

MAR 07 2025

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## SENATE RESOLUTION

URGING THE COUNTIES TO SEEK REVENUES FROM ALTERNATIVE SOURCES,  
INCLUDING TRANSIT-BASED ADVERTISING, BEFORE IMPOSING ANY  
NEW OR INCREASED MASS TRANSIT FARE.

1           WHEREAS, additional revenues are needed to address the  
2 rising costs of operating and maintaining the counties' mass  
3 transit systems; and  
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5           WHEREAS, historically, the counties have attempted to meet  
6 these needs by adding or increasing rider fares; and  
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8           WHEREAS, new and increased fares often place undue  
9 financial burdens on mass transit riders, who already face a  
10 high cost of living in Hawaii; and  
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12           WHEREAS, public transit should be accessible to persons of  
13 all income levels, and additional or increased mass transit  
14 fares should be a last resort; and  
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16           WHEREAS, by adopting transit-based advertising, the  
17 counties could charge governmental and nongovernmental entities  
18 reasonable market fees for paid advertisements displayed in, or  
19 on, mass transit vehicles; now, therefore,  
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21           BE IT RESOLVED by the Senate of the Thirty-third  
22 Legislature of the State of Hawaii, Regular Session of 2025,  
23 that the counties are urged to seek revenues from alternative  
24 sources, including transit-based advertising, before imposing  
25 any new or increased mass transit fare; and  
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27           BE IT FURTHER RESOLVED that counties that adopt transit-  
28 based advertising are encouraged to adopt reasonable  
29 restrictions on the advertisements' format, size, material, and  
30 content; and  
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32           BE IT FURTHER RESOLVED that certified copies of this  
33 Resolution be transmitted to the mayors of the counties of  
34 Hawaii, Maui, and Kauai, and the City and County of Honolulu;  
35 county councils of the counties of Hawaii, Maui, and Kauai, and



1 the City and County of Honolulu; County of Hawaii Mass Transit  
2 Administrator; Director of the Maui Department of  
3 Transportation; Executive of the Kauai County Transportation  
4 Agency; Director of Transportation Services for the City and  
5 County of Honolulu; and Executive Director of the Honolulu  
6 Authority for Rapid Transportation.

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OFFERED BY:

Kurt Ferrel

