



2020 COMMUNICATION PLAN

December 2019

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
www.HONOLULUTRANSIT.ORG



2020 HART Communication Plan

Efforts to date...

- HART's Communications and Public Outreach Plan presented in January 2019
- HART's Public Involvement Plan (PIP) was updated in March 2019 – the overarching plan for public involvement activities, and an FTA deliverable
- HART's Business Outreach Plan was updated in February 2019
- Dillingham Construction Community Outreach Plan was presented in Q4 of 2019
- PI Organizational/Leadership Changes
- This 2020 Communication Plan for Public Involvement activities is presented today
- Next Steps in 2020 include the development of a Media Relations, Introductory Service and Internal Employee Communication Plan for activities

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Our Departmental Vision

- As construction continues, the **goal is to help reduce the disruption** to area residents, businesses and island wide motorists who traverse through the many communities throughout the 20-mile alignment affected by construction impacts.
- The public involvement team's responsibility is to **anticipate and mitigate problems early on** and continue in the building of community and stakeholder engagement for the project.
- In addition, it's imperative that **HART continues to be 100% transparent and consistently shares progress and project milestones with the public and stakeholders** to increase awareness and build credibility.
- **Embarking upon clear and concise project communications and developing key messages that resonate throughout the community** will be an important factor as the project navigates through 2020.
- Public Involvement will support the overall agency vision through its construction, business, community, and educational outreach in 2020.

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2020 Public Involvement Department Goals

- **Improving upon the credibility of HART** with the general public and project stakeholders with increased transparency, educational activities, and proactively distributed information to the community via strategic community relations and community building.
- **Creating a year's worth of positive and progressive project milestones** to embark upon a year of deliverables (leading into Introductory Service), and to utilize proactive media opportunities.
- **Supporting HART's construction efforts** with effective public outreach measures to close out and deliver the westside of the project, while engaging upon strategic construction and business outreach tactics to mitigate impacts on the eastside of the project as construction continues. This will be especially important in the City Center section with the deployment of new outreach strategies from a lessons-learned perspective.
- **Supporting HART's Fall 2020 Operational Readiness Status (ORS) initiative** of turning over a fully operational system for the first 10-miles of the project to the City and County of Honolulu by planning the public "Ready to Ride" education effort.

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Goal: Improving Upon the Credibility of HART

- **Development of Key messaging points that resonates** with the public and stakeholders.
- **Redefining HART's primary messaging outlets**
- **Expanding upon HART's community-based education and messaging efforts** – deeper into the neighborhood levels
 - "Talk Story" Library Listening Tour
 - Community Center Outreach Tour
 - Educational Safety School Tour
 - Increase Neighborhood Outreach Events
 - HART "Ready to Ride" Educational Tour at major high-traffic retail centers island wide
- **Continuation of HART Community Town Hall Meetings**
- **Increased HART Speaker's Bureau activities and presentations**
- **Increased Third Party Resource Development activities and pulse checks**

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Goal: Creating a Year's Worth of Project Milestones and Events

- **HART will engage upon a yearlong effort to engage the public and to keep it informed about project milestones until the launch of ORS**, which has an intended target date of October 2020.
- **Building upon a monumental year of significant construction accomplishments**, the project moves forward with a lot of good news to be shared at a myriad of media events, community events, and HART presented community events to celebrate the completion of construction on the west side of the project.
- All of these media and community events **kicks off a year countdown to get Oahu residents “Ready to Ride”** the island’s new rail transit system.

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Goal: Supporting HART's Construction Efforts – Residential Outreach

- **Residential canvassing utilizing multi-language work notice fliers** for project mobilization, major work notices, and monthly community meeting notices.
- **Creation of HART “While You Were Out” canvassing door hangers** to assist with residential canvassing activities.
- **Construction update meetings to be presented semi-annually at major housing complexes and condominium buildings** in the City Center section.
- **Construction update meetings to be presented via “Neighborhood Garage Meetings”** (house-by-house) in dense residential pockets.
- **Custom residential access signage and alternative access fliers**
- **Present specialized “HART in the Community” weekend events** at area shopping centers, libraries and community gathering spots in the City Center section of the project.

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Goal: Supporting HART's Construction Efforts – Residential Outreach

- **“HART Night Out” evening events** will be presented at major housing complexes (with 50+ units) along Dillingham Boulevard and in Ala Moana/Kakaako area condominiums to connect with residents on construction work, provide a project update, and get feedback. Family movie night gatherings
- **Launch of HART’s “Traffic Update Minute” Videos on Social Media**
- **Presentation of HART’s newly developed “Transit-101 Safety Program for Students”** program at area schools

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Goal: Supporting HART's Construction Efforts – Business & Community Outreach

- **Creation of a HART Business Outreach Resource Kit** to provide businesses with an all-inclusive program folder detailing HART's business outreach programs.
- **Creation of a "Critical Status" Monitoring Report** will enable HART to monitor business' well-being throughout the community during construction.
- **Creation of a HART Small Business Outreach Center** will enable the project staff to connect with businesses in the community where they reside and where construction is impacting them the most.
 - Leased storefront on Dillingham Blvd. at City Square Shopping Center
- **HART will present a Construction Preparedness Symposium, entitled "Navigating Rail Construction,"** that will be held in the first quarter of 2020 to address the impacts of City Center construction work activity on small businesses.
- **HART will continue to utilize its HART Canvasser database** and upkeep critical business information.
- **Creation of a Community Stakeholder Alliance Group** for City Center construction.

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Goal: Supporting HART's Construction Efforts – Business & Community Outreach

- **Seasonal Cooperative Holiday Advertising Program** for Small Business Promotion
 - HART will explore putting together a seasonal cooperative advertising program with major local newspapers to help small businesses impacted by rail construction on the immediate alignment to promote themselves during critical holiday periods to encourage sales.
 - A cooperative holiday full-page ad shell can be created to promote a large number of businesses during different seasonal shopping periods, including Valentine's Day, Mother's Day, Father's Day, Black Friday, the Christmas/Holiday Season, etc.
- **HART "Free Meals and Great Retail Deals" Loyalty Program Card** to help small businesses develop loyal customers during construction.
- **HART "Open for Business" and "Access Signage" Program**
- **Social Media "Tweet-Up and Eat-Up" & "Tweet-Up and Shop-Up" Program**
 - "Tweet-Up and Eat-Up" to help promote local restaurants and eateries
 - HART will launch a "Tweet-Up and Shop-Up" to help promote local stores and services

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Goal: Supporting HART's Construction Efforts – Business & Community Outreach

- **HART Social Media Promotional Video Program**
 - HART will work with small businesses in the community who participate in one or several of the agency's business outreach programs (Shop & Dine on the Line, Tweet-Ups, Loyalty Card Program, etc.) to create 60-second promotional video of each establishment for promotion on Facebook, Twitter and other online or website platforms.
 - The promotional video will highlight the business and its unique offerings to the community. It can be produced in either a quick "Cheap Eats-styled" video format or via a short infomercial format to entice viewers on the business' products, services or offerings.
- **Strategic Business Resources & HART Small Business University Program**
 - Partnerships with local and nationally based non-profit and government organizations that are committed to assisting small businesses in need.
 - These organizations provide business planning, financial analysis, marketing strategy, small business loan programs, training, and more.
 - Move Oahu Forward, Hawaii Small Business Development Center, U.S. Small Business Administration, Retail Merchants Association of Hawaii, and Chamber of Commerce Hawaii.

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Goal: Supporting HART's Construction Efforts – Business & Community Outreach

- **“Shop & Dine on the Line” Web-based Discount Program**
- **“HART Small Business University”** learning series of workshops and training sessions on marketing, social media, customer service, and other relevant topics will be presented on a semi-annual basis. This program could be partnered with the University of Hawaii at Manoa’s Shidler School of Business.
- **American Express’ and U.S.–Small Business Administration’s Annual Small Business Saturday Event** on Saturday, November 30, 2020
 - HART will present “Community Champion” events to take place in the City Center section of the alignment.
 - Key communities will include the Dillingham Blvd. Kalihi area and the Kakaako/Ala Moana area.
 - The events could be presented in partnership with Hawaii Small Business Development Center, US-SBA, and Move Oahu Forward.
 - HART will feature weeklong offers from area restaurants, retail shops and service establishments to be promoted throughout the event.

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Goal: Supporting HART's Construction Efforts – Strategic Community Partnerships and Promotional Events

- **HART will continue to educate residents** about the project, its benefits and on-going construction activities in communities throughout the island of Oahu
- **HART participation in small neighborhood events** include Taste of Waipahu, Kapolei City Lights & Parade, Taste of Kalihi, Moilili Summer Festival, Kakaako Night Market, etc.
- **HART Participation in large community events** include HART's participation in the annual First Hawaiian Bank Auto Show, Spring & Summer Food & New Products Show, Star-Advertiser's Young at Heart Senior Expo, Star-Advertiser's Hawaii Restaurant & Hotel Expo, and many more.
- A number of targeted **"HART in the Community"** events will be held to enable HART to interact with residents and business owners inside shopping centers and at large community events. Venues will be high-traffic community gathering spots.