



**NEWS RELEASE**  
Councilmember Brandon Elefante  
Council District 8, Honolulu City Council  
City & County of Honolulu

**FOR IMMEDIATE RELEASE**

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**Bus fare bill to streamline daily fares and provide economic opportunities along bus and rail lines**

Honolulu – Councilmember Brandon Elefante (Council District 8) introduced a bill today that creates a new fare option by establishing a one-day bus pass valid for an unlimited number of bus rides for one transit day (The pass would expire at 2:59 a.m. the day after purchase). This proposal would eliminate the use of transfers, offering a streamlined process to the purchase and use of bus passes as well as end transfer abuse.

The bill also establishes discounted advertising rates to businesses within one-half mile of a bus or rail route.

**“I am pleased to introduce this bill to simplify TheBus fare structure and to also assist with discounted advertising for those businesses along bus and rail lines. This is intended to promote synergies and connections between these transportation corridors and businesses nearby, creating economic opportunities, which are especially important during rail construction,” explained Councilmember Elefante.**

The bill retains the single cash fare for an individual ride but eliminates the four-day pass fare option, since the purchase of daily unlimited-ride passes will provide a savings to the current four-day pass. The one-day pass would be sold as you board any bus or at any location where bus passes are sold.

The proposal also supports the promotion of our island culture by allowing for the development, marketing, and sale of distinctive souvenir bus passes that include Hawaiian places, art or other graphics designs that depict Honolulu’s unique qualities.

The bill has an effective date of July 1, 2016. This will allow the change in the revenue structure to be accounted for in the next annual budget process.

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