	Drivers refusing to let others over.	People not obeying the rules of the road.
Traffic flow is really bad in many areas of town and on H1.	Need to improve The Bus, make it more accessible, finacial breaks for taking the bus, etc.	Need mass transit from Ewa to town and potentially other areas.
Traffic signals are not synchronized although the city has had the technology available.	School traffic clogs freeways - consider the difference between summer traffic and the rest of the year (except spring break).	No alternate water transportation.
Availability of mass transit - more and better options (light rail, BRT) so I don't have to drive in Honolulu traffic.	Time - I want to have more time for other things, rather than sitting in traffic or waiting for the Bus.	Money - Car maintenance and gas are expensive - I would have more money if mass transit was more affordable.
Efficient mass transit in and out to suburbs.	More efficient use fo private vehicles.	Vary travel options van pools, express buses high speed.
Parking is hard - both for campus and work, anywhere near Waikiki.	Cost of having a car - maintenance and insurance, gas, etc.	Traffic during peak times - rush hour.
Congestion.	Lack of rail - of alternate transportation.	Rush hour bottleneck into Waikiki.
Lack of transit alternatives in Honolulu.	Lack of synchronized lights (traffic lights)	Lack of bike lanes and sidewalks.
Quality of the roads. (Potholes)	Traffic.	Following rules of the road, red light.

## APPENDIX E: SOLUTIONS PROPOSED BY INDIVIDUALS

Solution 1	Solution 2	Solution 3
More efficient public transportation from Leeward area.	Look at the gas cap.	Limiting households to a certain number of cars.
A system which bypasses existing roadways.	Limit the number of autos.	Transition people out of their cars.
Good public transportation with an effective system for getting people from home to the public transit.	Making sure traffic accidents do not slow traffic. Currently if there is an accident you can add 30 minutes to an hour to your commute.	Use the stadium parking lot for UH parking. It is sitting empty everyday, it is secure and buses can move the students.
Efficient/affordable rapid transit.	More contraflow of lanes.	Flexible work hours; other incentives to employees to carpool. Significant fines for people who cause accidents during rush hour.
Tax incentive to those that live/reside close to job/work. Tax increase to those that live more than 10 miles from job. No state tax to those that live 1/2 a mile away (from Hawaii).	Free tuition to UH Manoa student or that live in a dorm. If they can't own/park on campus or drive to campus - they must maintain at least all grades of "B" or better.	Put a priority to developing the second city on the Leeward district and Leeward coast. In 15 years every car must have a garage or parking space. Use the high price of gas to maintain less use of cars. Free public transportation.
Quit having study groups and start moving on one of three possible solutions such as an elevated additional freeway.	A train system from town to west Oahu.	
Do away with the gas cap.	Fix the roads.	Revamp the "planning" department.
Limit number of cars per household.	Give incentives for bus riders.	Encourage teenagers to car pool.
Limit amount of driving - because it doesn't appear gas prices can be brought under control.	Mass transit if people would use it, however it would not work for me.	Plan better for roads before approving new construction.
Increase fines for illegally driving in the zipper and HOV lanes.	Adding zipper lane going westbound.	Staggered work hours for state and city government workers, give incentives for car poolers or people who catch the bus, etc.
Build a bridge from Ewa To Ford Island or town.	Actually construct and put "Mass Transit" into effect.	Reduce gas prices, get rid of "gas cap."
Three or more people in a car in the zipper lane.	Enforcement of two or more people in a car in the HOV lane.	Mass Transit system from North Shore to downtown to Waikiki and UH.
Other innovative solutions.	Widening lanes or second level roads	Increase timing during rush hour.
Alternate ways to move.	Flexibility and usefulness of transit.	A solution for transportation in Hawaii.
Mass transit road system, ferry, more highways? Alternative transportation.	City built and operated parking Super Structures (office building size parking) and more of them.	Impound and seizure of multiple offense drivers, stricter resolution of traffic laws, crack down on speeders, etc.
Three or more in zipper lane.	Currently only into town. Should also be left for going home.	Daily monitoring of HOV and zipper lane.
Stagger the starting times of state agencies, schools, universities.	Create alternative fuels. Price hybrid cars affordable range.	Provide more frequent buses, shuttles. On large capacity vehicles hire transportation guards.
Limit housing development; limit number of cars/family charged more for additional cars.	Decrease peak traffic - private schools - own bus; staggered work hours.	Keep roads well maintained.
Staggered work hours.	Use different forms of energy.	
Repair/replace regularly-consistently - immediately when needed (here more employees, buy more equipment).	Staggered start times; fewer stop signs/lights; more buses.	Increase supply; reduce projects of oil companies; require auto makers to produce double - the miles per gallon cars and trucks.
Stacked freeways.	Enlarged feeder/destination streets.	Mass rapid transit with many stops.
Build bus only lanes above the island and can be environmentally friendly	Increase traffic fees for speeding - downtown areas need fencing/barriers.	More buses during peak hours.
Government workers must take the bus.	Don't drive.	More smart drivers.
Change working hours such as having about three different sets of working hours.	Move transparency of oil companies, regarding price charged for gas.	Must develop a way to attract more people to ride the bus.
Bicycle paths/motorcycle lanes only water transportation, limit vehicles (one or two per family?)	Parking structures.	Prohibit non insured/no license drivers from driving.
More focused on use of monies to roadways.	Better communication linking all areas of transport (i.e., flex hours, buses to business centers at specific times, hours).	Better planning by state/city government.
Buses should have the right of way.	Bikes should stay off the road.	Cars - No cell phones. Focus on the road not neighbors.
Increase bike ridership	Raise the tax on put insurance at the pump	A futuristic people mover all around the island.
Have a 24 hour system where businesses government and private institutions remain open to the public 24 hours a day.	Have a 24 hour transportation system as well as workers who maintain the system work around the clock.	A 24 hour system would eliminate the rush hour and congestion as well as the cost of fuel if a system existed the time for transportation to be used would be accessible at all times of the day thus relieving the existing problems.

Solution 1	Solution 2	Solution 3
Get rid of yield sign on the on ramps, get rid of on ramp modifications and install metering lights and enforce proper lane discipline.	Time lights and post speed lights /are timed.	Build BART or U-Bahn an S-Bahn type systems between major traffic systems. Differentiate between driving aloha and bad driving.
Alternate routes.	Adjustment of lights.	Better enforcement of rules.
No clue.	Build one.	Ferry? Discuss the amount of flights so as to maximize the carrying capacity of planes thus lower prices on tickets.
As for the commuting time - I used to live in Milliani, but have moved to town. Quality of life improved by not having to spend about 15 hours a week in the rolling parking lot.	More municipal parking. The buses receive subsidies, so should the general public when it comes to parking.	Expand the lanes on the freeways.
Lights can be redesigned, the timing.	More signs for H1 ramp could be redesigned.	Potholes can be fixed, not sure about the other issues.
Bus - Keep providing public services.	Car - Optional to the individual car pool to work.	Bicycle - Rail between vehicle and rider.
	Timers on lights so there is less dead time.	Not having pedestrians walk in the middle of the road not having walkways in the middle of the street.
Mass Transit.	Alternate ways to get around.	Carpooling
Start another form of public transportation.	Drive more friendly.	Make stiffer penalties for people who disobey the rules of the road
Not sure.	Financial breaks for taking the bus, fareless areas of town, improve the website, provide route planning on website.	Put in mass transit.
Synchronize and automate traffic signals.	Schools must mandate van pools and limit parking (ever see UH Manoa neighborhood?)	Commuter ferries between Hawaii Kai and Kapolei - with free park and ride facilities.
More options for mass transit.	Faster options for mass transit.	More affordable mass transit.
High vehicular weight tax as that causes road damage.	Gasoline price should reflect the true costs of personal ridership.	Free bus passes for school and elderly.
More parking areas - for free - not dollars by the hour, validation - for example, getting here.	None that I know - maybe lowering insurance costs, tell Bush to chill out in Iraq. I don't know.	I think the monorail idea Mufi has will never "solve" the problem.
Car/van pools public awareness campaign.	Reinstate the electric express bus.	
Light rail and other alternatives to free up the freeway and encourage other modes of transit.	Synchronize Ala Moana traffic lights similar to Kalakaua.	Build dense walkable neighborhoods and much more housing downtown.
Give more money to road construction, maintenance.	No idea.	More police with the sole purpose of watching traffic red light cameras.

## APPENDIX F: MEDIA LIST OF OAHU RESIDENTS WHO TRAVEL BY BUS AND CAR

(Base: Oahu adults, 18 years or older. All media based on average daily usage.)

	Totals	Commute by Car	Travel by Bus
Oahu			
Adults	697,298	594,233	98,134
% of Population	100.0	85.0	17.0
Any Military Newspapers			
Adults	59,867	54,170	8,873
% Reach	9.0	9.0	9.0
Hawaii Business			
Adults	51,466	46,778	5,456
% Reach	7.0	8.0	6.0
Honolulu Adv-Dly			
Adults	369,965	324,193	50,693
% Reach	53.0	55.0	52.0
Honolulu Adv-Sdy			
Adults	438,818	378,884	59,013
% Reach	63.0	64.0	60.0
Honolulu Magazine			
Adults	110,104	95,765	14,542
% Reach	16.0	16.0	15.0
Honolulu Str-Bul-Dly			
Adults	177,849	152,185	26,868
% Reach	26.0	26.0	27.0
Honolulu Str-Bul-Sdy			
Adults	184,678	160,526	27,447
% Reach	26.0	27.0	28.0
Honolulu Weekly			
Adults	79,863	68,469	12,204
% Reach	11.0	12.0	12.0
Island Scene			
Adults	139,006	123,999	17,124
% Reach	20.0	21.0	17.0
Island Weekly			
Adults	109,238	93,711	18,696
% Reach	16.0	16.0	19.0
Midweek Magazine			
Adults	423,083	366,072	54,896
% Reach	61.0	62.0	56.0
Watched KFVE yesterday			
Adults	96,389	74,189	11,750
% Reach	14.0	12.0	12.0

(continued)

	Totals	Commute by Car	Travel by Bus
Watched KGMB - CBS Network yesterday			
Adults	232,105	196,791	35,396
% Reach	33.0	33.0	36.0
Watched KHNL - NBC Network yesterday			
Adults	121,305	117,196	15,566
% Reach	17.0	20.0	16.0
Watched KHON - FOX Network yesterday			
Adults	291,649	265,223	34,686
% Reach	42.0	45.0	35.0
Watched KITV - ABC Network yesterday			
Adults	141,311	125,992	15,753
% Reach	20.0	21.0	16.0
Watched KHET - PBS Network yesterday			
Adults	61,178	57,257	10,947
% Reach	9.0	10.0	11.0
Watched BRAVO yesterday			
Adults	36,912	36,912	2,088
% Reach	5.0	6.0	2.0
Watched Cartoon Network yesterday			
Adults	84,830	80,435	24,510
% Reach	12.0	14.0	25.0
Watched CNBC yesterday			
Adults	34,896	34,896	2,088
% Reach	5.0	6.0	2.0
Watched CNBC World yesterday			
Adults	16,462	16,462	2,088
% Reach	2.0	3.0	2.0
Watched CNN yesterday			
Adults	108,497	87,337	15,968
% Reach	16.0	15.0	16.0
Watched Comedy Central yesterday			
Adults	54,263	45,051	3,151
% Reach	8.0	8.0	3.0
Watched Discovery Channel yesterday			
Adults	119,155	100,331	11,745
% Reach	17.0	17.0	12.0
Watched E! Entertainment TV yesterday			
Adults	48,281	47,639	6,859
% Reach	7.0	8.0	7.0
Watched ESPN yesterday			
Adults	103,730	82,471	11,807
% Reach	15.0	14.0	12.0

(continued)

	Totals	Commute by Car	Travel by Bus
Watched ESPN2 yesterday			
Adults	56,822	49,903	5,982
% Reach	8.0	8.0	6.0
Watched Food Network yesterday			
Adults	113,634	103,624	11,557
% Reach	16.0	17.0	12.0
Watched FOX News Channel yesterday			
Adults	123,022	103,343	14,773
% Reach	18.0	17.0	15.0
Watched FX yesterday			
Adults	37,279	27,791	2,088
% Reach	5.0	5.0	2.0
Watched GSN yesterday			
Adults	25,227	21,501	2,468
% Reach	4.0	4.0	3.0
Watched Headline News yesterday			
Adults	75,007	66,507	9,863
% Reach	11.0	11.0	10.0
Watched Home & Garden TV yesterday			
Adults	62,090	52,002	9,766
% Reach	9.0	9.0	10.0
Watched Lifetime yesterday			
Adults	291,649	265,223	34,686
% Reach	42.0	45.0	35.0
Watched MSNBC yesterday			
Adults	141,311	125,992	15,753
% Reach	20.0	21.0	16.0
Watched MTV yesterday			
Adults	18,275	12,270	3,214
% Reach	3.0	2.0	3.0
Watched MTV2 yesterday			
Adults	17,149	11,144	2,088
% Reach	2.0	2.0	2.0
Watched OC16 yesterday			
Adults	34,543	26,942	3,002
% Reach	5.0	5.0	3.0
Watched SCI-FI Channel yesterday			
Adults	20,767	14,762	2,088
% Reach	3.0	2.0	2.0
Watched TBS yesterday			
Adults	27,347	21,342	3,791
% Reach	4.0	4.0	4.0

(continued)

	Totals	Commute by Car	Travel by Bus
Watched The Golf Channel yesterday			
Adults	21,339	12,022	2,088
% Reach	3.0	2.0	2.0
Watched The History Channel yesterday			
Adults	42,830	38,197	4,884
% Reach	6.0	6.0	5.0
Watched The Learning Channel yesterday			
Adults	17,976	17,311	4,645
% Reach	3.0	3.0	5.0
Watched TNT yesterday			
Adults	19,555	16,526	4,155
% Reach	3.0	3.0	4.0
Watched Travel Channel yesterday			
Adults	64,562	55,889	14,465
% Reach	9.0	9.0	15.0
Watched USA Network yesterday			
Adults	37,626	34,314	4,621
% Reach	5.0	6.0	5.0
Watched VH1 yesterday			
Adults	12,774	12,774	2,088
% Reach	2.0	2.0	2.0
Watched VH1 Classic yesterday			
Adults	80,378	61,779	17,538
% Reach	12.0	10.0	18.0
KUAI - 720 AM			
Adults	14,876	14,876	2,088
% Reach	2.0	3.0	2.0
KHPR - 88.1 FM			
Adults	57,780	52,488	3,475
% Reach	8.0	9.0	4.0
KIPO - 89.3 FM			
Adults	26,840	26,840	3,989
% Reach	4.0	5.0	4.0
KTUH - 90.3 FM			
Adults	18,431	18,431	2,547
% Reach	3.0	3.0	3.0
K214CY - 90.7 FM			
Adults	13,258	13,258	2,088
% Reach	2.0	2.0	2.0
KSSK - 92.3 FM			
Adults	109,580	101,515	8,624
% Reach	16.0	17.0	9.0

(continued)

	Totals	Commute by Car	Travel by Bus
KQMQ - 93.1 FM			
Adults	42,572	40,034	7,036
% Reach	6.0	7.0	7.0
KIKI - 93.9 FM			
Adults	39,472	39,472	7,342
% Reach	6.0	7.0	7.0
KUMU - 94.7 FM			
Adults	64,569	60,972	8,571
% Reach	9.0	10.0	9.0
KRTR - 96.3 FM			
Adults	55,552	52,437	6,465
% Reach	8.0	9.0	7.0
KHNR - 97.5 FM			
Adults	21,287	20,243	2,753
% Reach	3.0	3.0	3.0
K216FI - 91.1 FM			
Adults	12,997	12,332	2,753
% Reach	2.0	2.0	3.0
KDNN - 98.5 FM			
Adults	29,624	29,624	5,104
% Reach	4.0	5.0	5.0
KHUI - 99.5 FM			
Adults	27,114	24,595	3,030
% Reach	4.0	4.0	3.0
KCCN - 100.3 FM			
Adults	64,693	58,481	9,050
% Reach	9.0	10.0	9.0
KUCD - 101.9 FM			
Adults	52,964	48,499	2,571
% Reach	8.0	8.0	3.0
KDDB - 102.7 FM			
Adults	47,692	44,957	7,839
% Reach	7.0	8.0	8.0
KPHW - 104.3 FM			
Adults	60,582	54,275	14,165
% Reach	9.0	9.0	14.0
KINE - 105.1 FM			
Adults	84,120	77,521	5,048
% Reach	12.0	13.0	5.0
KPOI - 105.9 FM			
Adults	52,664	47,918	5,539
% Reach	8.0	8.0	6.0

(continued)

	Totals	Commute by Car	Travel by Bus
KGMZ - 107.9 FM			
Adults	58005	50342	9164
% Reach	8.0	8.0	9.0
KSSK - 590 AM			
Adults	56,512	51,200	6,635
% Reach	8.0	9.0	7.0
KHNR - 650 AM			
Adults	21,645	21,266	2,088
% Reach	3.0	4.0	2.0
KORL - 690 AM			
Adults	17,383	16,290	2,088
% Reach	2.0	3.0	2.0
KGU - 760 AM			
Adults	22,593	20,105	2,088
% Reach	3.0	3.0	2.0
KHVH - 830 AM			
Adults	31,749	31,370	2,571
% Reach	5.0	5.0	3.0
KAIM - 870 AM			
Adults	19,069	16,581	2,088
% Reach	3.0	3.0	2.0
KHCM - 940 AM			
Adults	16,907	16,907	2,829
% Reach	2.0	3.0	3.0
KHBZ - 990 AM			
Adults	31,031	29,295	2,529
% Reach	4.0	5.0	3.0
KLHT - 1040 AM			
Adults	15,846	15,846	2,088
% Reach	2.0	3.0	2.0
KWAI - 1080 AM			
Adults	16,970	16,970	2,088
% Reach	2.0	3.0	2.0
KRUD - 1130 AM			
Adults	12,332	12,332	2,088
% Reach	2.0	2.0	2.0
KJPN - 1170 AM			
Adults	17,480	17,480	2,088
% Reach	3.0	3.0	2.0
KZOO - 1210 AM			
Adults	15,732	14,859	2,961
% Reach	2.0	3.0	3.0

(continued)

	Totals	Commute by Car	Travel by Bus
KNDI - 1270 AM			
Adults	22,444	19,415	5,117
% Reach	3.0	3.0	5.0
KUPA - 1370 AM			
Adults	15,276	15,276	2,088
% Reach	2.0	3.0	2.0
KKEA - 1420 AM			
Adults	33,871	27,182	3,938
% Reach	5.0	5.0	4.0
KHRA 1460 AM			
Adults	17,197	17,197	2,088
% Reach	2.0	3.0	2.0
KUMU - 1500 AM			
Adults	27,052	21,047	2,990
% Reach	4.0	4.0	3.0
KREA - 1540 AM			
Adults	21,281	15,276	2,088
% Reach	3	3	2
Read in bus advertising			
Adults	94,537		94,537
% Reach	14.0		96.0

Source: 2005 SMS Hawaii Market Study

Weighted by: Population

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