

MAR 07 2025

SENATE CONCURRENT RESOLUTION

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

1 WHEREAS, additional revenues are needed to address the
2 rising costs of operating and maintaining the counties' mass
3 transit systems; and

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5 WHEREAS, historically, the counties have attempted to meet
6 these needs by adding or increasing rider fares; and

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8 WHEREAS, new and increased fares often place undue
9 financial burdens on mass transit riders, who already face a
10 high cost of living in Hawaii; and

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12 WHEREAS, public transit should be accessible to persons of
13 all income levels, and additional or increased mass transit
14 fares should be a last resort; and

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16 WHEREAS, by adopting transit-based advertising, the
17 counties could charge governmental and nongovernmental entities
18 reasonable market fees for paid advertisements displayed in, or
19 on, mass transit vehicles; now, therefore,

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21 BE IT RESOLVED by the Senate of the Thirty-third
22 Legislature of the State of Hawaii, Regular Session of 2025, the
23 House of Representatives concurring, that the counties are urged
24 to seek revenues from alternative sources, including transit-
25 based advertising, before imposing any new or increased mass
26 transit fare; and

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28 BE IT FURTHER RESOLVED that counties that adopt transit-
29 based advertising are encouraged to adopt reasonable
30 restrictions on the advertisements' format, size, material, and
31 content; and



1 BE IT FURTHER RESOLVED that certified copies of this
2 Concurrent Resolution be transmitted to the mayors of the
3 counties of Hawaii, Maui, and Kauai, and the City and County of
4 Honolulu; county councils of the counties of Hawaii, Maui, and
5 Kauai, and the City and County of Honolulu; County of Hawaii
6 Mass Transit Administrator; Director of the Maui Department of
7 Transportation; Executive of the Kauai County Transportation
8 Agency; Director of Transportation Services for the City and
9 County of Honolulu; and Executive Director of the Honolulu
10 Authority for Rapid Transportation.

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OFFERED BY:

Kurt Ferrelle

