

HART

HONOLULU AUTHORITY for RAPID TRANSPORTATION

Business Outreach Programs August 27, 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
WWW.HONOLULUTRANSIT.ORG

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

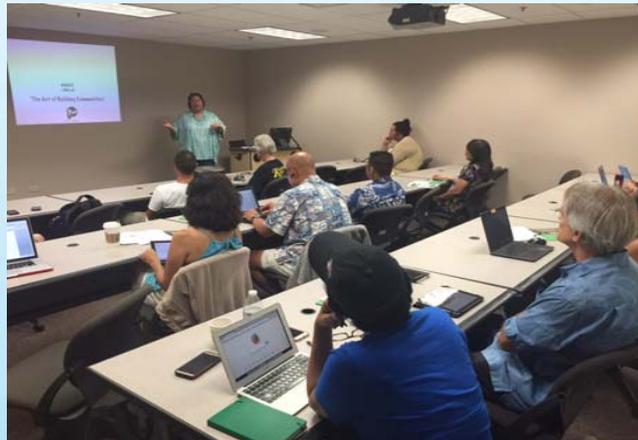


Business Outreach Programs

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
- Customer incentives
- Electronic distribution via social media 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
- Counter placards and signage

Business Outreach Programs

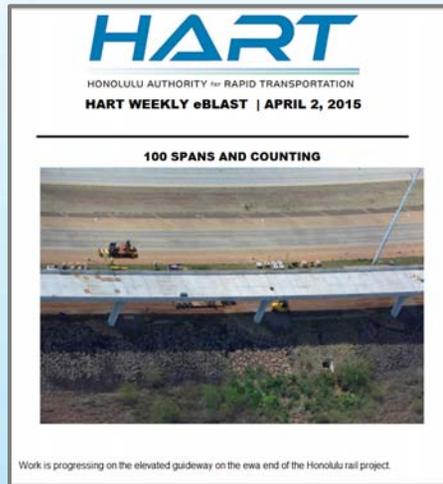
- **Swap, Shop & Shuttle Program**
 - Free trolley shuttle service monthly on targeted weekends
 - Pick up near Aloha Stadium lot and shuttle customers to businesses along Kamehameha Highway corridor
 - Paired with Shop & Dine on the Line program to encourage the public to support local businesses during 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



PROJECT REVENUE STATUS As of June 1, 2015			
REVENUE SOURCE:	Projections To Date ¹	Collected or Committed to Date	Percentage (of projections)
(in millions)	(in millions)	(in millions)	
Project Beginning Cash Balance (Dec. 2009)	\$ 298	\$ 298	100%
General Excise Tax (GET) Surcharge ²	2,291	1,891	33%
Federal New Starts Funds	1,550	896	52%
Other Federal Transportation Funds	214	4	2%
Interest Income	2	9	—
TOTAL	\$5,355	\$2,208	41%

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 \$378 million collected before December 2009).

PROJECT COST STATUS As of June 1, 2015			
	Current Budget ¹	Amount Committed ²	Amount Expended ³
(in millions)	(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	1,814	724	455
Systems	248	232	25
Vehicles	391	191	23
SUB-TOTAL*	\$3,139	\$1,857	\$ 758
Right-of-Way (ROW), Land, Existing Improvements	\$ 198	\$ 83	\$ 83
Professional Services (e.g., Planning and Design)	1,183	1,028	697
Contingency	518	7	0
Finance Charges	355	0	0
SUB-TOTAL*	\$2,026	\$1,128	\$ 781
TOTAL*	\$5,164	\$2,986	\$1,539

1 - Current Budget reflects the June 2012 Baseline Budget with executed Budget Transfers.
2 - Approved contract value. 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.

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