



IN REPLY REFER TO:
CMS-AP00-00170

HONOLULU AUTHORITY for RAPID TRANSPORTATION

Kenneth Toru Hamayasu, P.E.
INTERIM EXECUTIVE DIRECTOR AND CEO

April 24, 2012

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The Honorable Tom Berg
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813-3065

Dear Councilmember Berg:

Thank you for your inquiry. Upon my arrival I asked our staff to stop disseminating all HART-logo giveaways. In short, there will be no coloring books, water bottles or any similar materials going forward.

That said, as requested, the attached table provides a breakdown of the City funds expended this fiscal year for logo materials and for informational banners.

Items with the rail project logo were distributed at community events and include the project's website address, honolulustransit.org, to provide further information on the project.

Public outreach has always been an important cornerstone of this project since its beginning in 2005. The City policy decision was made by the selection of the locally preferred alternative in 2006. Therefore it is imperative that the City/HART dedicate its resources to keep the public informed of the project with these means. The City has involved residents, businesses, Federal, state, and local government agencies and various community organizations during the project's progress.

Federal policy requires public involvement for transportation projects using Federal funding to encourage and support proactive public participation at all stages of planning and project development. Public outreach was required during the project's EIS planning process, and is now essential in keeping the public informed as we move into construction of the elevated guideway.

Regarding your recent references to the project's "coloring books," the keiki activity sheet is a single sheet of 11 x 17 paper that is folded in half. It is used to educate youth about the train and some basic details in a way that is easy to understand. The illustrations were done in-house years ago for an engineering fair. It was part of an exhibit that won the Hawaii Council of Engineering Societies' grand prize award for its effectiveness in educating our youth about the project.

The same illustrations were repurposed about a year ago into a single-sheet format for wider public use. The activity sheets are popular at HART's informational booths, and are popular with both parents and kids. Schools have also requested the sheets for their students. Other transit systems have used similar tools to engage our youth.

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The rail project's Programmatic Agreement requires "Educational and Interpretive Programs, Materials, and Signage" to include "materials for children, such as a coloring book or child-friendly game that would educate children about relevant local history." Although the subject matter is different, it does reflect the industry standard for similar outreach.

Given the cost concerns raised, we will no longer be using these sheets in the future.

Please do not hesitate to contact me if you have any further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Grabauskas", with a long horizontal flourish extending to the right.

Daniel A. Grabauskas
Executive Director and CEO

Attachments

EDUCATIONAL AND PROMOTIONAL MATERIALS

FY11 - 12

| Quantity | Description | Price |
|--------------|--------------------------------------|-----------------|
| 5,000 | Lanyards | \$ 4,981.68 |
| 5,000 | Water Bottles | \$ 6,079.32 |
| 5,000 | Classic Sport Pack | \$ 9,935.50 |
| 1,300 | T-Shirts | \$ 4,813.95 |
| 10 | Informational Banners | \$ 1,902.09 |
| 6,000 | 2011 Keiki Fun Facts | \$ 4,439.79 |
| N/A | Construction Radio Announcements/Web | \$ 145,000.00 * |
| TOTAL | | \$ 177,152.33 |

*Pending receipt of actual invoice from vendor.