

DEPARTMENT OF TRANSPORTATION SERVICES
CITY AND COUNTY OF HONOLULU

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KIRK CALDWELL
MAYOR



WES FRYSZTACKI
DIRECTOR

JON Y. NOUCHI
DEPUTY DIRECTOR

TP12/18-755404

December 31, 2018

The Honorable Ronald D. Kouchi, President
and Members of the Senate
Twenty-Ninth State Legislature
State Capitol, Room 409
415 South Beretania Street
Honolulu, Hawaii 96813

The Honorable Scott K. Saiki, Speaker
and Members of the House of Representatives
Twenty-Ninth State Legislature
State Capitol, Room 431
415 South Beretania Street
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Saiki, and Members of the Legislature:

SUBJECT: FY 2018 Annual Vanpool Report

As required by HB 500, CD1, the Department of Transportation Services, City and County of Honolulu, is submitting its FY 2018 annual vanpool report to the State of Hawaii Legislature to provide you with an update of the Oahu Vanpool Incentive Program. The grant was in the amount of \$1,000,000. An Executive Summary of the program is attached.

Very truly yours,

A handwritten signature in black ink, appearing to read "Wes Frysztacki".

Wes Frysztacki
Director

Attachment



**VANPOOL INCENTIVE PROGRAM REPORT
DECEMBER 2018**

EXECUTIVE SUMMARY

Introduction

Vanpools continue to be the most cost-effective forms of passenger transportation. The Federal Transit Administration (FTA) considers vanpool as public transportation and qualifying vanpools earn additional FTA funds for Honolulu. Not only does vanpooling provide another excellent multi-modal choice for our city but because of the numerous benefits it offers- it just makes sense. Vanpooling saves time; saves money; reduces stress; alleviates traffic congestion and reduces damaging carbon emissions in our environment, making a positive difference in the world around you. National annual statistics show vanpooling saves 1 minute per mile; saves employees 1.4M in commute costs; and reduces 2MM lbs. of CO2 emissions. 40% of employees say they quit jobs due to long commutes and 60% of employees say that company benefit's and perks are a major factor in their employment decision.

Employers also take advantage of substantial benefits with increased employee retention and a compelling recruitment perk- giving them the ability to recruit and retain top talent. Also, being able to offer competitive benefits for their employees creates a stronger company culture. Additionally, vanpooling aids companies with growth by reducing increased parking facility costs by 20%- reducing solo drivers, allowing employers to reinvest those savings towards employee wellness. We will continue to focus on pursuing corporate stakeholders, emphasizing the WIN WIN WIN (employee, employer and environmental) opportunity. Currently, some of the corporate stakeholder partners utilizing these benefits are:

- | | | | | | |
|---------------------------|-----------------|-------------------------|----------|---------------------|-----------------------------|
| V&C Drywall | Concrete Coring | Y Hata | Nan Inc. | Four Seasons Hotel | Tripler Army Medical Center |
| Hawaii Air National Guard | | K- Bay Marine Corp Base | | JBPH Naval Shipyard | |

These companies are turning a community problem into a company perk while their employees are coming together for a better commute.

VANPOOL INCENTIVE PROGRAM REPORT (continued)
DECEMBER 2018

Commute with Enterprise brand name change

We have been providing employees with safe, comfortable rides to and from work. Every day, we strive to improve our customer service and enhance the experience employees have with us. We recently have taken a big step forward with the introduction of **Commute with Enterprise**. Our name will now reflect our mission! Corporate stakeholders will also now be able to monitor their program’s performance with real-time data to support their sustainability and employee wellness goals and initiatives.

Plan and Goals

Continue to grow and develop the program by aggressively marketing with a balanced print and radio advertising campaign. This includes weekly Ad’s in the Local/Business Section of the Star Advertiser as well as in the community section each week in MidWeek. We have also expanded our media coverage with “OVIP” and Commute with Enterprise advertising messaging multiple times each week on ESPN 1420AM. In addition, we are reaching out to additional corporate stakeholders while maintaining our participation in several community outreach and business functions and events. Recent examples from 2018 include the Honolulu Chamber of Commerce Annual membership meeting (1000 people/companies), Tourism/Transportation Day at the Capital, HGEA employee benefit day, Make A Wish Jingle Rock Run (over 3000 attendees), etc.

Current Results

FY 2017 – Current: 45 Vanpools
 360 Participants

FY 2016, 2017 through December 2018 Comparison Table

Oahu Vanpool Incentive Program

Year	Number of Vanpools	Notes
FY 2016	0	3-months to ramp up the program
FY 2017	1	Several addendums were made to attract ridership; last dated 9/12/2017
FY 2018	9	Program awareness is on the rise and picking up momentum with new vanpools
7/2018 - 12/2018	41	Tremendous increase in ridership with continued radio and print advertising as well as community awareness events and functions

Budget

Appropriation: \$ 1,000,000.00
 Balance: \$ 902,599.09

(See next page for table.)

VANPOOL INCENTIVE PROGRAM REPORT (continued)
DECEMBER 2018

Budget Table

SALARY		
	Expenditure	Remaining Balance
		85,220.00
FY2016	3,587.22	81,632.78
FY2017	12,846.54	68,786.24
FY2018	12,648.97	56,137.27
FY2019	436.59	55,700.68
Total Exp	29,519.32	

Current Expense				
	MEALS	INVOICE DISB	Expenditure	Remaining Balance
				914,780.00
FY2016	-	-	-	914,780.00
FY2017	-	179.32	179.32	914,600.68
FY2018	490.00	47,832.76	48,322.76	866,277.92
FY2019	40.00	19,339.51	19,379.51	846,898.41
Total Exp			67,881.59	

(Note: Current Expense FY 2019 is through October 2018.)

Anticipated number of New Vanpool Additions from January 2019 – July 2019: 15