



**2002**  
**ANNUAL REPORT**

## President's Message:

In 2000, according to the Texas Transportation Institute, if you traveled daily on urban Oahu's roads during peak commute hours, chances are you spent twenty-four hours (that's three working days!) sitting in traffic! Surely, you have better things to do with your time!

For a dozen years, LOTMA has been providing solutions and services to Leeward and Central Oahu residents who are looking for a more efficient way to commute. Through LOTMA's services, commuters learn about options (such as carpooling, vanpooling, and transit) that save money, time and stress.

In 2002, LOTMA had another productive year supporting transportation solutions that promote a more efficient use of Oahu's current infrastructure. Additionally, LOTMA continues to encourage the development of new and innovative mobility choices, such as Bus Rapid Transit, an expanded Zipper Lane network, and an intraisland commuter ferry.

We invite you to join us in our pursuit of efficient and sustainable solutions to Oahu's traffic congestion problems.



Darwin Hamamoto

## Background:

The Leeward Oahu Transportation Management Association (LOTMA), a progressive non-profit association of public and private landowners and developers, was established in 1990 to improve mobility and increase transportation choices in Leeward and Central Oahu. LOTMA is committed to encouraging the use of alternative transportation, such as carpools, vanpools and transit. In 2002, LOTMA provided an assortment of programs and services aimed at reducing traffic congestion and enhancing the quality of life of Leeward and Central Oahu residents.

### **The Mission:**

*LOTMA's mission is to advocate, develop and implement, in cooperation with government and the community, a coherent program aimed at improving mobility in the Leeward and Central regions of Oahu; and to promote and facilitate the development and use of alternative transportation opportunities that will maximize the use of existing and proposed transportation systems in the Leeward and Central region.*

People Moving People

### **LOTMA Commuter Express:**

Subsidized by Castle & Cooke Hawaii Homes, Inc. and the Gentry Companies, the LOTMA Commuter Express provides a "first class," yet affordable, express commuter coach service from Waipio and Mililani to Honolulu and Waikiki. In 2002, the LOTMA Commuter Express eliminated an estimated 15,600 automobile trips and 280,800 Vehicle Miles Traveled. Additionally, subscribers enjoyed a relaxing alternative to the stress of driving congested highways.

### **Carpool Matchlist Program:**

In an effort to encourage and enable carpooling, residents of Leeward and Central Oahu are invited to register their commutes with LOTMA and receive a free customized list of others who have a similar commute. Registration is easy and may be accomplished over the phone (677-RIDE) or via the web at [www.lotma.org](http://www.lotma.org).

*In 2002, LOTMA eliminated more than 280,800 automobile miles. That's more miles than a trip to the moon!*

### **Commuter Consulting Services:**

Advice and information about additional commute options, such as vanpools and transit, as well as federal transportation tax programs, is also available from the LOTMA program.

### **LOTMA Website:**

Providing information and tips about carpooling, vanpooling, the LOTMA Commuter Express, the Mililani Trolley, TheBus, and private school buses, [www.lotma.org](http://www.lotma.org) is a comprehensive source of transportation information for Leeward and Central Oahu communities. More than 4,200 people visited the LOTMA website in 2002.

### **Community Participation & Partnerships:**

LOTMA is a member of the Oahu Metropolitan Planning Organization Citizen Advisory Committee (CAC), an advisory group tasked with providing public input regarding the transportation planning efforts on Oahu. Additionally, to maintain close ties with the community, LOTMA attended Neighborhood Board meetings in communities located in Leeward and Central Oahu. In 2002, LOTMA continued its partnership with TheBus, by providing LOTMA Commuter Express subscribers with free TheBus transfers (the LOTMA Plus program) and by participating in TheBus Bonus! Check fare payment program.

In 2003, LOTMA plans to renew and enhance its services and outreach efforts:

- **LOTMA Program Marketing:** LOTMA shall improve the marketing and promotion of its services and programs through various strategies, including the development and distribution of new program literature and marketing products.
- **LOTMA Website:** As more people rely on the web for information and services, LOTMA will renew its website by adding new content and frequent updates. The LOTMA website will become a more comprehensive and current source for information about transportation in Leeward and Central Oahu.
- **Carpool Matchlist Program:** Through additional promotions and incentives, the Carpool Matchlist Program will be enhanced and renewed, with the goal of increasing participation and improving the quality of the matchlists that are distributed.
- **Community Participation & Partnerships:** LOTMA shall increase its presence in the Leeward and Central Oahu communities by regularly attending the meetings of five community Neighborhood Boards. Additionally, LOTMA shall increase the number of written submissions to

community newsletters and newspapers, such as Ka Nupepa (Central Oahu/North Shore) and the West Oahu Current, in an effort to keep the community informed about commuter programs, services and issues. Finally, by volunteering to serve on subcommittees, LOTMA shall take a more active role in the Oahu Metropolitan Planning Organization's Citizen Advisory Committee, helping to shape the future of Oahu transportation.

### *Why does LOTMA promote transportation options?*

*Improve mobility & reduce traffic congestion*

■  
*Save commuters money, time & stress*

■  
*Enhance livability & quality of life*

■  
*Reduce automobile pollution & fuel consumption*

### Officers:

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*Darwin Hamamoto*  
City & County of Honolulu,  
Dept. of Design & Construction

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Ko Olina Development, LLC

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*Gordon Lum*  
Executive Director  
Oahu Metropolitan Planning Organization

*Brian Minaai*  
Director  
Department of Transportation (State)

*Cheryl Soon*  
Director  
Department of Transportation Services (City)

### LOTMA Staff

*Keith Hamada*  
Manager

# 2002 LOTMA

## Statement of Assets and Liabilities

December 31, 2002 (unaudited)

Current Assets	
Cash	\$ 7,852
Savings	<u>\$ 58,598</u>
Total Current Assets	\$ 66,450

## Statement of Revenues and Expenses

For the Year Ended December 31, 2002 (unaudited)

Revenue:	
Membership dues	\$ 88,901
Interest	\$ 267
Transit reimbursements	<u>\$234,041</u>
Total Revenues	\$323,210
Expenses	
Commuter Express	\$187,168
LURF Contract	\$ 86,883
Mililani Trolley	\$ 10,800
Bank Charges	<u>\$ 301</u>
Total Expenses	\$285,152
Revenues over Expenses	\$ 38,058
Fund balance, beginning of period	<u>\$ 27,233</u>
<b>Fund balance, end of period</b>	<b>\$ 65,291</b>



700 Bishop Street, Suite 1928  
Honolulu, HI 96813  
Ph: 808-677-RIDE Fx: 808-536-0132  
lotma@lava.net www.lotma.org

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