

**REPORT TO THE TWENTY-FOURTH LEGISLATURE  
STATE OF HAWAII  
2007**

**PURSUANT TO S.C.R. 74, SLH 2006, THE DIRECTOR OF  
TRANSPORTATION IS REQUIRED TO SUBMIT:**

**A DETAILED IMPLEMENTATION TIMELINE FOR THE EXPEDITED  
CONSTRUCTION COMPLETION OF THE LAHAINA BYPASS PROJECT,  
NO LATER THAN OCTOBER 1, 2006**

**AND**

**A COMPLETED PLAN CONTAINING STRATEGIES TO REDUCE MOTOR  
VEHICLE USE INTO AND OUT OF LAHAINA, NO LATER THAN 20 DAYS  
PRIOR TO THE CONVENING OF THE REGULAR SESSION OF 2007**

**PREPARED BY:**

**DEPARTMENT OF TRANSPORTATION  
STATE OF HAWAII  
DECEMBER 2006**

## **INTRODUCTION**

Pursuant to Senate Concurrent Resolution No. 74, Session Laws of Hawaii 2006 (SCR 74), the Department of Transportation (DOT) is required to submit:

1. A detailed implementation timeline for the expedited construction and completion of the Lahaina Bypass Project, no later than October 1, 2006;
2. A completed plan containing strategies to reduce motor vehicle use into and out of Lahaina, no later than 20 days prior to the convening of the Regular Session of 2007; and
3. Monthly progress reports on the status of the Lahaina Bypass Project and the motor vehicle use reduction plan, beginning on July 1, 2006.

This is the:

- Detailed implementation timeline for the expedited construction and completion of the Lahaina Bypass Project; and
- Completed plan containing strategies to reduce motor vehicle use into and out of Lahaina.

## **REPORT TO THE LEGISLATURE**

### **DETAILED IMPLEMENTATION TIMELINE FOR THE EXPEDITED CONSTRUCTION COMPLETION OF THE LAHAINA BYPASS PROJECT:**

- We have selected a design-builder.
- A “Notice of Award” was made to Hawaiian Dredging Construction Co., Inc., November 22, 2006.
- Contract documents are currently being executed for this Design Build Project.
- We anticipate the issuance of a “Notice to Proceed” early January 2007.
- The Contractor’s first order of work will be to design the project and to obtain necessary permits.
- Estimated time of construction is October 2007 and completion is December 2008.

## **COMPLETED PLAN CONTAINING STRATEGIES TO REDUCE MOTOR VEHICLE USE INTO AND OUT OF LAHAINA:**

### **Summary**

- SMS Research was contracted to prepare a report summarizing certain commuter research findings for all islands. The report also included information from commuters about their perception of the impact on their commute due to the Lahaina Bypass Project.
- Based on the SMS findings, a Maui media plan for 2007 has been outlined in a timeline format as indicated in this document. The media plan is designed to achieve three goals: it will use both free and paid media to increase awareness of the effects of the Lahaina Bypass Project for Maui commuters, increase participation in the Vanpool Hawaii Program, and significantly reduce the number of single occupancy vehicles (SOV's) on the road at all times.
- The media plan will incorporate print, radio and TV advertising, direct mailers, a press conference and rideshare events hereto referred to as Rideshare Rallies.
- Spokespersons for the events will be secured from a pool of local politicians, celebrities and union leaders. They will provide testimonials on the importance of participating in a Vanpool program.
- SMS Research will be contracted to conduct one-on-one interviews with Maui CEO's and Human Resource Executives to gather their direct feedback on methods to gain their support in subsidizing the Vanpool program for their employees.
- Current efforts with the corporate sector appear to be promising, as First Hawaiian Bank (FHB) has committed to a statewide push to get their employees to vanpool. The CEO of FHB, Don Horner, was approached by executive staff from the State of Hawaii Department of Transportation (HDOT) to consider instituting a ridesharing program. They asked FHB to develop a rideshare program that would stand as a model for other corporations to follow. HDOT staff reminded CEO Horner that as a corporate leader in the state FHB would be very influential and would inspire other corporations to follow their lead. As a response FHB agreed to put together an aggressive commuter benefit program. Their program would subsidize \$25 of the \$55 seat fee, provide free fuel for the first month of operation, designate a free reserved parking stall, provide payroll deduction for the fares and will consider flex scheduling for some of its employees.

- As a follow up to Deputy Director Morioka's and Tourism Liaison, Marsha Wienert's meeting with Nane Aluli, Vice President and General Manager of the Mauian Napili Beach Hotel, as well as the General Managers of the majority of the hotels along the Kaanapali Coast on October 26, 2006, Vanpool Hawaii staff will also be meeting with Mr. Aluli on Dec. 5, 2006. He has put together a meeting that will include a vast number of other executives from other hotel properties to discuss how they can develop a Vanpool program as a benefit for their employees. This group of hotel decision makers has been meeting for some time to determine what they could do in response to the construction of the nine-mile, four lane Lahaina Bypass Project and its effect on their employees.
- Vanpool Hawaii staff will travel to Maui frequently throughout 2007 to meet with corporate and business leaders as well as local officials. Strong consideration will be given to hiring a full-time Vanpool Hawaii employee from Maui.
- Maui target markets include but not limited to the Department of Education (DOE), hotels, corporate sector, the National Guard through the Department of Defense (DOD), the Department of Human Services (DHS), the Super Ferry, Department of Transportation (DOT), all government employees, Maui Community College, medical offices and hospitals.

## **TIMELINE TO FAST TRACK VANPOOL HAWAII PROGRAM ON MAUI**

### **December 2006**

#### **Collect Feedback from Maui CEOs and HR Directors**

The findings of the SMS Research study indicated the most effective way to increase participation in the Vanpool program is by gaining the support of the corporate sector. For continuity of methodology it is recommended that the same research company, SMS Research, be employed to evaluate Maui CEOs and Human Resource (HR) Executives for their insight on how to gain their support.

- Two (2) senior staff researchers from SMS will interview Maui CEOs or HR Executives in companies with more than 50 employees. An emphasis will be placed on the visitor industry employers in Lahaina, Kaanapali and Kapalua.

- Individual, one-on-one thirty-minute interviews with 20 executives on Maui and the Big Island will be conducted.
- The project would be completed within 3 weeks. The final report, findings and recommendations would be presented to Vanpool and HDOT staff for feedback, action and follow-up.

### **Secure Press Conference Speakers**

In order to gain maximum support for Hawaii's ridesharing programs, political figures such as U.S. Senator Daniel K. Inouye, Governor Lingle, and Maui Mayor Tavares, union leaders and a local celebrity spokesperson are needed as advocates.

- Participation from the aforementioned persons to speak at the press conference will be initiated immediately upon approval of the proposed media plan.
- Possible spokespeople include Keali'i Reichel (Lahaina graduate), Andy Bumatai (comedian), Jake Shimabukuro (musician), Jack Johnson (singer/surfer), Nainoa Thompson (Kamehameha Schools trustee/Hokule'a), Don Horner (First Hawaiian Bank), Colt Brennan (University of Hawaii Football Team Quarterback), Jill-Lesly Pascua (Miss Maui), Benny Agbayani (professional baseball player) Leslie Wilcox (Newsperson).

### **January 2007**

#### **Re-introduce Vanpool Hawaii into the Maui Market, Create a Buzz about February Rally, Coordinate Press Conference and Rally Logistics**

- Rally vendors and entertainment will be contacted and secured.
- A new tagline for Maui commuters will be created.
- A new commuter jingle for radio will be produced and aired in order to raise awareness of Vanpool Hawaii and generate a buzz about the program.
- A new brochure targeted at the corporate sector will be produced to better educate key companies about the benefits of implementing the program in their workplace.
- The State of Hawaii Department of Transportation (HDOT) will produce and post Vanpool Hawaii roadside information signs on major Maui commuter routes. Commuter information signage to be installed at all Maui "Park and Ride" facilities to further increase commuter awareness of Vanpool's presence.

- Maui businesses leaders, HR personnel and residents will be invited via a direct mailer to attend a rally that will educate Maui commuters on the Lahaina Bypass Project and present them with various ridesharing options.
- Press conference speakers will be confirmed.
- A new Vanpool TV and radio spot will be produced and broadcast airtime scheduled and secured.

## **February 2007**

### **Rally/Press Conference**

An exciting half-day rally in a highly visible location will be held in mid- to late February to kick-start the Vanpool program on Maui. The rally will educate Maui commuters and the business sector about the effects of the Lahaina Bypass Project and will present ridesharing solutions such as Vanpooling and carpooling. In addition to educating commuters, the event will be filled with musical entertainment and activities that will attract consumer and media attention. Vanpool Hawaii employees will staff an information booth to answer commuter inquiries and to form interested commuters into new Vanpools.

A press conference will be convened in conjunction with the rally to garner maximum media coverage. The event will be promoted via paid and unpaid media opportunities.

- Paid media will include print ads in the Maui News and radio spots to maximize the advertising budget. Because there is no Maui specific television station, this will allow for maximum reach for minimum dollars.
- Unpaid media opportunities will include drafting and distributing a media advisory and news release, appearances on morning shows and radio talk shows.
- Press Conference Speakers: U.S. Senator Daniel K. Inouye, Mayor Tavares, Governor Lingle, Union leaders, Vicki Harris Executive Director, Vanpool Hawaii.
- Possible Event Locations: Lahaina Cannery, Ka'ahumanu Center, Wailuku, War Memorial Gym, Maui Ocean Center.
- Potential event attendees: Scott Ishikawa, Brennon Morioka, Alvin Takeshita and Laura Manuel from the HDOT, Vanpool Hawaii staff, business leaders, HR Executives, hotel managers, commuters and residents.

- A radio station remote will be implemented to complement the media buy to assist in promoting the rally event. A well-known DJ from the station group will emcee the event and entertain attendees. As part of the remote, the radio station will be asked to coordinate and secure musical entertainment from local, noteworthy bands.
- One of each type of Vanpool vehicle (a Cool Pool SUV and 7, 9 and 15 passenger Vanpools) will be on site for examination by attendees. They can see how a group of Vanpoolers would fit in the van as well as all of the amenities that are available in the vans. New Vanpool T-shirts with the Maui tagline will be worn by staff and handed out to attendees.
- Vanpool Hawaii staff dressed in penguin mascot suits will hand out Vanpool Hawaii promotional items such as penguin stress balls, CD holders, trunk organizers, pens and gym towels.
- Press kits will be assembled and distributed to media at the press conference.
- A videographer and photographer will be hired to capture photos and b-roll to be submitted to media unable to attend.

### **March/April 2007**

#### **Continue Paid and Unpaid Media to Target Corporate Sectors**

- Continue to air Vanpool radio jingle spots through the end of April.
- HDOT executive staff to schedule meetings with Maui corporate CEOs.
- Opinion editorials regarding ridesharing and Vanpooling will be drafted and submitted to Maui News.
- HDOT launches new rideshare website that will contain an automated rideshare database.
- HDOT to complete a new rideshare brochure.
- Contact Maui school administration office to include Vanpool in transportation materials.
- Vanpool staff to meet with DOE and Maui Community College leaders.

### **May/June 2007**

#### **Coordinate logistics for Beat the School Jam Event**

- Vanpool Hawaii will work with HDOT to include Vanpool in any promotional spots and materials regarding instituting the Beat the School Jam Event (BSJ) on Maui. Prior to



this time BSJ was an event that was emphasized on Oahu due to the severe traffic congestion that occurs with back to school traffic volumes.

- HDOT to obtain list of students and return to school (public & private) dates. Mail informational materials to students and DOE employees.
- HDOT to arrange pitch meetings with DOD: National Guard, DHS, DOT and government employees.

### **July/August 2007**

#### **Beat the School Jam Event**

- Pitch TV morning shows and radio shows regarding Beat the School Jam.
- Schedule paid media throughout month of August to emphasize Vanpool Hawaii as an integral transit solution.
- HDOT to draft and distribute a media advisory and news release regarding the Beat the School Jam press conference.
- HDOT to hold press conference regarding Beat the School Jam. Content will include discussion of the Lahaina Bypass Project and how each mode of ridesharing helps to minimize the traffic congestion. Partners include Maui mayor, HDOT, Vanpool Hawaii.

### **October/November/December 2007**

#### **National Rideshare Day**

- Vanpool radio jingle integrated with radio spots to air throughout month of October.
- Will pitch TV morning show and radio shows to highlight National Rideshare Day.
- Stage Cool Pool penguin mascot waving with Vanpool Hawaii banner on vehicle on side of road, at malls and in grocery store parking lots to increase awareness of National Rideshare Day and Vanpool Hawaii.
- Draft news release announcing success of Vanpooling in Maui over the last six months.
- Continue on-going awareness of ridesharing as the Lahaina Bypass Project becomes more of a reality.
- Draft and submit opinion editorials regarding ridesharing to Maui News.
- Vanpool Hawaii staff to arrange meetings with medical offices and hospitals.

**2008/2009**

- The attained momentum that was achieved through a sustained presence on Maui in 2007 will be ongoing through 2009 by the continuance of a strong marketing and educational presence. A high level of community outreach and commuter information will continue to be generated. Only the most current information will be provided to the commuters and residents of Maui.