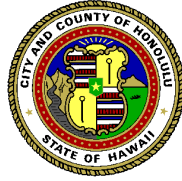


DEPARTMENT OF TRANSPORTATION SERVICES
CITY AND COUNTY OF HONOLULU

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TESTIMONY TO THE
SENATE COMMITTEE ON PUBLIC SAFETY, INTERGOVERNMENTAL, AND
MILITARY AFFAIRS (PSM)

MARCH 10, 2020
1:30 PM

**IN SUPPORT OF
HB 1724, HD 1 – RELATING TO GIFT CERTIFICATES**

Chair Nishihara, Vice Chair Wakai, and Members of the Committee:

The Department of Transportation Services is in strong support this measure; it is part of the Hawaii Council of Mayors (HCOM) 2020 legislative package.

Like many other large cities, Honolulu has adopted a smart card for public transit passengers to pay for fares on TheBus and Handi-Van. Our HOLO card may be registered and reloaded, eliminates the need to purchase daily and monthly bus passes, may be programmed for discounted users like youth and seniors, and will be the sole form of fare payment on rail. There is great potential in future uses of the HOLO card including the possibility of payment for on-street parking, permits, and registration fees.

This measure seeks to clearly distinguish the HOLO card, and other similar county cards, from gift cards and gift certificates. The existing language in the statute on gift certificates and exceptions thereto may be clarified by adopting affirmative language proposed by HB 1724, HD 1. Certain requirements of private businesses and retailers regarding gift certificates are not necessarily applicable to county-issued and county-administered cards. Clarification of the exception will support the administration of the smart card program, especially with regard to unspent value and redemption of cash balances.

Thank you for consideration of this measure and for the opportunity to provide this testimony.

aloha!

WELCOME TO THE HOLO CARD.

The **HOLO** Card is Oahu's first smart transit card and can be used island-wide on TheBus, TheHandi-Van and the future rail system. Please register your card and create an account at www.holocard.net. Visit a Satellite City Hall or Oahu Transit Services if you qualify for a Medicare, Disabled or Youth card for discounted fares.

HOW TO USE YOUR CARD:

- >> Simply tap your card to the **HOLO** Card reader every time you board TheBus, The Handi-van or, in the future, when you enter a rail station.
- >> Monitor your balance or reload your card by visiting www.holocard.net, participating stores, Satellite City Halls, or a ticket vending machine located at a future rail station near you.
- >> **Please do not punch a hole, laminate or otherwise tamper with your card or you will damage the card's internal antenna. A replacement card will cost \$2.00.**



REMEMBER:

- >> Load before you board.
- >> Tap your card not your wallet.
- >> Wait for the Shaka when you tap.

REGISTER YOUR CARD ONLINE:

One of the best features of **HOLO** Card is that your money is protected in case your card is lost or stolen. But if you want this protection, you need to register your card first at www.holocard.net.

Managing your card has many advantages:

- >> Card and account protection – If your card is lost or stolen, you can easily deactivate the card and set up a new card with access to your existing pass and or stored value.
- >> Reload and purchase passes online.
- >> Set up autoload.
- >> Easily manage multiple cards for your family or group.

To get a youth or senior card, visit Satellite City Hall or TheBus pass office at Middle Street and show proof of age. Customer service will register you for a discounted account at that time.



FREQUENTLY ASKED QUESTIONS

Are there fees or service charges?

There are no regular fees or service charges for using **HOLO**. However, there is a \$2.00 one-time charge for a new or replacement card, and a \$2.75 minimum when loading or reloading money.

How do I load money on my card?

There are currently five ways to load money on your **HOLO** card:

- >> At www.holocard.net
- >> By calling **1-808-768-HOLO (4656)**
- >> At any of 100+ participating stores in our retail network
- >> At any Satellite City Hall
- >> At TheBus Customer Service Center at 611 Middle Street, Honolulu, HI

You'll also be able to load money at rail station ticket vending machines.

Do I need a bank account for HOLO?

No, you don't need a bank account to use **HOLO**. You can buy and reload cards using cash at the locations listed above.

Do I need a smartphone or Internet to use HOLO?

No, you don't need the **HOLO** app to use **HOLO**.

Are there still programs providing for free or reduced fares?

Yes, the current programs for senior, disability, TheHandi-Van, U.S. Medicare and bus pass subsidy programs are still in place for individuals who qualify for the programs.

If I'm with my family or a group, can I pay for more than one rider's fare with my card?

No, everyone age 6 and up in your group or family needs their own **HOLO** card to pay a fare. However, you can easily manage multiple cards through one **HOLO** account at www.holocard.net.

How do I report my card lost or stolen?

If you have a registered **HOLO** card, let us know immediately by logging into your account at www.holocard.net and choosing "Report Lost or Stolen," or give us a call at **1-808-768-HOLO (4656)**. The balance of a registered card is protected if it is lost or stolen. Once you have reported your card lost or stolen, the previous card will be deactivated and your balance can be transferred to a new card.

How do I check my card balance or the time remaining on my ticket or pass?

You can check your **HOLO** card balance or pass at www.holocard.net, or by **1-808-768-HOLO (4656)**.

Will HOLO remind me when my balance is getting low?

If your **HOLO** balance is low, you'll see a yellow warning in the top left corner of the validator after tapping.

Can I transfer my balance between cards?

Yes! Just give us a call at **1-808-768-HOLO (4656)**.