

# **LOTMA**

# **2004**

# **Annual Report**

- Leeward Oahu Transportation  
Management Association -



**People Moving People**

[www.lotma.org](http://www.lotma.org)

# 2004 LOTMA Annual Report

## President's Message

Oahu's robust economy in 2004 brought many benefits to island residents. However, along with a healthy employment market, Oahu residents struggled with increasing traffic congestion in 2004. In fact, according to a poll conducted by the *Honolulu Advertiser*, alleviating traffic congestion was the top concern of those surveyed. Addressing traffic congestion was even a higher priority than repairing roads and increasing police patrols. The Leeward Oahu Transportation Management Association (LOTMA) shares this concern about traffic congestion and we have been in the business of offering efficient and convenient transportation options to Leeward, Central and North Shore Oahu commuters for fourteen years.

In 2004, LOTMA continued to provide free information, referrals and support services for commuters interested in alternative transportation, such as carpooling. Additionally, LOTMA launched a new partnership program with Vanpool Hawaii, which provides financial incentives to encourage commuters to switch from driving alone to vanpooling to work. To provide ongoing support to ridesharers, the free Emergency Ride Home Program was also enhanced and re-launched. Finally, the comfortable and convenient LOTMA Commuter Express continued to provide express coach service from Mililani and Waipio Gentry to Honolulu and Waikiki.

We are hopeful that our programs and services will continue to evolve and develop in 2005 and invite you to join us in our efforts to encourage efficient and sustainable traffic solutions for Oahu!



Todd Apo  
President

# 2004 LOTMA Annual Report

## 2004 Highlights

### New Programs

The Emergency Ride Home (ERH) program was renewed and expanded in 2004. This program supports and encourages carpooling, vanpooling and use of the LOTMA Commuter Express by removing the fear of being stranded at work in the event of an emergency. This is a common concern people have about commuting without their automobile and prevents people from using alternative transportation options. The ERH program addresses this concern by providing a free taxi or car rental ride home in the event of an unplanned personal emergency.

The Vanpool Incentive Program, a new partnership with Vanpool Hawaii, was also launched in 2004. This program is designed to encourage drive-alone commuters to join a vanpool by providing a 50% discount on the first month's vanpool subscription.

### LOTMA Commuter Express

This convenient express commuter coach service provides a "first-class" commute option from Mililani and Waipio Gentry to Honolulu and Waikiki. To keep fares attractively priced, the service is generously subsidized by Castle & Cooke Homes Hawaii and the Gentry Companies. In 2004, the average number of monthly passes sold increased by 13%. It is estimated that the Commuter Express eliminated more than 25,000 automobile trips and more than 550,000 Vehicle Miles Traveled in 2004.

### Carpool Matching Program

LOTMA continued to provide free carpool matching services for Leeward, Central and North Shore Oahu commuters who are interested in finding a carpool partner. Additionally, incentives were offered through the continuation of the "Carpool & Win!" program. Each person who registered for a carpool matchlist was eligible for a monthly prize drawing for a \$50 gift certificate and commuters who formed a carpool with someone on their matchlist were eligible to receive a free trip to the movies.

# 2004 LOTMA Annual Report

## 2004 Highlights Continued...

### Commuter Consulting Services

During 2004, LOTMA continued to provide expert advice and information about additional commute options, such as the Vanpool Hawaii program and TheBus. It is our goal to help commuters identify the best transportation option for their individual needs, even if that option is a service provided by one of LOTMA's partners.

### LOTMA Website

The LOTMA website ([www.lotma.org](http://www.lotma.org)) is regularly updated and provides current information and tips about carpooling, vanpooling, the LOTMA Commuter Express, the Mililani Trolley, and TheBus. Additionally, commuters can apply for a Carpool Matchlist and find details about special program promotions online. In 2004, new content to assist employers in the development of employee transportation programs was added to the website. More than 5000 people visited the LOTMA website in 2004.

### Community Participation & Partnership

LOTMA is especially interested in developing partnerships and being an active participant in the community. In 2004, LOTMA continued to be an active member of the Oahu Metropolitan Planning Organization Citizen Advisory Committee, an advisory group tasked with providing public input to decision makers regarding transportation planning efforts on Oahu. Additionally, to maintain close ties with the community, LOTMA regularly attended the meetings of five Neighborhood Boards located in Leeward and Central Oahu and frequently submitted articles for publication in community newsletters and newspapers. Finally, our partnership with TheBus continued through the LOTMA Plus program, (which provides free TheBus transfers for LOTMA Commuter Express subscribers) and our participation in "TheBus BONUS!" fare payment program. In 2004, the amount of revenue received through "TheBus BONUS!" program increased 28%!

# 2004 LOTMA Annual Report

## 2004 Officers, Directors & Staff

### Officers

**President, Todd Apo**

Ko Olina Resort and Marina

**President Elect, Laura Kodama**

Castle & Cooke Homes Hawaii, Inc.

Castle & Cooke Properties

Kunia Residential Partners

**Vice President, Debbie Luning**

Gentry Companies

**Vice President, Janice Takahashi**

Housing & Community Development Corp. of Hawaii

**Treasurer, Robert McGraw**

Haseko Homes, Inc.

**Secretary, Loralyn Cachola**

The Kamehameha Schools

**Director, George Hiu**

The Estate of James Campbell

**Director, Darwin Hamamoto**

City & County of Honolulu, Dept. of Design & Construction

**Director, Harvey Goth**

D. R Horton, Schuler Division

### Ex-Officio Directors

**Gordon Lum**

Executive Director, Oahu Metropolitan Planning Organization

**Rodney Haraga**

Director, Department of Transportation (State)

**Cheryl Soon**

Director, Department of Transportation Services (City)

### LOTMA Staff

Mindy Norris, Manager

## Statement of Assets and Liabilities

December 31, 2004 (unaudited)

Current Assets	
Cash	\$4,468
Savings	<u>\$45,875</u>
Total Current Assets	\$50,343

## Statement of Revenues and Expenses

For the Year Ended December 31, 2004 (unaudited)

Cash Basis

Revenue:	
Membership Dues	\$ 88,463
Commuter Express Subsidy	\$136,763
Commuter Express Fares	\$ 74,361
Interest	<u>\$ 95</u>
Total Revenues	\$299,681
Expenses	
Commuter Express	\$219,180
Program Operations	\$ 66,891
Management Fee	\$ 25,000
Bank Charges	<u>\$ 30</u>
Total Expenses	\$311,101
Revenue over Expenses	\$ (11,420)
Fund balance, beginning of period	\$ 60,629
Fund balance, end of period	<u>\$ 49,209</u>

### Leeward Oahu Transportation Management Association

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