

HART

HONOLULU AUTHORITY for RAPID TRANSPORTATION

Business Outreach Programs September 24, 2015

H O N O L U L U R A I L T R A N S I T P R O J E C T

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HART

HONOLULU AUTHORITY for RAPID TRANSPORTATION

Business Outreach Programs

■ Open for Business Program

- Special “Open for Business” signage, collateral and programs
- Access to and from businesses must be maintained
- Canvassing: Provides timely construction information
- Coordination with businesses to be aware of hours of operation, busiest times, deliveries, etc.
- Monthly business and community meetings



Business Outreach Programs

Connecting with Businesses

■ HART Business Alliance Program

- Partnership with businesses along the route
- Tailored briefings and meetings with businesses
- Regular emails with specific information on traffic, construction and businesses outreach programs in their area
- Free marketing workshops, social media training, and business management tools to enhance and grow customer base



Business Outreach Programs

Connecting with Businesses

■ HART Business Alliance Program

- Alignment tours with stops at local businesses
- Regular canvassing: One-on-one small business outreach to provide information and to receive feedback to refine and enhance our outreach programs
- Proactively meeting with businesses in the Dillingham and City Center area



HART Business Alliance Partners

- **Hawaii Small Business Development Center**
Assist businesses with access to funding resources, operations management, marketing strategies, risk management, feasibility studies, business research
- **U.S. Small Business Administration – Hawaii District Office**
Help with loans for working capital (SBA Express, Export Express, Veteran Loan Advantage), and assistance with small-business loans and longer-term financing
- **Patsy T. Mink Center for Business and Leadership**
Help women businesses owners with start-up assistance, business planning, funding and lending resources, regulations and business law information
- **Additional HART business outreach partners include:**
 - Mayor’s Office of Economic Development
 - Chamber of Commerce Hawaii
 - Hawaii Department of Transportation’s Disadvantaged Business Enterprise Program



- Open to all businesses within a half-mile of the alignment
- Strategic business driver in partnership with local businesses
- Customer incentives
- Electronic distribution via social media, website and online partners
- Printed offer sheets at key locations including shopping centers and high-volume retailers
- Partnerships with visitor attractions, Chamber of Commerce Hawaii, local trade unions and media partnerships to encourage support
- ShopAndDineOnTheLine.com

Business Outreach Programs

- **Swap, Shop & Shuttle Program**

- Free trolley shuttle service monthly on targeted weekends
- Pick up near Aloha Stadium lot and shuttle customers to businesses along Kamehameha Highway corridor
- Paired with Shop & Dine on the Line program to encourage the public to support local businesses during construction
- Partnerships with businesses creates branding opportunities to cover costs

Business Outreach Programs

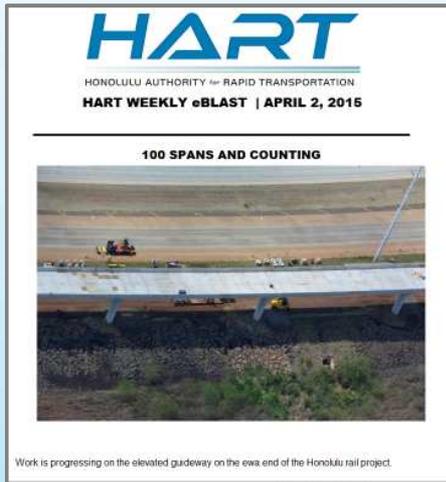
- **Transit-themed Community Events at Major Businesses Hubs**
 - Quarterly community events as customer drivers
 - Coordinate with our construction schedule to reduce traffic
 - Partner with third-party stakeholders
 - Offers in conjunction with Shop & Dine on the Line program
 - Generate excitement, incentives and encourage our community to support local businesses during construction

Stay Connected

- Monthly HART Facts Ad
- Public Access Television Program
- Weekly e-Blast
- Weekly Traffic Advisories
- Website and Social Media

| HART HONOLULU AUTHORITY FOR RAPID TRANSPORTATION | | PROJECT REVENUE STATUS As of June 1, 2015 | | Projections To Date ¹ | Collected or Committed to Date | Percentage (of projections) |
|---|----------------|--|----------------|-------------------------------------|-----------------------------------|---------------------------------|
| | | (in millions) | (in millions) | | | |
| REVENUE SOURCE: | | | | | | |
| Project Beginning Cash Balance (Dec. 2009) | \$ 298 | \$ 298 | 100% | | | |
| General Excise Tax (GET) Surcharge ² | 2,291 | 1,891 | 33% | | | |
| Federal New Starts Funds | 1,509 | 896 | 52% | | | |
| Other Federal Transportation Funds | 214 | 4 | 2% | | | |
| Interest Income | 2 | 9 | — | | | |
| TOTAL | \$5,355 | \$2,288 | 41% | | | |
| <small>1 - Projections to date from the June 2012 Financial Plan. 2 - Total GET surcharge revenue collected since January 1, 2007, is \$1.47 billion (includes \$178 million collected before December 2009).</small> | | | | | | |
| HART FACTS—JULY 2015 | | PROJECT COST STATUS As of June 1, 2015 | | Current Budget ¹ | Amount Committed ² | Amount Expended ³ |
| | | (in millions) | (in millions) | (in millions) | | |
| GUIDEWAY & TRACK ELEMENTS | | \$1,354 | \$ 544 | \$ 186 | | |
| Stations, Stops, Terminals, Intermodal | 397 | 51 | 4 | | | |
| Support Facilities, Yards, Shops, Admin | 115 | 115 | 65 | | | |
| Sitework & Special Conditions | 1,004 | 724 | 455 | | | |
| Systems | 248 | 232 | 25 | | | |
| Vehicles | 191 | 191 | 23 | | | |
| SUB-TOTAL* | \$3,138 | \$1,857 | \$ 758 | | | |
| Right of Way (ROW), Land, Existing Improvements | \$ 198 | \$ 93 | \$ 83 | | | |
| Professional Services (e.g., Planning and Design) | 1,161 | 1,168 | 697 | | | |
| Contingency | 518 | 7 | 8 | | | |
| Finance Charges | 255 | 8 | 8 | | | |
| SUB-TOTAL* | \$2,026 | \$1,128 | \$ 781 | | | |
| TOTAL* | \$5,164 | \$2,986 | \$1,539 | | | |
| <small>1 - Current Budget reflects the June 2012 Baseline Budget with executed Budget Transfers. 2 - Approved contract values. 3 - Portion of the work that has been paid. * All costs are rounded to the millions therefore subtotals may not add up to the amounts shown.</small> | | | | | | |

DID YOU KNOW? The Honolulu rail system will have 21 stations between west Oahu and Ala Moana Center, including one at the Honolulu International Airport.



HART Rapid Response:

- 24-Hour Project Hotline number 808-566-2299
- Email Inquiries: info@HonoluluTransit.org
- Website Inquiries