

MULTIMODAL TRANSPORTATION COMMITTEE

Council of the County of Maui

MINUTES

December 16, 2019

Council Chamber, 8th Floor

CONVENE: 9:02 a.m.

PRESENT: VOTING MEMBERS:
Councilmember Yuki Lei K. Sugimura, Chair
Councilmember, Riki Hokama Vice-Chair
Councilmember Tasha Kama
Councilmember Kelly T. King
Councilmember Tamara Paltin

EXCUSED: VOTING MEMBERS:
Councilmember Alice L. Lee
Councilmember Shane M. Sinenci

STAFF: Shelly Espeleta, Legislative Analyst
Chester Carson, Legislative Analyst
Stacey Vinoray, Committee Secretary

Denise Fernandez, Council Aide, Lanai Council Office (via telephone conference bridge)
Mavis Oliveira-Medeiros, Council Aide, Hana Council Office (via telephone conference bridge)

ADMIN.: Michael J. Hopper, Deputy Corporation Counsel, Department of the Corporation Counsel
Marc Takamori, Director, Department of Transportation
Michael Du Pont, Deputy Director, Department of Transportation

OTHERS: Susan Crawford, Maui Economic Opportunity (“MEO”)
Harry Johnson, Transportation Director, Maui Economic Opportunity
Suzanne Antounian, Executive Director, Maui Adult Day Care Center
Jasee Law
(3) additional attendees

PRESS: Akaku: Maui Community Television, Inc.

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CHAIR SUGIMURA: . . .(*gavel*). . . Good morning, everybody. Welcome to the Multimodal Transportation Committee meeting. This is the last Committee meeting for the year. Amazing, right? We've gone through a whole year. So, the time right now is 9:02 a.m. Thank you, everybody for being here. Present is my Vice-Chair, Riki Hokama from Lanai.

VICE-CHAIR HOKAMA: Good morning.

CHAIR SUGIMURA: Good morning. Tamara Paltin, good morning.

COUNCILMEMBER PALTIN: Aloha kakahiaka.

CHAIR SUGIMURA: Aloha. Kelly King.

COUNCILMEMBER KING: Aloha kakahiaka and I just wanted to just clarify it's your last Committee meeting but we still have other Committee meetings this week.

CHAIR SUGIMURA: Oh, yeah, yeah.

COUNCILMEMBER KING: Okay, thank you.

CHAIR SUGIMURA: Yeah, and Tasha Kama.

COUNCILMEMBER KAMA: Aloha kakahiaka, Chair.

CHAIR SUGIMURA: Aloha, you look very festive. Yeah. So, today is Monday and I want to tell you thank you very much everyone who helped plan the Council Christmas party over the weekend. Alice Lee did a great job, she's not here she probably needed to recover she's excused from the meeting today. Shane Sinenci has a doctor's appointment so, he's not here. And so, we have a quorum present but also non-voting members are Mike Molina, Keani Rawlins-Fernandez and they can attend and are welcome to stop by at any time. With us today is Mark Takamori, our Director of Department of Transportation, Michael Du Pont, Deputy Director for Corp. Counsel [*sic*]. And *Akaku* just notified us that only two cameras are working, what does that mean?

MS. VINORAY: Wide shot.

CHAIR SUGIMURA: Wide shot, okay everybody it's a wide shot, no close-ups.

UNIDENTIFIED SPEAKER: . . .(*inaudible*). . .

CHAIR SUGIMURA: All right.

UNIDENTIFIED SPEAKER: . . .(*inaudible*). . .

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CHAIR SUGIMURA: You're on the whole time, they'll see us when we're talking and eating in between. Then from Corp. Counsel--thank you very much--Mr. Hopper is here. Committee Staff Shelly Espeleta, Chester Carson, Legislative Analyst is gonna to be assisting me today and Shelly's in the back training him. Stacey Vinoray is my Committee Secretary. Our District Offices Mavis Medeiros from Hana is on, Molokai Office is closed, Lanai we have Denise Fernandez. I have two items on my agenda today and I anticipate it to be a fast meeting.

. . .BEGIN PUBLIC TESTIMONY. . .

CHAIR SUGIMURA: For individuals wishing to testify please sign up in the Chamber on the desk outside and you will have three minutes to testify, one minute to conclude. Please state your name and an organization you are representing or if you're a paid lobbyist please inform the Committee also. So, at this time I'd like to call the first testifier and the first testifier is Susan Crawford on MT-39 which is regarding our grants process, and, followed by Harry Johnson MT-39 also from MEO.

MS. CRAWFORD: Aloha, my name is Susan Crawford.

CHAIR SUGIMURA: Aloha.

MS. CRAWFORD: And thank you for this chance to come before you this morning and thank you for all the services that have been provided through the grants to MEO Transportation. About 12 years ago my mother had a stroke and she was paralyzed and she was a larger woman than myself and being paralyzed we weren't able to transport her anymore and so the, you know, the services that MEO has available have enabled us to...she just passed away this year, but we were able to, you know, to take her shopping to the mall for Christmas time, you know, we were able to take her up to my house for the holidays, you know, for Thanksgiving dinner, you know, so many of these things that...especially this time of year. Sorry I get a little emotional 'cause I'm still kind of, you know, this is the first holiday without her but I wouldn't have been able to do that without MEO and without you providing this funding for them. More recently my husband has heart disease and, you know, he's been living with that for a few years but he has a defibrillator pacemaker and it's now gotten to the point where he passes out when he gets shocked. So, he's no longer able to drive and even though he's actually younger than me I have to drive him everywhere. And so, at times, you know, there's a conflict, there's a time when, you know, he may have a doctor's appointment and I have something else going on especially when I was caring for my mother I'd be there with her every day. So, MEO Transportation has allowed it that, you know, that he could catch a ride to where he has to go and then maybe I go pick him up or both ways he can go and it's helped him so much because otherwise he was more limited and he couldn't go out. And, you know, I can't tell you how important it is for people that are homebound that they have this chance to go shopping and to go to events that are happening around the island and...so, thank you all very much and please continue to keep up this funding, it's really important and necessary for our families. Aloha.

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CHAIR SUGIMURA: Thank you, Mrs. Crawford. Anyone have questions? One moment. Ms. Kama?

COUNCILMEMBER KAMA: Thank you Chair. I wanted to ask you, Ms. Crawford, is that aside from the transportation that MEO provides are you accessing any other kinds of services like respite for yourself?

MS. CRAWFORD: I haven't at this point because I'm not working but I know that they are available and, you know, I've...I encourage a lot of other people to do that, you know, I know they've got different services available.

COUNCILMEMBER KAMA: I just want to make sure you take care of yourself. Thank you.

MS. CRAWFORD: Thank you so much, how nice of you.

COUNCILMEMBER KAMA: Thank you. Thank you, Chair.

CHAIR SUGIMURA: Thank you. Thank you very much for testifying. Next person is Harry Johnson who takes care of the MEO bus system on MT-29.

MR. JOHNSON: Mahalo, County Council, my name is Harry Johnson, I am the Transportation Director for Maui Economic Opportunity. I'm just here to offer a mahalo for supporting the services that MEO provides to all the communities that we serve, in particular the increase in our budget for this year. And what that has done for us is allowed us to acquire qualified applicants and drivers to a point that we are currently only have five positions available for, in the driving positions. Prior to this, we were looking at about 11 positions that were open so, with this increase in the budget it has also allowed us to attract members in the community to come and be employed at our department, at our company and as I mentioned previously we currently have 5 positions open versus the 11 that we had about a year ago. So, I just wanted to thank the Council for providing that avenue for us to be able to continue to utilize the services that you have afforded us as well. Thank you.

CHAIR SUGIMURA: Thank you. Any questions for Mr. Johnson? Ms. King?

COUNCILMEMBER KING: Thank you. Thanks for being here, Mr. Johnson. So, I feel your pain about...you have CDL drivers at MEO?

MR. JOHNSON: Yes I have, CDL and then non-CDL as well.

COUNCILMEMBER KING: Okay. And are we...is there regular access to CDL training on Maui that you guys are able to access?

MR. JOHNSON: We do. We actually provide our own CDL training within the company, as a matter of fact we are...we just have a couple coming up soon that will be trained for CDL training.

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COUNCILMEMBER KING: Okay and then do you target the...you target advertising for those positions for the training?

MR. JOHNSON: Yes, we do, the training we basically place that on every type of media, social media and everything to give that opportunity to all members of the community for CDL training.

COUNCILMEMBER KING: Okay. But you feel like the increase in pay is probably the biggest issue for you?

MR. JOHNSON: Honestly, yes. That has been the core attraction as far as acquiring drivers, making sure that we're, the pay is competitive.

COUNCILMEMBER KING: Okay. Thank you.

MR. JOHNSON. Thank you.

CHAIR SUGIMURA: Any other questions? Ms. Paltin?

COUNCILMEMBER PALTIN: Aloha, Mr. Johnson.

MR. JOHNSON: Aloha.

COUNCILMEMBER PALTIN: Thanks for being here. I just was wondering 'cause the other item on our agenda was advertising in public transit buses, what you thought about advertising for those open positions in the buses?

MR. JOHNSON: That would be a plus, anything to do with acquiring any type of employees would be a plus for our company as well as for the County as well. So, yeah.

COUNCILMEMBER PALTIN: And your feelings on advertising in the buses is it's a good thing? I mean just in general not necessarily for positions?

MR. JOHNSON: It...I guess for me on a personal basis it would be the aspect of...because I'm currently in charge of the Department of Transportation at MEO it is definitely a plus. Any type of advertising whether it's on the bus or social media or whatever it may be, any type of advertising would help and as I mentioned previously we were looking at 11 positions open, ran media through several sources and now we're halfway there.

COUNCILMEMBER PALTIN: Thank you.

CHAIR SUGIMURA: Thank you. No other questions? Thank you.

MR. JOHNSON: Thank you.

CHAIR SUGIMURA: Thanks for being here. Last testifier signed up is Suzanne, you have to help me with your last name.

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MS. ANTOUNIAN: Antounian.

CHAIR SUGIMURA: Antounian. Maui Adult Day Care Center and testifying on MT-26 which is advertising in County transit buses.

MS. ANTOUNIAN: Yes.

CHAIR SUGIMURA: Thank you.

MS. ANTOUNIAN: Good morning, everybody. Good morning, happy holidays. My name is Suzanne Antounian, I'm the executive director at Maui Adult Day Care Centers. I'm here to say first of all, well second of all maybe, thank you very much for all the support that you all give to Maui Adult Day Care Centers. And then I'm here to testify on behalf of the MEO Transportation, as you may know we team together for our kupuna here on the island, we couldn't do what we do without MEO Transportation, they could probably do what they do without us but anyways. MEO provides approximately 80 percent of the transportation for our Maui Adult Day Care clients. So, they go, they pick them up in the morning, drop them off at day care and then they come back, you know, in the afternoon and pick them up and take them back home. Many of our clients are, you know, need some kind of device either a wheelchair, walker and the service is invaluable to us as well as to our clients, volunteers and even Maui's youth. I've used those services before too and we rely on MEO for our transportation needs for the majority of our clients. MEO provides daily home pickup and drop-off services. As you know many of our kupuna are challenged in one way or the other. The drivers and scheduling staff are just absolutely wonderful, they're professional. Knock on wood. I've worked with them for over...I've worked with them for over 20 years, I know that seems impossible but I've worked with them for over 20 years and never ever have they had a traffic mishap or some problem with any of my clients whether it was at Maui Adult Day Care or Kalama Heights never had a problem. They're just over accommodating, very fortunate to have them. You know, over the summer we had all those fires right and boy did we learn what MEO did then because a lot of the caregivers and the family members had to rely on themselves to pick up, I think it was just one day, I mean could have been like three or four but they were so conscientious but anyways they were there, they picked up our clients and, you know, they give us two excursions a month. Anyways, so thank you very much for continuing to provide the budget, the money for MEO Transportation. Our community is what it is today because of MEO Transportation some of our non-profits like Maui Adult Day Care and we are very fortunate, we team together, we're in this together. Happy Holidays, adios. Thank you.

CHAIR SUGIMURA: Thank you. Your item is actually the second one right? Talking about the grants so it's MT-29--I stand corrected--versus 26.

MS. ANTOUNIAN: Yes.

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CHAIR SUGIMURA: Okay. Any questions? None. Thank you for being here and thank you for your enthusiasm. We hear, yeah. Any other testifiers? Oh, one more testifier. Please state your name correctly.

MR. LAW: Ohayo, my name Jasee Law from Kula. I'm speaking on MT-26 but I wanted to say something about the previous speaker saying that they didn't have anybody to drive their ohana member around and that's something that I've been trying to work with the DMV people on these United States National Driver Register telling me that I can't get a license in Hawaii so I can help my community up there. I think Madam Chair knows a little bit of what I'm talking about. So, the advertising inside County buses I would ask whoever's in charge of that to request that we put some Hawaiian advertising on there. I'm sorry I can't speak Hawaiian but if you guys start writing and speaking it to me then maybe I'll learn it. Aloha.

CHAIR SUGIMURA: Thank you. Any questions? Seeing none, any other testifiers in the Chambers? None, okay got that. Any testifiers in our District Office? At this time as I said earlier Molokai is closed. Mavis Medeiros from Hana, any testifiers? Might be Shane Sinenci, he said he might be there.

MS. OLIVEIRA-MEDEIROS: Good morning, Council, Chair. This is Mavis from the Hana Office, there's nobody here to testify.

CHAIR SUGIMURA: Oh, okay. Okay. Shane told me he might be at the Hana District Office to testify, but okay. Denise Fernandez from...

MS. OLIVEIRA-MEDEIROS: He did come in but he had to go to his appointment.

CHAIR SUGIMURA: Oh, he did okay. Thank you very much, Mavis. Denise Fernandez from Lanai.

MS. FERNANDEZ: Good morning, Chair, this is Denise Fernandez at Lanai City and there are no testifiers.

CHAIR SUGIMURA: Thank you. So, at this time no other testimony in the Chambers, I'm gonna close public testimonies, Members.

COUNCILMEMBERS: No objections.

. . .END OF PUBLIC TESTIMONY. . .

CHAIR SUGIMURA: Thank you. Welcome Keani Rawlins-Fernandez.

COUNCILMEMBER RAWLINS-FERNANDEZ: Aloha kakahiaka Chair.

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CHAIR SUGIMURA: Aloha. Thank you for coming. Today...the first item on the agenda relates to budget so, I'm glad you're here 'cause it's gonna end up possibly before you when we do the budgets so, I appreciate you --

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo for scheduling it.

CHAIR SUGIMURA: --being part of the discussion. Yeah.

MT-26: ADVERTISING INSIDE COUNTY TRANSIT BUSES (MISC)

CHAIR SUGIMURA: The first item on our agenda--we only have two items today--is Advertising Inside County Transit Buses, MT-26 and we have a presentation from the Department, and the second item is MT-29 Status of Grants Under the Department of Transportation and Benchmarks for Grantee Performance. I scheduled these two items and as I just said the item...the first item is Advertising Inside County Transit Buses, MT-26. The reason why I scheduled it is the Department went out to bid as the Council recommended the minimum of \$30,000 a year and got no takers and so, that does not work and I guess the Council took a good best guess of try to increase our revenues for the highway tax, but I wanted us to have a discussion here then we can refer it to Budget to maybe finalize it in the near future and not wait till July 1. So, I'm just trying to get this discussion moving. For rates and fees, advertising permits were amended by us in Fiscal Year '20 Budget increasing the fee from 25 per card per month, to 50 per card per month and in the end at an annual rate of \$30,000 so, that didn't work. The opportunity is undoubtedly there to generate revenue through advertising. The Maui Bus has an annual ridership of more than 1.8 million boardings across its 17 buses operating in 14 fixed bus routes. It's 30 buses yeah? Is that right, Mark? Inventory okay so, it's 17 routes. However, the revenue generated has been trending and apparently continues to trend in the wrong direction so, that's why I wanted to bring this up for discussion. In Fiscal Year 2018 the revenues were \$25,900 for Fiscal Year 2019 revenues were \$5,500 and Mark will explain more and anticipated for this new fiscal year is what this body took a stab at in terms of increasing the per card per month amount as well as a minimum of 30,000 per year which did not work. So, the purpose of today's meeting is to have a discussion with the Department. Mark shared this with me actually a month ago or so and I just thought I would wait to...I would not wait for this to come up during Budget and see if we can actually tackle it earlier and I know that Budget always has a huge agenda anyway. So, at this time I'd like to ask for the Department to do your presentation and then ask Corp. Counsel if they have any comments after. Thank you, Mr. Takamori.

. . .BEGIN PRESENTATION. . .

MR. TAKAMORI: Good morning, Chair Sugimura and Committee members. Thank you for having us here this morning. I'm Mark Takamori, I'm the Director for the Department of Transportation and with me is my Deputy Michael Du Pont. This morning we're gonna be doing a presentation on advertising in public transit buses. You may have

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seen this probably back in the ending part of last fiscal year so, it's quite the similar presentation, maybe it's just a reintroduction again to what's going on for public transit advertising for us. So, basically, just as an overview within the Maui County Code advertising inside the County transit buses can be found under 11.02.040 and there's other advertising codes in terms of exterior County transit buses, on County bus passes but for this presentation we're focusing just on advertising inside the County transit buses. So, with regards to advertising on or in our buses, as maybe as future discussions later there are ways that you can advertise on the outside of the buses and so, in the slides on the right-hand side is different types of potential sizes that could be sold in the future, but again we're only focusing on the left-hand side image which is advertising inside the County transit bus. There's other, other types are also on the outside of the bus stop shelters. So, the benefits of transit advertising, really what we're looking to see is it brings in additional revenues that would then be put into the Highway Fund so, anything that can bring money into the Highway Fund will help us because we are funded, public transit is funded out of the Highway Fund. It also in terms of advertising in the transit buses it, there is an increase a top-of-mind awareness through repeated exposure so when you're in the bus going to your destination and you're just looking around you have a captured audience in there as well. So, vendors find it useful to put advertising as well as PSA announcements as well. Some of this was already covered by Chair Sugimura but our service area covers 100.6 square miles in Maui County, each Maui bus travels an average of 244 miles per day, our annual ridership is around 1.8 million boardings for the fixed routes system and we operate 14 fixed route buses with 17 vehicles operating in maximum service. As mentioned earlier by Chair Sugimura we do have I think it's 30, we have actually 32, we have 32 transit buses on the fixed route side. In the Maui County Code in Chapter 11.02.040, Section A, we do have rules on what's prohibited in our advertising documents. So, you can't...it can't contain any political or campaign speech, it can't promote illegal activities, it can't contain profanity or depicts violence, it can't contain false or misleading information, it can't emit any lights, noise or special effects and it can't be harmful or disruptive to the transit system. So, again that was just kind of a brief overview of what's prohibited in our advertising ordinance. We do allow public service announcements or PSAs of a public service or charitable nature for a one-month period if advertising space hasn't been sold. This is sort of what we've had before we actually went out to bid to sell space where we did allow non-profits to come in or tax-exempt organizations to come in and do a PSA in our buses. Once we did go out to bid the tax-exempt organizations were then placed on if we can sell the spaces then they would be...if we couldn't sell the spaces then they would be allowed the opportunity to come in and put in their PSA. So, I guess like the image shows, we, I think a few years ago this is from a few years ago where Lahaina Restoration Foundation put in a PSA on their Chinese heritage event in Lahaina Town. So, just a brief overview on the concession so, when we go out to bid it's treated as a concession so we're looking at renting the space within our transit buses. And so, the scope of work within the concession bid documents is we're soliciting and retain...the company is then to solicit and retain advertisers, maximize the advertising revenues, install and maintain advertising on the buses, to remove outdated advertising, work with the Department to propose any rules and regulations if there's any amendments that needs to be done, and then to work with the fixed route contractor to be able to go

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in and do the installation or removal of those advertisements. The types of reports that they would give us would be on a monthly basis with regards to billings and collections and past dues and then we would actually receive the concession revenues on a quarterly basis. This is just a drawing of the different sizes of space available in each of the different types of fixed route buses. This is the different sizes for advertising within the buses. We have a standard display a 11-inch by 28-inch or 11 by 24, those are in our heavy duty transit buses and then we do have a cutaway bus display. that's the image on the upper right-hand corner of the slide the cutaway bus and they just have different sizing standards so it's 11¼ by 28 or 11¼ by 24 inches. To give you folks an update just a historical timeline, the Department solicited bids back in Fiscal Year 2017, we had a bid opening at the ending of September of 2016, there were two bidders AdWalls and Stone Jetty Advertising. Stone Jetty bid \$1,850 per month guaranteed revenue and then AdWalls at the time submitted a bid of \$300 per month or 33 percent of revenue. So, at the time the contract was awarded to Stone Jetty for \$1,850 per month and it was a two-year contract with three additional one-year terms. And that NTP was given on January of 2017 and then on December 11 of 2018 we received a letter from Stone Jetty Advertising requesting a cancellation of their agreement. What our understanding is, is that they were folding their company and so they were liquidating everything and so therefore they weren't going to be honoring the contract and so on January 22, 2019 the Acting Director of Finance confirmed the termination of the agreement. So, the Department solicited bids in Fiscal Year 2020 and bid, the bid document information were sent to AdWalls, Gilbert Advertising, Pacific Media Group, Sae Designs, Sky Hi Media as well as also posted on the public purchase website from Department of Financing Purchasing Division, and then on July, 2019 we received no bids. In the past we have received paid advertisers from Coconut Glens Ice Cream, Mobi PCS, Kama'aina Loans and as Chair Sugimura mentioned Fiscal Year '18 we collected 25,900 and Fiscal Year '19 we collected 5,550 and the reason why it's 5,550 in 2019 is because we received the letter stating cancellation, requesting the cancellation of the contract. So, with regards to rates, Fiscal Year '18 and Fiscal Year '19 were both set at \$25 per card, Fiscal Year '20 through the Budget process it was initially \$25 per card, there was a proposal to up it to \$50 per card and then the final decision was to create a minimum annual rate of \$30,000, and again all revenues generated are to be placed in the County Highway Fund. I guess just as a, as to give some information on Fiscal Year 2020 annual rate of 30,000 I guess...I think the reason why there was a discussion of 30,000 was to kind of allow the advertiser to come in and have free reign of figuring out how they want to do advertising in our buses, not necessarily where we specify what the actual card rate will be because if we charge \$25 per card they'll still have to add a little bit on top of that because they need to pay us the \$25 per card. So, therefore, you know, they have to add a few dollars to install, they have to solicit advertisers and so, I think at the time the discussion was to keep it more open, allow the advertiser to do what they need to do because that's what they do and just to guarantee us \$30,000 annually of revenue. So, just some history on Stone Jetty's pricing with the \$25 per card on a 12-month program they said that they would charge \$30, for a nine-month program it would be \$35 per card, six-month program would be \$40 per card and if it's one to five months it would be \$45 per card. And at that time when we first went out to bid we did specify that the only way that you're able to advertise in our buses

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would be if you're to pay for all 32 vehicles because we don't really assign certain vehicles to certain routes. So, if you were to say I only want to advertise in West Maui we couldn't...we're not really able to assign certain vehicles to certain locations. Because a lot of our vehicles do come back to the baseyard and be put onto different routes it was hard for us to keep certain vehicles in certain areas. So, we thought that it was best to have them purchase for every single vehicle, but I think now that we've gone out to bid and we've seen no interest we figured well if the advertiser wants to sell just one spot in one bus then as long as they understand that it's not gonna be always assigned to a certain route then hey that's some income. And so, we thought that by not setting a limit, a minimum on our side on the County side then at least then the advertiser can figure out what or how they want to set up their program. And then for the neighbor island counties, City and County of Honolulu are currently contracting with Sky Hi Media, they charge \$13 per card and they have 540 buses. Again we did submit the bid documents to Sky Hi Media but we never got any response from them. County of Hawaii allows non-profit organizations to advertise for one month free, other than that I don't think they really charge for anything so it's interesting that they say that they're offering it for one month for free because they don't really have, yeah, they're not charging for advertising. And the County of Kauai doesn't have a program at this time but looking in the future of potentially having a program.

CHAIR SUGIMURA: Thank you, Mr. Takamori. Mr. Hopper, do you have any comments you would like to make from Corp Counsel?

MR. HOPPER: No, Madam Chair.

. . .END PRESENTATION. . .

CHAIR SUGIMURA: Thank you. Thank you. At this time so, again the reason why I wanted to have this discussion is our budget recommendations didn't work, right, so we had no takers as Mr. Takamori explained and if possible I would like them to put something out to bid if the Council, you know, sees fit. One of the ideas and, Mr. Hopper, how could we do this, one of the ideas that Mr. Takamori had instead of putting something out to bid and then finding again we have no takers is to put it out to bid and see what comes out of it and then come back to the Council and/or let the County know what the public, what the market is bearing. So, can that be done, Mr. Hopper? Or how can that be done?

MR. HOPPER: I'm not exactly sure, Madam Chair, without going over some background and see what the goal is. I mean I don't know if you, if there's research that can be done short of actually going out for a bid. If the goal is to determine the price maybe there's some things that can be done without actually going out for a bid. I'm not sure of the idea of going out for a bid and then making it just for research purposes, I don't know if that's something that we would normally do. Maybe there's another way to, you know, to research what the market charges without actually doing that. Again, there's maybe some creative way of doing this, but going out for a bid only to get the prices, we can look at something like that but normally you would go out to bid to actually, you know, enter into a contract.

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CHAIR SUGIMURA: Okay. That's what I thought.

COUNCILMEMBER KING: Chair, can I ask a clarifying question?

CHAIR SUGIMURA: Mr. Hokama...sorry, Mr. Hokama, did you have your hand up?

VICE-CHAIR HOKAMA: So, this screen, the previous screen with the Stone Jetty that was their plan on how they were going to do their contract? That they cancelled.

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: Yes, Member Hokama, that is this is Stone Jetty's pricing on when we were in contract with them this is what their pricing was based on the \$25 per card with a 32 ad minimum so that would cover buying an ad space or a card in each of our buses.

VICE-CHAIR HOKAMA: Okay and you believe this is not a doable plan?

CHAIR SUGIMURA: Mr. Takamori?

MR. TAKAMORI: Chair? It's hard to say, we really only had two bidders at the time and so when Stone Jetty dissolved their company, we aren't quite sure if they dissolved it because of our contract or if they as an advertising firm weren't doing so well overall. But based on the reports that we were getting, the advertisements that he, Stone Jetty was in contract with to the expenses that they were paying us on a monthly basis it was actually they were either flat and/or not making money at the time. So, either they were paying...they were receiving revenue of 1,850 per month and then paying us the 1,850 or we were still receiving the 1,850 per month and then they weren't receiving any revenues based on if they didn't have any advertising. I do want to point out though that Stone Jetty was based out of Massachusetts so, that's an additional cost because he did fly out to Hawaii on several occasions to solicit different advertisers. And so, and I think that's part of the last Council discussion was maybe having us reach out to or let different advertisers here in Hawaii or on Maui know that we do have this program available and so that's why we reached out to different local companies here but we didn't receive any takers.

CHAIR SUGIMURA: With the new proposal? With the minimum right?

MR. TAKAMORI: With the 30,000 minimum.

CHAIR SUGIMURA: Yeah. So, thank you for reaching out to local companies. Ms. King, you had a question?

COUNCILMEMBER KING: Yes, thank you, Chair. So, I just wanted to clarify that these rates are per month the ones that are on the screen right now?

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CHAIR SUGIMURA: Yes.

MR. TAKAMORI: Yes.

COUNCILMEMBER KING: Okay. So, if they got a taker for \$30 for 12 months 32 ad minimum so that's 30 times 32 times 12 which would have been 11,520 for that one ad, that would have been the yearly contract and then their portion of it would have been \$5 because we were charging the minimum 25 so 1,920 would have come to the contractor and the rest would have come to the County of Maui. So, you know, our, we, I don't think we were so out of line asking for a minimum of 30,000 because we were asking for the contractor to bid a minimum of 30,000 and they could have made, you know, whatever their profit would have been on all of these ad spaces. And actually for us for this past year we had, we took away the minimum because I think that was one of the issues that when we when the County said we were going to charge a minimum of \$50 it went where's our profit in that, there's no, you know, they have to charge \$50 to someone then they have to go above the 50 to make any profit so, that was sort of the thinking behind that. Unfortunately, we don't have I guess that many contractors in the State of Hawaii that are interested in the bus advertising so, I think that's where we fell down as far as getting the interest. But what I wanted to ask was it...was there...did you guys do an analysis of, you know, say an average of \$25 per ad space per month at the 32 buses that we have? Like what is the total revenue potential for the buses maybe even at, you know, I don't know how many spaces each bus has but maybe even at 50 percent of those spaces what would have been the total potential to bring in had we, you know, if we were doing it ourselves, you know, and it looks like we might end up having to do it ourselves because we can't find a contractor, but is...did...do you have a figure for that?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Mr. Takamori?

MR. TAKAMORI: You know, I don't actually have...when we first got started with this program we did look at maximizing if we were to set it at \$25 I believe we have something somewhere, but I don't have that with me this morning.

COUNCILMEMBER KING: Okay. Do you think it's anywhere close to around the 30,000 that we were originally looking at trying to bring in?

MR. TAKAMORI: You know, honestly I think before we actually went out to bid for this program we thought that we could bring in a lot more than 30,000.

COUNCILMEMBER KING: Right.

MR. TAKAMORI: But after removing different criterias [sic] of setting, you know, you have to buy 32 ads or buying for each bus, each month, trying to be less restrictive we thought that we would have some interest. So, it is also interesting that we didn't get any takers.

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CHAIR SUGIMURA: This new one.

COUNCILMEMBER KING: Right and we were, all we were looking for is basically any contractor, not the advertiser but the contractor to come in and just say, you know, let us do your advertising program and then we'll give you the first 30,000 out of the revenue and you get the, then they keep the rest. So, the figure that's on the last slide which was for City and County \$13 per space per card, was that a monthly figure as well?

MR. TAKAMORI: Yes.

COUNCILMEMBER KING: Okay. 'Cause I was just calculating that...at that rate per month if they filled all their 540 buses with just the one rate times 12 months was like \$84,000 so it would be interesting to find out how much their revenue, how much ad space they're actually selling at that rate and how much the City and County is taking in to put towards their bus system. And also the other thing I wanted to add is that I know we talk about putting this into the Highway Fund but is there a way to put it into a revolving fund so that it just goes to the bus system and the expenses and the profit go into because that's what we're trying to do we're trying to supplement the bus system since it's so highly supplemented by our General Fund. Is there, have you looked at some way of creating a revolving fund that...I mean maybe people would be more inclined to advertise directly if they knew it was going into helping our bus system directly?

CHAIR SUGIMURA: Mr. Hopper, do you have a thought on that, the Highway Fund versus setting up a revolving fund?

MR. HOPPER: Well, right now, I think there's a Code requirement for it to be in the Highway Fund so, I think we would need to take a look at that. I'll look to find that, but I think we may be limited by the Code, but I mean we can look to...

COUNCILMEMBER KING: We'd have to create a new ordinance I think if we were going to do that, but we've done that for other and we just did that for the SMA we made a SMA revolving fund last term. But the last question that I had was for, Mr. Hopper, we currently have a process for the RFP which they did, is there anything that would prohibit them from going out to RFP again on this? Because we're still in the same fiscal year and we're still looking for this contract so, if they did want to put out another RFP is there anything that would prohibit them from doing that? Even if, I mean if you got if you tried to do a different format of the RFP and just see if you can get any takers?

MR. HOPPER: I think that, that process is closed. I don't know why they couldn't do it, another one, we would check, could check with Purchasing and make sure that, that's authorized. I don't know if you have a comment on that.

CHAIR SUGIMURA: Yeah.

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MR. TAKAMORI: Chair, I guess the question would be when we do go out to bid would we still state that the minimum is 30,000?

CHAIR SUGIMURA: Yeah so, that's the challenge.

MR. TAKAMORI: 'Cause that...

CHAIR SUGIMURA: That's why I wanted to bring it up.

MR. TAKAMORI: 'Cause that's stated in rates and fees.

COUNCILMEMBER KING: Yeah that is, that's in our budget ordinance so I think it would be hard to get away from that, putting that stipulation there. Mr. Hopper?

MR. HOPPER: If we were gonna change that then yeah, I thought she meant another --

COUNCILMEMBER KING: Would have to go back to...

MR. HOPPER: --RFP again to see if there's any takers the second time but yeah if there is limiting things like, you know, by ordinance or budget ordinance then yes we'd have to look at that if that's going to be constraint to the price. That's correct.

COUNCILMEMBER KING: Okay. Okay. Thank you.

CHAIR SUGIMURA: Okay. Thank you. Mr. Hokama?

VICE-CHAIR HOKAMA: Chair, I believe I know you, where you would like to go and so, hearing the challenges of the Department I would say we should make use of our membership. I think we need a, definitely an asset inventory not only of our operations but we need to go and maybe collect the data that our research component at national has and see and determine what we want to be the target groups from the data and what is the target groups we know others are currently after and how they doing their advertising. That way we know what data we want out of our advertising. Second, I would say...and that's available, Chair, we may need to spend some money for a third-party consultant to get that inventory done for us but I can't, you know, I don't think things take that long, I think we can turn this around in six-months. So, there may need to be budget amendments if my colleague to my right and, you know, she's been able to turn a thoughtful request over very quickly so, you know, if you present something to the Budget Committee I'm sure we can maybe get some action to make appropriate budget adjustments in whatever document.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: But, you know, and I think one of the things we're not looking at is also whether or not we should look at the roof of the buses as well. Nationally that is something that people pay attention to, what's also on the roof. And there's systems that I know currently also assist the bus operator where the new technology allows the

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bus to report and predict maintenance scheduling consideration. So, there's a cost savings to this technology as well as other uses.

CHAIR SUGIMURA: Interesting.

VICE-CHAIR HOKAMA: Yeah. So, we should tap into our what I call our assets, Chair, have them work for us and then maybe come back and --

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: --adjust the budget accordingly 'cause I think we still have some great opportunity.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: We know what we can sell for the outside because that is something that for a hundred something miles people can see so, there's great value in that exterior which we choose not to do at this time. Yeah but I still think that we can help the Department by giving them some more tools which is the data nationally of what our peers are currently doing, what they're receiving because I don't know why the visitor industry is not making use of the visitor riding the bus, why are they riding the bus, where they are going on the bus, I think that's valuable information for that industry on how to take care of the visitor better and that has value.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: Yeah. So, I would say this RFP then can help us set the floor, maybe we're too high and so we can adjust, Chair, but I would say that would be my recommendation, suggestions to you because it's available and we can do it quickly.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: Thank you.

CHAIR SUGIMURA: That's good. Right, NACo our resource. Anybody have any questions, other questions? Ms. Paltin, oh sorry and then Ms. Kama after. Oh.

COUNCILMEMBER KAMA: That's fine

CHAIR SUGIMURA: Who wants to go first?

UNIDENTIFIED SPEAKER: You can go.

COUNCILMEMBER KAMA: Oh. Thank you.

CHAIR SUGIMURA: Ms. Kama?

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COUNCILMEMBER KAMA: I was just thinking about what Mr. Hokama was saying. Is the target audience that we want to take advantage of that advertising, I mean if I'm gonna advertise something who am I pitching it to? The people riding in the bus or the people who are driving in their cars outside of the bus or as the bus is passing by? Seems to me maybe the target audience is the people not in the bus. That's my sense is, because the people who are not in the bus are all the people on their way to work right and they're seeing all of this and that's gonna probably prompt them to be able to say oh, I need that or I should do that or great idea. But if I'm riding the bus probably I'm not paying attention or maybe that's not the target group we want to sell the advertising or to promote the advertising to. So, I think if I was a business man I'd want more eyes on the ad and more eyes are outside of the bus as opposed to inside the bus. So, that's all I wanted to just reiterate that we can do it, we just have to say so right because of the ordinance allows us to do that to advertise outside right? We just have to choose to do it.

CHAIR SUGIMURA: We have beautiful logo though outside of the bus that is I think our trademark, that's my comment on that. I'm not too sure if Mister...

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: The ordinance currently says that we won't be advertising outside so we would have to just change the ordinance to allow it.

COUNCILMEMBER KAMA: Oh. We can do that. We should do that. I mean if everybody thinks that the eyes outside of the box is who we want to target. Thank you.

CHAIR SUGIMURA: Okay. Ms. Paltin?

COUNCILMEMBER PALTIN: Thank you, Chair. Thank you, Director, for this presentation. I just was wondering and I don't know if Mr. Hopper wants to weigh in as well, but in...and Chair King might have mentioned this but going into more depth, when you put out the RFP for this is it just...did you, you know, like work with other people or talk to other people or just put out the RFP? Like, you know, I'm not sure how specialized a business has to be to take on this type of contract but I think MEO has that core four business thing and some folks have ideas of making businesses like with cats and stuff like that, like maybe somebody out there is looking to make a business but they don't know that there's like this type of need out there. And I was wondering if you could, you know, instead of just put out an RFP and see who responds like fishing like you can go three prong somebody instead of just throwing the line out, you know what I mean? Like kind of work with somebody that's maybe already in an advertising industry and like help have them help to craft the RFP so that it looks attractive or that they may actually want to respond to it instead of like just thinking oh it would be easier if we just put a base rate or whatever, like do you work with other folks that are in advertising that do advertising at the malls or things like that?

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CHAIR SUGIMURA: Mr. Takamori?

MR. TAKAMORI: Chair? Thank you. Good question. With regards to...I mean I guess our advertising program is quite young, it's only been maybe three years thus far but really a year and a few months or a year and a quarter I guess of revenues that we received. But we, when we first were starting with this program we worked with AdWalls. AdWalls actually contacted our Department to say hey potentially do you guys want revenues, we can potentially be interested in doing advertising. I guess AdWalls does advertising at malls, at...I don't think at the airport but maybe before at the airport so we kind of worked with them to kind of get this RFP set. We've also reached out to different transit agencies to see what they do as well and so, some of them have teams that do it in house right, so they can do the printing, they can do the graphics, I mean those are the more larger transit agencies that can do everything in house. But for us we felt that by contracting out then that doesn't already add to our minimum staffing levels in our office. At the time every time we used to receive request to put a PSA out in our busses I...we would have to pay overtime to have that person go down to the baseyard in the evenings to catch the buses to install the advertising so, we were basically losing money putting PSAs in and so we figured oh let's go out to bid and then see what kind of revenues we could get. So, we started working with AdWalls at the beginning, unfortunately they weren't the highest guaranteed monthly ratepayer so, they didn't win. So, I think what they're looking at is they look at it as a percentage of their revenue, what they're willing to pay is based on a percentage. So, I think I've seen some transit agencies do where you are guaranteed maybe a lower monthly payment but then you also look at what the guaranteed percentage could be, right. So, you're kind of not worried about okay well if we only bid like we're the only bidder and we only bid \$5 a month, you know, but yet you figure they should be making money off of that then at least with a percentage you can come back with okay well you'll pay us \$5 a month and then we'll take a certain percent. And so, I think that's, all of that can be in the RFP. I think we may have to change it from a concession 'cause I'm not quite sure unless concessions are...unless Council is aware the different types of concessions where you pay a monthly rate but yet the County still is able to charge a percent on top of the revenue. Do you...I'm not sure if there is other like if Parks Department has something like that?

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER PALTIN: Kind of like waitresses?

CHAIR SUGIMURA: So, there is a concession fee that Mr. Hokama passed --

COUNCILMEMBER KING: For Parks?

CHAIR SUGIMURA: --that Parks has followed.

COUNCILMEMBER PALTIN: And then was AdWalls a local company and they're still around locally or they're out of the continent?

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MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: AdWalls is actually nationwide but they do have an office on Oahu. Yes. So, we were speaking with the Oahu people.

CHAIR SUGIMURA: Okay. Thank you. Good discussion. Ms. Rawlins, do you have a thought on this as it impacts Budget?

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. Is all the voting members...

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER KING: I have another question.

CHAIR SUGIMURA: Oh, I'm sorry I thought you were done. Ms. King, you have something else?

COUNCILMEMBER KING: Yeah. Thank you. Thanks, Chair. Yeah. So, I wanted to ask Mr. Hopper, if they did put out another RFP asking for all for, you know, I know we've put in there a minimum of 30,000 but would they be able to add any other options for bidders? Like if they put out another RFP without us going to, you know, making a new ordinance about this RFP and they got something back like, you know, we would bid this much plus a percentage, would that still be within the procurement, legal procurement process? Because anything is better than nothing, right now we have nothing so, you know if we went back out to bid and we got somebody who said well I'm not gonna...I can't guarantee you the 30,000 but I can guarantee you 15,000 plus a percentage of the bid would that be a legal process and would we legally be able to accept something like that?

MR. HOPPER: Well, my understanding is that, I mean if you've gotten no responses to the original...in general the Department would be free to set up another one, they would still be constrained by things like the rates and fees and other things. So, I mean we could look at other options if there's additional things the Department could provide, provided it's within the scope of whatever the Council has set for rates and fees and any other terms and, you know, what's in the Department's budget to actually pay. I was not personally a part of that original RFP or looking at that so we, you know, --

COUNCILMEMBER KING: Okay.

MR. HOPPER: --without looking at the specifics I wouldn't know. But I think in general if you send out an RFP and there's no responses then I think you're free to alter that to the extent allowed by law and go out again unless there's something about this one that I don't have --

COUNCILMEMBER KING: Okay.

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MR. HOPPER: --details on.

COUNCILMEMBER KING: I think this one only had the \$30,000 minimum, there were no...we were trying to leave it open to a contractor to put more specifics in it so that they could figure how they could also make money off of it. So, maybe that's something that you could work with Corp Counsel on, Director, and figure out how you might be able to put another RFP out given that we had no responses to the first one. And then my other questions was can you still sell ad space during this period even though we don't have, I mean just directly if you wanted to? Are you allowed to do that? Maybe that's a question for Mr. Hopper but have you...if someone approached you and said well I have an ad I'd like to put in for 12 months on all 32 buses which is, you know, 11,000 something dollars, if you charged \$30 , would you be able to accept something like that?

CHAIR SUGIMURA: Mr. Hopper or Mr. Takamori?

MR. TAKAMORI: Thank you. In terms of...maybe that is a Corp. Counsel question. But I do know that we're still...on a case-by-case basis we've received maybe some non-profit requests, we've done PSAs but we have...

COUNCILMEMBER KING: No, I'm just I'm talking about paid --

MR. TAKAMORI: Yeah, so...

COUNCILMEMBER KING: --if you get a request for paid advertising and, you know, I just thinking outside the box that, you know, is it possible to do, you know, to look into the, I mean go out into the community and, you know, even offer, you know, free ad space every month for any non-profit that can bring you a contract or something like that. I mean how...we got, you know, we got to try and get creative on as to how we can enlist the community's help, because part of this is funding the bus which we need to expand and it's all part of our multimodal, you know, plan. So, if we start trying to get creative like that would you be able to, you know, and that's why I was asking about the revolving fund because if you end up doing it in-house, it's gonna probably involve another at least half position or a position for someone to handle that advertising, even if you have the advertiser coming to you with camera ready, you know, cards. So, maybe Mr. Hopper can just...maybe you can expand on whether given the fact that we did this in Budget and we put out this budget item for Department of Transportation that they would put out the contract. Are they still able to accept individual advertising contracts?

MR. HOPPER: Based solely on the ordinance I don't see anything that would restrict that because it does say the Department is authorized to enter into contracts for advertising provided certain things. It doesn't require it be by contract, there are rates and fees in the Budget and those would have to be followed. And, you know, I don't know if there would be any limiting language in the budget item that would say, you know, you can only contract out for this. Now, the other issue could be I don't know if the Department feels it has the capability to manage the ads and things like that, it

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would have to make sure the ads conformed to the Code. So, there's several different types of ads that are prohibited so they would have to go through that, I don't know if they feel they have that capability right now to monitor that but based on the Code it does look like it contemplated either the Department selling the ads and then say potentially you can go out for a contract for the ads themselves. So, the rates though would still be a constraining issue as well as the requirements for the ads. So, there's number 1 through 11 that, for the restrictions so the Department would have to monitor those.

COUNCILMEMBER KING: Okay. Well, we don't have any rates in ordinance do we have to - because we took all the rates out I thought so or do we go back to the original rates that, that that other company was charging?

MR. HOPPER: You would have to...

COUNCILMEMBER KING: What rates do we use?

MR. HOPPER: Well it says rates for renting or lending of advertising space shall be set forth in the annual Budget so, you would need to have something in the Budget setting forth the rates if it was only by contract then that may be an issue as far as amending it again.

COUNCILMEMBER KING: Okay.

MR. HOPPER: Just like other, you know, departments charge rates and fees you may need to put that in the Code --

COUNCILMEMBER KING: Okay.

MR. HOPPER: --and then say...

COUNCILMEMBER KING: So, we have to put that back into the code because we took it out --

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER KING: --in our budget.

MR. HOPPER: Again, I wasn't through the budget process when this went through, I'm going on with this current ordinance allows but I don't see anything in the ordinance itself necessarily.

COUNCILMEMBER KING: Right. Okay, well thank you for that, and then, Chair, I just wanted to make the comment that overall advertising for the bus, to me this was kind of a easy form of advertising for us to play with and try to figure out because it's these cards that basically pop into whatever that rail is on the top of the bus and can come in and out. If you start looking at changing the ordinance to allow advertising on the

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outside now you're talking about long-term advertising because you gotta put a wrap on the entire bus, that gets really expensive and the only organizations that can really afford that type of advertising would be big corporations so, it's not going to be...the advertising idea's gonna be drastically changed versus putting in advertising where your target is the rider and mostly local people. So, I think that's just something we have to keep in mind. Outside-the-bus advertising is more of a permanent thing, it's gonna be long-term because it's costly to put that on.

CHAIR SUGIMURA: It probably generates a lot more money.

COUNCILMEMBER KING: It could but it also could generate some controversy on what people are seeing going down the road.

CHAIR SUGIMURA: Yeah so, that'll come up before this Committee. Mr. Hokama? Sorry, Keani.

VICE-CHAIR HOKAMA: I would just ask you, you know, I think the Committee has asked some very good questions and as you're our Chair, I would just say send a letter to Finance, Mr. Teruya, and he'll direct it to Mr. King, the Chief Procurement Purchasing Officer and they'll give us their comments on how this procurement is gonna be done.

CHAIR SUGIMURA: Okay. I agree and we'll also, I like that idea of doing research through NACo and see what our sister counties have research on that could help us. Keani Rawlins-Fernandez?

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. I agree, I think that's a great idea having comparisons on how we can best operate. So, okay I do have a few questions. Who currently monitors and approves the ad, any ads that go in?

CHAIR SUGIMURA: Mister...

MR. TAKAMORI: Chair, there's actually myself the Director.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, I just, that question just came up 'cause Mr. Hopper said that you would then have to approve and monitor the ads but that's what you currently do anyway.

MR. TAKAMORI: It is whenever...yeah, in the past when an ad used to come through for our Department a paid advertiser or even a non-profit ad that would be for me to review to make certain. I think it gets reviewed first but final signoff is myself to make certain that it meets those criterias [sic].

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo. And if I misunderstood Mr. Hopper's comments, feel free to correct me if I misunderstood you.

MR. HOPPER: Yeah. Just depending on the contract. I didn't know if in the contracts there was that responsibility could be placed at least in part on the contractor to say that

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when you do the ads you need to let the advertisers know these criteria and do the screening but if the Director is ultimately reviewing them anyway then that wouldn't necessarily change much.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo.

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: And all of the County ordinance are placed into the RFPs as well so, the contractor is aware of what the different rules are and what's prohibited and then therefore it is the first line of defense I guess and then it comes through us for final approval.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Mahalo for that information. Okay. So, you provided us some of the information from the other counties here in the pae `aina. Do you have any comparisons of like the revenue from like City and County of Honolulu?

MR. TAKAMORI: Chair? With regards to City and County of Honolulu I can...I think the last time we met I pulled some data from them, I don't, I didn't bring that with me this morning, it's not in my packet. But I believe through my recollection with City and County of Honolulu they do have a minimum monthly rent and then they do receive a percentage. I think the last time I pulled the information from them they only received the minimum monthly amount, they on very rare occasion has it been past the, have they been actually making more money than the minimum amount. I think the minimum amount might be \$13,000 a month.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, that process is something like what AdWall's had proposed to us? Where they would...where we would collect a percentage of the ad space that they sell?

MR. TAKAMORI: Chair?

CHAIR SUGIMURA: Yes.

MR. TAKAMORI: Yes. That is correct.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay.

MR. TAKAMORI: And they use Sky Hi Media and they were actually one of the people we reached out to. I guess one of the things we could do is just follow up again and say hey, I think Sky Hi Media is tied to or they're affiliated with, I'm not sure, a Japanese company. So, I don't know if it's maybe tied to JTB, I don't know. But I think they were created on Oahu to do advertising and then they won the contract. So, I'm not sure, I guess if you look at their website, it's .seal.jp/hawaii so I don't know if they're

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interested in doing this type of business on Maui. Because we yeah, didn't receive any response from them when we did reach out.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Mahalo. And oh, I see the new electric busses, I love them, thank you so much for doing that. So, for the for Fiscal Year '20, for this fiscal year right now the projected revenue is zero?

MR. TAKAMORI: At this point yes, it's zero.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Okay and then I guess my last comment is that, you know, I'm open to or I look forward to learning more about how we can improve this program and, you know, as soon as our Committee decides how to move forward the Department, you know, has any recommendations on how to move forward I'll be happy to schedule it --

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: --in EDB as soon as possible.

CHAIR SUGIMURA: Yeah. Thank you, thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair.

CHAIR SUGIMURA: I appreciate that so that we don't lose a whole year is what --

COUNCILMEMBER RAWLINS-FERNANDEZ: That's right.

CHAIR SUGIMURA: --we're, yeah, is happening. Ms. Paltin, you have a comment?

COUNCILMEMBER PALTIN: I just had a couple questions. Our County buses some of them are run by MEO and some of them are run by Roberts?

CHAIR SUGIMURA: Mr. Takamori?

MR. TAKAMORI: Yes, that is correct. For this program we're looking at fixed route transit buses.

COUNCILMEMBER PALTIN: So, that's --

MR. TAKAMORI: So, that's with Roberts

COUNCILMEMBER PALTIN: --Roberts? Oh.

MR. TAKAMORI: The large buses.

COUNCILMEMBER PALTIN: So, you're not looking at putting advertising in the MEO buses.

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MR. TAKAMORI: Chair? It wasn't part of the program. It's something that we probably could consider expanding to but when we've done some research with different transit agencies it always seems to be where they do it on the fixed route side. I haven't seen many that have done it on the paratransit side.

COUNCILMEMBER PALTIN: So, MEO is only the paratransit?

MR. TAKAMORI: Yes, MEO has the Maui Bus contract for paratransit service. So, that's the smaller vehicles and they transport the persons with disabilities.

COUNCILMEMBER PALTIN: Oh, okay. Thank you.

CHAIR SUGIMURA: Okay. Thank you. So, Members, if no other questions I'm gonna refer this...defer this and do the research and work with the Department and get some information from Finance and Purchasing and look at this process as well as to check with NACo to see if there's any data that they can share with us so that we can have a broader scope of what works and what doesn't throughout the nation. Any other questions for the Department? Seeing none, okay I'm gonna defer this and we'll take it up again at another meeting once we get information. I'll come back with some data and I think just from working with Mark over this past year he's kind of data driven so, I think he would be open to that suggestion. So, at this time, Members, I'm gonna defer this and then I'm going to take a short recess till 10:30 is that all right?

COUNCILMEMBERS: No objections. (Excused: AL, SS)

ACTION: DEFER pending further discussion.

CHAIR SUGIMURA: Okay. So, I'm gonna call recess right now and take up our last item. Thank you. . . .(gavel). . .

RECESS: 10:17 a.m.

RECONVENE: 10:37 a.m.

MT-29: STATUS OF GRANTS UNDER THE DEPARTMENT OF TRANSPORTATION AND BENCHMARKS FOR GRANTEE PERFORMANCE (CC 19-359)

CHAIR SUGIMURA: . . .(gavel). . . Multimodal Transportation Committee is now called back to order it is now 10:37 a.m. Thank you very much for that previous discussion on contracts for our transit buses and we'll check into it based upon the recommendations from the Committee. And the next item on our agenda is MT-29, Status of Grants Under the Department of Transportation and Benchmarks for Grantee Performance. I wanted to let you know that the reason I brought this up and what I would like to do, my objective today is not necessary to go through the grants that the Department has issued only, but to standardize the grant review process.

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And I think what we've seen is an excellent presentation from the Housing and Human Concerns Department and I think what...I went to talk to them and what I was...what they told me was they have a new Grants Administrator and he created, sorry I don't remember his name but he created this, what we have given out to you. Each of you have received a spreadsheet of the grants that were submitted to us from Department of Housing and Human Concerns and then we saw other grant presentations summaries that were given to us from other departments but they're all different. All has good information and is probably very relative to what the Department is doing and what the grants are doing but I wanted to put some, I wanted to standardize it a bit. So, 3.36.120 Monitoring and Evaluation of Grants, A is the agency shall monitor every grant to ensure compliance with this chapter; B, within eight weeks after the end of the fiscal year the agency shall transmit to the Mayor and Council an evaluation of every grant which was appropriated during the fiscal year. The report shall contain a summary of whether each grant attained the intended results in the manner contemplated. Right? So, that's the information Council wants to get and if we can standardize it to a certain perspective then during budget where I think we want to get to this information becomes relative then we can make appropriate decisions. Are we underfunding them, do we need to give them, the departments or the grants, you know, more and then why right? So, that's the...that's where we sit. So, the purpose of today's meeting was to do that. I just wanted to recognize Harry Johnson and Suzanne from...the previous testifiers 'cause I want you to know that we appreciate the work that you do and we hear it loud and clear. I went to the MEO, I went to a luncheon last week and basically heard from your group of your MEO kupuna group the importance of your transportation services and I didn't realize that you're down 5 versus 11 the previous year but boy just five makes a big difference from feedback. And I want to also say that the loudest voice came from those who are in wheelchairs and that waiting a little bit for that next bus to come is maybe difficult or more difficult than if you were not in that, you know, circumstance so, I heard them loud and clear, and I just wanted to recognize you for coming and advocating and showing up to support, you know, the services that you provide. And I did speak to the hospital in terms of their ambulance services also. So, your...the services that DOT administers through your grant processes is very important so I just wanted to recognize that before I delve into this next section, and maybe as we get closer to our Budget Session, Department graciously put together a PowerPoint presentation on the Human Service Transportation Program as well as the air ambulance program, the helicopter. So, maybe at that time we can have a presentation which will really give us the details and the amounts and what is being done and any other challenges that you may want us to know as your Department before budget. But today's discussion I was wondering if we could look at the spreadsheet which was passed out to everybody and it was brought up in Mr. Hokama's Committee and I think in Budget we had that Office of Economic Development one. But if we could look at the spreadsheet and based upon what the ordinance is asking the departments if we could start talking about and maybe come up with an ordinance that would specify the needs of the Department, the departments could then report to the Council with information that would be relevant to the grants that they administer. So, this is going to be more than one meeting. Of course what would be important is year-end grant evaluation from the Department and fiscal year ending, the name of the agency or organization that

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received the grants, the program that it satisfies, grant number, year awarded, the dollar amount that they were awarded and payments as of the day that they submitted the grant to us. So, it would be the one, two, three, four, fifth, it says, fifth row says Fiscal Year 2019 payments which would tell us if they have finished their grants or almost done with their grants which I think is important. And then the next column that's shown to us is grant application, initial application submission provides clear description of funding use, program activities and strong measurable positive change, use of funds, utilizes funds in an effective and efficient manner, meeting...how does it meet the community needs, does this program meet strong community human services' needs, and has minimal duplication of services. I think duplication of services is a concern of ours because sometimes you have a non-profit that provides similar services to other non-profits which then makes us wonder do we have too many grants out there for that particular service and can they kind of merge together instead of having two separate grants because each agency has its own expenses for administration and costs. The next item is responsiveness, timely response to requests, demonstrates competence and understanding of programs and administrations, records and reporting. So, recording back to the Department based upon the requirements of the grants, effort to secure other funding I think this is kind of important, does the agency go out and look for other funding sources or are they relying on the County solely or exclusively? And I will tell you that from talking to some organizations it is perceived that working with the County grant system is easier than Federal so, they rather do County. So, there's some of that, you know, which may or may not be correct, I, and I don't want the County to be the only funding source for, you know, organizations. Efforts, and what kind of efforts were made to secure other funding, and then the scoring that they got for the grant is important and what percentage they get of the maximum scoring and then remarks. Remarks are overall comments about the agency and programs. And I like working with Housing...the DOT grants because there's three but yet it's very detailed and I look forward to hearing what the Department may say. I kind of just throwing this on you without giving you this time to think about it, Mark and Mike, Mr. DuPont, but the grants that you administer are very complex so, I think hearing from you from a Department perspective and we can, you know, continue the conversation after this meeting, but where I'm trying to get to is standardizing the reporting of the grants to the Council and to the Mayor so that we have comprehensive information so we can make fiscal and financial or operational decisions as we may help the departments. Mr. Hokama?

VICE-CHAIR HOKAMA: Chair, I understand your comments, I support it. I can already tell you Council, well through my Committee already yeah we returned the Office of Economic Development's report to us because it wasn't sent to us as expected by the Committee. And then in discussions with Ms. Rawlins-Fernandez I think we've come to terms that all of the departments now will submit evaluations in the format that you're asking this morning.

CHAIR SUGIMURA: It was well done.

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VICE-CHAIR HOKAMA: Yeah. So, I think consistency we've already determined that yeah the departments will report in this format so that there's consistency in how each department is viewing the County's dollars. Let's make it easier for us to then make the assessment and appropriate adjustments in Budget Committee. So, no, I think we're in concert with your direction you want to move, Chair.

CHAIR SUGIMURA: Okay. So, I just wondered this is a lot of information, I know if you were in Mr. Hokama's Committee you would have seen this before but if there's anything we need to add I think this...I don't want to...I don't see anything we should delete but maybe add, if there's anything we can add. And what I really would like to do is...

VICE-CHAIR HOKAMA: How many years you been funded by the County?

CHAIR SUGIMURA: Okay. Number of years. that's a good one. Okay. Okay. So, maybe if...Ms. Paltin?

COUNCILMEMBER PALTIN: Maybe also make the remarks/explanation, like if there's any section that looks really off or they got a low score they can put the explanation of what went on there in that category, the remarks or explanation.

CHAIR SUGIMURA: Okay. Mister....to prepare for today's meeting Mr. Takamori in his detailedness has that grant PowerPoint presentation and attached to that he has a lot of write-up to supplement what the grants did or did not do. And I think it's that kind of additional information that just helps us so, you know, that could be like an add on or exactly what you're talking about okay for the last column. Mr. Hokama?

VICE-CHAIR HOKAMA: I don't know about other members but I think maybe for us and budget purpose the percent the grant is to that program area.

CHAIR SUGIMURA: Okay, percent of total budget?

VICE-CHAIR HOKAMA: So, if it's ops and it's admin, it's 100 percent for admin.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: And that's the whole thing that they pay.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: We want to know that.

CHAIR SUGIMURA: Okay. That's really a good point too. Okay. This is all great. Department, do you have any comments that you may see as it relates to your Department?

MR. TAKAMORI: Thank you, Chair. I think it is a very great idea that we're gonna have some I guess consistency between grant evaluations. I guess as you can see in our

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write-up we weren't quite sure what...how we're supposed to write it up so, we basically just gave a overview of what the different grants are, what programs are in our grants, funding that was spent, things like that. So, it is a different take when we're looking and reviewing this Housing, Human Concerns [sic] grant evaluation. I think we can definitely convert towards this type of spreadsheet, I guess we just have to make certain that it meets the needs of Council as well as I guess the community when they review these types of documents. So, I think that's important and I'm glad that we're having the discussion today.

CHAIR SUGIMURA: Okay. So, if you see anything after this meeting, Mr. Takamori or Mr. DuPont, just let me know. 'Cause I just threw this on you at this moment. So, okay, Ms. Rawlins-Fernandez?

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. I really like how they organized their information, it's more performance based, you know, listing the program goal, the program objective and they'll go through that in their PowerPoint. I think it's, you know, helpful for us in determining whether they're actually needing what they told us their goals and objectives are during budget. One of the things that Member Paltin had suggested in Member Hokama's Committee was adjusting the values in the different columns, for example perhaps meeting community needs would have more points than, you know, responsiveness of the grantor to the County Department so, that kind of an idea.

CHAIR SUGIMURA: Oh, I see.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair.

CHAIR SUGIMURA: Okay. Anybody else? Ms. King?

COUNCILMEMBER KING: So, I wanted to ask the Department, you said you had three, earlier when I talked to you, you said you had three grants and on your presentation I can't tell...you got two categories, Human Service Transportation and Air Ambulance but what are the actual three specific grants?

MR. TAKAMORI: Chair, thank you. The first grant would be the Human Services Transportation grant for \$6,380,515. The next grant would be the Bus Replacement grant for 445,000, that's also provided to MEO for their bus replacement, and then the last grant would be the Air Ambulance grant for \$672,215.

COUNCILMEMBER KING: Okay. So, the 6,380,000 is pertaining to all these four sections on these two pages? No three sections? Okay. So, you actually have two grants that are under the Human Service Transportation program? You have the Human Services Transportation grant and the Bus Replacement comes under that same program?

MR. TAKAMORI: For this presentation yes but technically they're two separate grants in two different areas of our budget. Yeah.

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COUNCILMEMBER KING: Oh, okay. So, maybe when you do that report you could reflect that it'd be less confusing.

MR. TAKAMORI: Sorry about that.

COUNCILMEMBER KING: That's okay. Thank you.

CHAIR SUGIMURA: Okay great. Ms. Paltin?

COUNCILMEMBER PALTIN: I just was wondering if you were to translate this information into the new format that Ms. Sugimura just threw at you today, do you think that you would have things left out or you think you can get the entirety of the information in there in that format?

MR. TAKAMORI: Chair? I think what we're gonna have to do is we're gonna have to sit down and actually try taking our grants and then putting it into this format. I think we'll be happy to sit down with Chair Sugimura once we do that and see how it comes out and then we can have that discussion. I think it's just a different way of looking at what the expectations are for these...for the reporting requirements for these grants.

COUNCILMEMBER PALTIN: Thank you.

CHAIR SUGIMURA: Okay. So, Members, if there are no other questions I'm gonna take this and put it into a format or proposed ordinance at the appropriate time, we may need more discussions before we can, you know, kind of standardize this and then we'll talk about it again. Any other questions? If not I'm gonna defer this item.

COUNCILMEMBER KING: I just have a comment.

CHAIR SUGIMURA: Yes.

COUNCILMEMBER KING: I just think that because if we're standardizing the form for grant review that we should do that in EDB with...so we can look at all the different departments and ones with the CMs [sic] and if our Budget Chair is willing to do that, that would be great. Thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah I'd be happy to take all the...we've discussed it in Healthy Families and in Budget and now in MT so, yeah I can make that an item on the agenda and then we can discuss it. I can --

COUNCILMEMBER KING: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: --receive the information from --

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: --MT Chair. So...

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COUNCILMEMBER KING: I really appreciate it that our Budget Chair asked all the departments to review the grants and so if we can kind of standardize across all the departments and review that as part of the budget process that would be really good. Thank you.

UNIDENTIFIED SPEAKER: Yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: Great idea. Mahalo.

CHAIR SUGIMURA: So, based on Maui County Code 3.36.120 it's already required right so everybody's fulfilling their requirement and this effort is just to standardize the reporting so that we can get consistent information that'll help during budget or throughout the year in terms of comprehensive. Mr. Hokama?

VICE-CHAIR HOKAMA: So, we would ask of you then, Chair, maybe you could write a letter to your colleague Chair Lee in her Committee 'cause that's the only other Committee I believe that has grants, Water Department, so, you know, I'm sure, you know, we can ask for her comments too as far --

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: --as her Committee's jurisdiction and then that'll assist our Budget Chair's process faster too.

CHAIR SUGIMURA: Okay.

VICE-CHAIR HOKAMA: Because I think we all agreed in uniformity.

CHAIR SUGIMURA: Okay. Good.

VICE-CHAIR HOKAMA: And we pretty much agreed on the standard form yeah.

CHAIR SUGIMURA: Very good. Very good.

VICE-CHAIR HOKAMA: Thanks.

CHAIR SUGIMURA: So, welcome, Ms. Kama, I know you had a NACo --

COUNCILMEMBER KAMA: Thank you. Yeah.

CHAIR SUGIMURA: --Committee meeting.

COUNCILMEMBER KAMA: Yes.

CHAIR SUGIMURA: Thank you --

COUNCILMEMBER KAMA: Thank you.

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CHAIR SUGIMURA: --for doing that and then for joining us. So, Members, I'm gonna defer this item, gather oh...yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: Chair, real quick? So, is this MT-29?

CHAIR SUGIMURA: Yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: That you're planning to defer?

CHAIR SUGIMURA: Yes. Defer it.

COUNCILMEMBER RAWLINS-FERNANDEZ: I was looking forward to hearing the presentation and then I had questions specifically about one of their grants, the air ambulance program.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Were you gonna...

CHAIR SUGIMURA: Actually, what I was planning on doing was this in terms of...okay so the Committee is in receipt of County Communication 19-359, from the Director of Transportation, transmitting the status of grants under the department and benchmarks of grantee performance dated August 28, 2019 in accordance with Section 3.36.120(b), Maui County Code. So, if you want to hear, I was planning on doing it closer to budget, but fine.

COUNCILMEMBER RAWLINS-FERNANDEZ: I think this is great timing.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: I had OED, Member Hokama, you know, did DHHC, WAI Chair Alice Lee already did her Water grants so, I think this is great timing.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo.

CHAIR SUGIMURA: Okay. So, you can do your presentation then. Status of grants, here you go.

MR. TAKAMORI: Thank you, Chair. And again, good morning. I guess, I'm Mark Takamori I'm the Director, I'm not sure if I need to do it again but.

VICE-CHAIR HOKAMA: Concentrate on the area that Ms. Rawlins-Fernandez . . .*(inaudible)* . . .

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CHAIR SUGIMURA: Yeah just ask...we'll get the question.

VICE-CHAIR HOKAMA: 'Cause you already gave us comments on --

MR. TAKAMORI: Okay.

VICE-CHAIR HOKAMA: --you know, the busses and whatnot. So, we get it yeah
Mr. Director.

MR. TAKAMORI: Okay.

VICE-CHAIR HOKAMA: But we interested in --

MR. TAKAMORI: In hearing her comments.

VICE-CHAIR HOKAMA: --our Budget Chair's concerns regarding the air transportation.

MR. TAKAMORI: Okay. Thank you, I'll get started and I'll go through it quickly.

CHAIR SUGIMURA: Maybe we'll ask her a question first and then --

MR. TAKAMORI: Oh.

CHAIR SUGIMURA: --you can just answer that. Okay. Go ahead, Ms. Rawlins-Fernandez.

COUNCILMEMBER RAWLINS-FERNANDEZ: Oh. Okay. Well, I don't know if perhaps they
would like to do the presentation of the air ambulance program first and then maybe
that'll answer some of my --

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: --questions.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: And then I have maybe about five or six
questions.

CHAIR SUGIMURA: Okay. Mr. Takamori, can you go to the last section of your
presentation? Last two pages. Thank you.

MR. TAKAMORI: Thank you. So, our Department oversees a grant subsidy to the State
Department of Health on contracting out our air ambulance program. So, the County
grants subsidy is \$672,215 and last fiscal year for Maui County it performed 46 trips,
a majority was between East Maui and the hospital. It transported, 76 percent of the
trips were transporting residents and 63 percent were deemed medical related. And
then for the last slide basically it just shows the different types of trips, 28 between

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East Maui and the hospital, 7 between Lanai and the hospital, 6 between West Maui and the hospital and so on 46 trips total and again, 76 percent residents. All of the trips were deemed serious versus critical and then 29 trips were medical versus 17 deemed trauma. That's pretty much it for the air ambulance grant.

CHAIR SUGIMURA: You have more questions regarding that?

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah I do. But if any voting members have questions I'll yield to the voting members first.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair.

CHAIR SUGIMURA: Mister...

VICE-CHAIR HOKAMA: This is only helicopter, Director, or this is fixed wing and helicopter numbers?

MR. TAKAMORI: It is just helicopter.

VICE-CHAIR HOKAMA: Just helicopter.

MR. TAKAMORI: Yes.

VICE-CHAIR HOKAMA: Okay and, you know, for us non-medical, what's the difference between the critical versus serious condition? Since nothing was in critical but I'm just wondering what is critical versus serious.

MR. TAKAMORI: I think our understanding is critical would be more life threatening or worse than serious. I mean they...

VICE-CHAIR HOKAMA: I mean serious is kind of bad already.

MR. TAKAMORI: Right.

CHAIR SUGIMURA: So, did they survive?

VICE-CHAIR HOKAMA: No, no I just trying to understand, you know, what's the difference because obviously we had to give service. So, everything had some kind of life component especially majority of medical trips yeah. But trauma already is even to me critical condition if you trauma care. I mean that's the highest level of response yeah the hospitals give is trauma --

MR. TAKAMORI: Right.

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VICE-CHAIR HOKAMA: --trauma care. So, I'm just trying to understand you list trauma but nothing's critical. So, maybe later on in responses with the Chair you could maybe help us get a better understanding.

MR. TAKAMORI: Better definition.

VICE-CHAIR HOKAMA: Yeah. So, we know what we paying for.

CHAIR SUGIMURA: Okay. Ms. Paltin?

VICE-CHAIR HOKAMA: Thank you.

COUNCILMEMBER PALTIN: Thank you, Chair. Thank you, Director, for the presentation. I just wanted to clarify the difference...this is not...like it's...might be kind of confusing but AirMed-1 is different than Air 1 service right? So, if you have someone in the water or on the side of the cliff that helicopter doesn't transport them to the airport, I mean the hospital right?

MR. TAKAMORI: No, it doesn't.

COUNCILMEMBER PALTIN: So, then we might be doing two helicopter trips, like if somebody plucks someone out of the water and brings them onto dry land and then you get a helicopter to or an ambulance to transport them from the beach to say Napili Park and then you get a different helicopter to transport that person to the hospital.

MR. TAKAMORI: Chair? So, this would be where if the, I guess the person in need is already at the beach park then the air ambulance would fly in, the helicopter fly and pick that person up from the beach park and then take them to the hospital. So, I don't think they would need...so, if...

COUNCILMEMBER PALTIN: We don't have a landing zone at the beach park.

MR. TAKAMORI: So, okay so then it would be where --

COUNCILMEMBER PALTIN: Napili Park?

MR. TAKAMORI: --you would have, yeah, there's different designated zones in different areas of Maui where the helicopters are able to land and so you would have a response team that would potentially either if they're on a cliff side would lift them up to that area or have them transported via ambulance to the air ambulance and then flown in. So, I think the criteria is that they'll send a helicopter air ambulance if the trip is not gonna be...if they can save at least 30 minutes of travel time they'll send out the air ambulance helicopter.

COUNCILMEMBER PALTIN: And they need to have a pulse before the air ambulance will launch?

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MR. TAKAMORI: I would have to look at the criteria in the agreement between us and...actually the agreement between the County and the State is just providing the service, I would have to look at the agreement between the State Department of Health and their subcontractors.

COUNCILMEMBER PALTIN: And we do have a fire crew that responds on the AirMed-1?

MR. TAKAMORI: Yeah, it's not, no it wouldn't be...yeah it would be paramedics.

COUNCILMEMBER PALTIN: Oh, okay. Thank you.

CHAIR SUGIMURA: Thank you. Ms. King and then Ms. Kama. Sorry, Keani, we're getting...

COUNCILMEMBER KING: So, thanks for this presentation. I just wanted to ask you what's the goal of the \$672,000 because in your program goal you have continue to monitor the program so I'm sure that's not what that whole money is being used for. But if you could give us in the goals I'm assuming that there's a overall program goal for the air ambulance program and that our subsidy is possibly to make sure that all of Maui County's needs are met and are we doing that? You know, is that enough money to make sure that whatever we're getting from the State has enough supplement that we are able to address all the needs of the program?

MR. TAKAMORI: Chair? Thank you for that question. As of right now I guess we...I guess the biggest thing for our Department is to make certain that the services continue and so we have to make certain that we are allocated the requested amount by the State Department of Health and for us to be able to go into contract with them. Basically, the 672,215 is a subsidy, it's not quite 50/50 or some type of match, it, we consider it as subsidy. They haven't requested additional funds. We have from our side we have requested what the actual cost of the overall program is and it is actually the State's cost is actually higher than what the County puts in.

COUNCILMEMBER KING: Okay. But yeah I just I always have this problem with the program goals because the program goals to me should be related to what that monies spent for and I don't think that monies spent just to help you guys monitor right? That's part of your duties as a Department of Transportation so, my curiosity is what is this, what's the goal of the air ambulance program and what's the goal of this subsidy. And I suspect it would be to subsidize the County's needs and that's kind of what we need to know is that is that happening, are we falling short, is it adequate to...because I assume you use all this money.

MR. TAKAMORI: Yes. We don't receive any funds back.

COUNCILMEMBER KING: Because at some point...so we don't have leftover so, the report that I would be more interested in is, is this enough to meet our needs? You know, to supplement what we need for Maui County and the air ambulance program. I suspect that might be some of what Ms. Rawlins-Fernandez has to ask you about as far as Molokai as well. So, anyway that's just a thought of, you know, when you're setting

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goals trying to make it more pertinent to the actual program, this is not necessarily about what your goals are as a Department it's about what the goals are of this actual grant and are they being met.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER KING: So, is that something that you can do?

MR. TAKAMORI: Chair? Yes, we can relook at how we have program goals on it.

COUNCILMEMBER KING: Okay, all right. Thank you.

CHAIR SUGIMURA: Thank you and that's a...before I call on Ms. Kama but that's a really good item to also attach to this, the summaries.

COUNCILMEMBER KING: The spreadsheets?

CHAIR SUGIMURA: Yeah the evaluations . . .*(inaudible)*. . . program goals

COUNCILMEMBER KING: Yeah because the goal that we're looking for is the goal of the money that we're giving them.

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER KING: And we know that there's overall goals that each department has but that's not really what we're asking for in this report.

CHAIR SUGIMURA: How does the grant fulfill that.

COUNCILMEMBER KING: Right. Thank you.

CHAIR SUGIMURA: Okay. Ms. Kama?

COUNCILMEMBER KAMA: Thank you, Chair. So, I'm trying to get a sense of what the program actually is and does based on the 672,000 that the County puts in it doesn't give me a full picture of what the whole program is. All you're doing is telling us this is where your folks' money went. So, is it possible to come up with what is the total cost of the program and what does the entire program look like? And are there two different programs under the air ambulance program or are they, is it just one program and you have different, I don't know, categories? Because there's air ambulance and then there's air ambulance AirMed-1. Is there a difference or is that the same thing? And what do they do if anything, I mean and what makes them different if at all?

CHAIR SUGIMURA: Department? Is that...

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MR. TAKAMORI: I guess...thank you. I guess we just have it listed as air ambulance AirMed-1, I think it's the same --

CHAIR SUGIMURA: Same?

MR. TAKAMORI: --thing for us. Yes.

COUNCILMEMBER KAMA: Is there something written about the air ambulance program itself? I mean is there something we can go and go read to say what it is and who it is and how much it costs and is there something, somewhere written if I wanted to go and look at it myself?

CHAIR SUGIMURA: So, I believe the Department had has a write-up about the different grants and that other question about the total cost of the program, what percentage of this County grant does it fulfill. So, it'll give us a bigger, broader picture of what the total service is and...do, we can fill that in right? As we do the presentation of the evaluation.

MR. TAKAMORI: Yes, correct. In. I guess in the attached or in the report that we provided to Council on August, dated August 28th there is a write-up on the air ambulance program.

CHAIR SUGIMURA: Yeah.

MR. TAKAMORI: And basically, it's we have a grant subsidy that's given to State Department of Health and they administrate and coordinate the State Emergency Medical Service System and the system of pre-hospital ambulance emergency response to 911 calls. And then it says the Maui County's emergency 911 system currently consists of several components dispatched by County Police. They have, the first responders are police and fire augmented by 911 ground ambulance service currently provided by AMR under the State contract. The current EMS capacity for Maui County is limited by remote geographical locations of some emergency scenes requiring long ground transport times and water barriers between islands. And so, that's why we have this agreement between the State Department of Health and County of Maui to administer a critical care emergency aero medical helicopter service that is staffed by medical personnel to provide rapid transport to appropriate medical care facilities each Fiscal Year.

COUNCILMEMBER KAMA: Thank you. Thank you, Chair.

CHAIR SUGIMURA: Thank you. Ms. Rawlins-Fernandez?

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. Finally, my turn. Okay, I'll start with would you please explain the difference between injury medical and trauma as it's shown in, on Page 2 of the details you provided us and on the presentation? So, on the previous slide it had number four, type of trip, injury versus medical, 63

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percent. So, I'm assuming that was 29 trips and so, I was just wondering between injury...what is injury versus medical?

MR. TAKAMORI: Okay. Our understanding of medical versus injury would be as an example if you fell and broke your leg and were bleeding out and needed transport that would be injury. Versus medical would be like if you're having a heart attack or a stroke or like more medical versus I guess injury --

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay.

MR. TAKAMORI: --would be more trauma. So, I guess yeah I've used injury and trauma interchangeably but medical is you would consider that more like a stroke or a heart attack and injury or trauma would be like if you broke your leg or your arm or something like that.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Got it. Is there a co-pay to use this helicopter air ambulance service? A co-pay, so, any of those being transported would they have to pay anything?

MR. TAKAMORI: We would have to check with the air ambulance or with the State if they do charge. I think they do send bills to --

CHAIR SUGIMURA: They do.

MR. TAKAMORI: --the people that have utilized the service. We don't receive those reports though.

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah. I agree. The Councilmembers agree that we should receive that report. So, if perhaps if you can make that request to the State Department of Health to submit that report annually as well. Since we're paying into it.

CHAIR SUGIMURA: Can we write a letter? Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Is this service an option considered before using paid or separate insurance options?

MR. TAKAMORI: Could you repeat that question?

COUNCILMEMBER RAWLINS-FERNANDEZ: Is this service an option considered before using a paid or a separate insurance option?

MR. TAKAMORI: I think it's, yeah it's a critical need so, I don't know if they'll be --

COUNCILMEMBER RAWLINS-FERNANDEZ: They have a choice?

MR. TAKAMORI: --discussing that beforehand, yeah.

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COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Okay if transport to Oahu is required does this service coordinate with another service to provide transport or is the individual on their own after they get to Maui Memorial?

MR. TAKAMORI: Chair? They actually, we've had on instances where we would have air ambulance flights from like Maui to Oahu or even from the neighbor, like even from Molokai or from Lanai to Oahu so, it's not limited to just Maui Memorial Medical Center. There has been flights in the past where patients have been taken over to Oahu.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, for Fiscal Year 2019 flights to Oahu just didn't happen?

MR. TAKAMORI: Correct.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, if transportation to Oahu is necessary this service would take them to Oahu?

MR. TAKAMORI: Correct.

COUNCILMEMBER RAWLINS-FERNANDEZ: And it has in the past?

MR. TAKAMORI: Correct in the past it has yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Mahalo. Okay. And then how are trips to and from Molokai coordinated or even determined? Determined first? 'Cause I noticed there's only one and I...we have people going out on air ambulance like at least once a week. So, I was kind of shocked at this number that it was only one.

MR. TAKAMORI: Right so, I guess right now...I guess there's potentially multiple services and my Deputy Michael DuPont has been mentioning that there's a fixed wing service as well so it really depends I think on the situation of what's going on, on island. So, I mean if...my understanding again is if...wherever the person that needs the service if they can save at minimum 30 minutes of ground transportation time they will then send the air ambulance out there. So, it really depends on if most of the clients on, that needed the service on Molokai were able to get to the fixed wing service then maybe that's why air ambulance wasn't utilized but I think air ambulance is more if you're out in the more remote area and they are able to land the helicopter there then that's when they would then utilize that service to then fly them out off island.

COUNCILMEMBER RAWLINS-FERNANDEZ: To Oahu?

MR. TAKAMORI: It just depends and I believe that the emergency responders determines where the flights would be going.

CHAIR SUGIMURA: So, you know what, Keani, on your question --

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COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah?

CHAIR SUGIMURA: --let's find out more information. You know, you're there and you've seen more...

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah I would like to learn more about how so, 'cause my understanding is there's this helicopter air ambulance, there's Hawaii Life Flight which is the fixed airline that you're talking about and then I understand that our Fire Department also has a helicopter. And so, I guess I would like a better understanding of how they all work and how they also serve Molokai. Because when I saw that there was only one flight that came from Molokai that really, that was kind of what caught my attention and what made me want to sit in this Committee meeting today. Because I actually never knew that this helicopter or ambulance existed, I only knew of Hawaii Life Flight and if people were a little heavier or, you know, bigger to go on Hawaii Life Flight then the Coast Guard would have to come and get residents to take them to Oahu. And so, I would just like, you know, a better understanding in general all around how this is all determined, how this all coordinated and how this all works together, what does this subsidy, you know, help to bring down the cost for. Because I also see that there's 35 resident trips and 11 visitor trips and, you know, of the 28 flights that came from Hana how many of those were residents and how many of those were visitors? I don't know if you have that information.

MR. TAKAMORI: Chair? We have that information, it's not broken out on this sheet but we do have it based on trips. So, we could break that out for you. I mean if we...I guess we could put that in writing to us and we can...I mean with your other questions regarding what comes first and then we can also...we can always reach out to the State for more information.

CHAIR SUGIMURA: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. And then my last question is of the 46 trips how many survivors?

MR. TAKAMORI: Chair? We don't get that information.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. And I guess that kind of connects to the, you know, program goal because my, you know, I, at face value I would think that the purpose of the air ambulance program is to try to save lives, to expedite those needing medical attention to the medical service center to save their life and so I would think that, that would kind of be the goal of the program. And then I guess I can send you my questions, Chair, and whatever questions can be followed up by the Department.

CHAIR SUGIMURA: Okay. You're fine? You have 10 more questions?

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah.

CHAIR SUGIMURA: Just kidding.

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COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah. I do.

CHAIR SUGIMURA: You do? Okay, send them to me.

COUNCILMEMBER RAWLINS-FERNANDEZ: But I see that your voting members have questions so I'll yield the floor at this time. Mahalo, Chair.

CHAIR SUGIMURA: So, I see who is next? I think Ms. Kama was next and then Mr. Hokama.

COUNCILMEMBER KAMA: Thank you, Chair. So, I think based on what Ms. Rawlins-Fernandez said maybe what I'm looking for is an overview of this program just so that I get a good sense of really what is it, what does it look like. Also, I wanted to know the cost per trip whether it's from Hana to Maui Memorial or Molokai to Oahu or whatever, I think I want to know that, and if you have that now that'd be good but if not it's okay too.

CHAIR SUGIMURA: We can get that.

COUNCILMEMBER KAMA: But also, when we have patients coming from like the Big Island who come to actual Maui Memorial who pays that tab? I mean who decides if they come here or if they go to Oahu and who pays for that air ambulance transportation? Do you know that?

CHAIR SUGIMURA: That's probably determined by a doctor right? Severity of the medical needs I'm guessing.

COUNCILMEMBER KAMA: So, do we go get them? Or do they have their air ambulance or is it just the same company that's why it's all over?

CHAIR SUGIMURA: Mr. Hokama, you have experience with all your years?

VICE-CHAIR HOKAMA: As Mr. Lo had shared to earlier committees yes we do service the Big Island especially in the heart procedure of stints, that is something our hospital does extremely well --

COUNCILMEMBER KAMA: Yes.

VICE-CHAIR HOKAMA: --and we're known for. So, one it's half the time to get to Oahu.

COUNCILMEMBER KAMA: Yes.

VICE-CHAIR HOKAMA: So, Maui is a viable choice for Big Island residents and their needs. Two, basically it's done by the physician makes the decision on who and where his patient will go to and the patient will take care of his transportation requirements with his insurance.

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COUNCILMEMBER KAMA: So, if we're subsidizing are we subsidizing the patients from...

VICE-CHAIR HOKAMA: We subsidize only our people.

COUNCILMEMBER KAMA: Our guys going, our guys here from going, okay. Okay. Thank you. Thank you. Thank you, Chair.

CHAIR SUGIMURA: You're done?

VICE-CHAIR HOKAMA: Oh, I just was gonna say Chair with the categories we're asking for expansion on I think that'll help us get the information that we've been asking so, again what percent is this of the total program.

CHAIR SUGIMURA: Total yeah.

VICE-CHAIR HOKAMA: And I think it's like 1.5 now? So, at one point we were paying 50/50, we paying less than that now. I think the State is moving in the right direction because we're subsidizing their job, they're responsible by Constitution for the healthcare of our residents not the County. Okay, we using our money to help them to do their job because we feel, have made a determination of policy that our people need to be at appropriate healthcare within the appropriate time, whether it's the golden hour or whatever it be we made commitments to get our residents as best equal access to facilities regardless where you live in our County that's why we put out our money for the State's job. Doesn't matter if you're in Maunaloa, Molokai or Manele Bay, Lanai or Wailua, East Maui okay you get access to our care as best as we can equally and fairly, Chair. So, we've put up the money but I think it's going in the right direction and I think you let the Department come back with the appropriate details that we've been asking I think we can give Ms. Rawlins-Fernandez good recommendations.

CHAIR SUGIMURA: Okay. Yeah. I think we'll end up with that. Anybody else? Ms. Paltin?

COUNCILMEMBER PALTIN: I just wanted to follow up on Ms. Rawlins-Fernandez when she was asking about the differences between the fixed wing and the helicopter and Fire Department's one. If you consider the Fire Department contracted helicopter that use is Air-1, kind of compare it to like a fire engine or a jet ski, like they're not gonna take someone on a fire engine to the hospital, it's just the rescue so, it's staffed by fire fighters. So, it's just to like rescue them so, they wouldn't most times use the Fire Department helicopter to transport to the hospital.

COUNCILMEMBER RAWLINS-FERNANDEZ: Chair, can I respond?

CHAIR SUGIMURA: Yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: Yeah. So, yeah the protocols, how everything is determined and would it make sense then if, you know, a helicopter's dispatched to

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rescue someone in rough terrain or whatever the situation is that, that helicopter would just take the person to the hospital at that point?

COUNCILMEMBER PALTIN: Because so, usually you have the medics and the paramedics and then they're able to give, you know, drugs and whatnot. A lot of times when you rescue folks with the helicopter you don't bring them inside of the helicopter, they have a Billy Pugh net and so they'll, they might have someone jump out of the helicopter and get them in the net and then the net would land, you know, close to the scene. And that's why like for Flemings then they have to, after dropping the Billy Pugh net in the field or whatever then they'll transport it to Napili Park because they can secure a safer landing zone area. So, most fire fighter crew like the rescue crew they run with like three or more folks and so, you know, there's not, I would say there's not usually room inside of the helicopter for the patient whereas, you know, when you have a medic crew it's usually you have the driver and the person, the MICT or whoever so, there's room there in the helicopter for the patient. So, and, you know, sometimes in an ambulance they'll take a fire fighter to continue with compressions or something like that so you can then put an extra person in the air ambulance. So, it's kind of like, you know, comparing Air-1 for the fire fighter to a rescue and then the ambulance, air ambulance to the ambulance so, I would guess that's the reason why they don't double use them.

CHAIR SUGIMURA: Boy, this is interesting, lots of education more and beyond this grant. So, maybe we could get information to see how all the pieces fit in and it may answer your question about only one on Molokai it sounds like. So, Members, do you have any more questions? What I'm gonna do is I'm gonna defer this and work on this format and work with the Department to present to us in this format and then come up with a proposed legislation maybe so that all of us can work from having this same presentation or same evaluation from all the departments in the future. But we'll work on this and get...great discussions on additions to the spreadsheet from Department of Housing and Human Concerns and I have like about five additional or six, six additional possible columns that we can talk about. So, Members any other questions? Seeing none, I'm gonna defer this item and continue the discussion later and work with you and we'll end up with a presentation that looks like this. So, thank you very much for being my guinea pig on this and being flexible. So, thank you. This meeting is now adjourned, I'm gonna defer these two items.

COUNCILMEMBERS VOICED NO OBJECTIONS. (Excused: AL, TK, SS)

ACTION: DEFER pending further discussion.

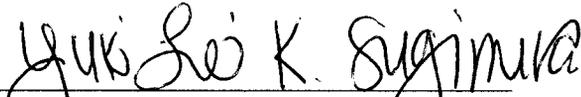
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CHAIR SUGIMURA: Thank you, everybody, and have a nice Christmas. . . .(gavel). . .

ADJOURN: 11:31 a.m.

APPROVED:



YUKI LEI K. SUGIMURA, Chair
Multimodal Transportation Committee

mt:min:191216:ck

Transcribed by: Cheryl von Kugler

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CERTIFICATE

I, Cheryl von Kugler, hereby certify that the foregoing represents to the best of my ability, a true and correct transcript of the proceedings. I further certify that I am not in any way concerned with the cause.

DATED the 8th day of January, 2020, in Kihei, Hawaii

A handwritten signature in cursive script, appearing to read "Cheryl von Kugler", is written above a horizontal line.

Cheryl von Kugler