



The Goal of the **Waikiki Transportation Management Association** is to move traffic in and out of Waikiki **BETTER!!**

With all the new development and rebuilding Waikiki has become one of the most exciting visitor destinations in the Pacific. With the growth, the quality of life experience for residents, employees of Waikiki, and the visitor has been impacted. Traffic flow and parking problems have become part of everyday life in Waikiki. Current use of the public right of ways are not serving the intended purpose. Improving transportation systems and parking availability will provide the benefit of making Waikiki more accessible to Oahu residents and visitors.

One of the major problems that inhibits mobility and access is that of passenger loading zones, trolley stops, and bus stops are not being effectively managed by commercial operators and service providers. Clearly the visitor industry is experiencing daily negative impacts on their business. Additionally the significant demand for parking in Waikiki has created a situation where the time spent searching and circling Waikiki and hoping to get lucky in finding a parking space has become frustrating experience and a costly waste of time. It limits access and mobility for all who come in and out of Waikiki.

On October 11th the Honolulu City Council passes a Bill 8 to 0 that establishes the Waikiki Transportation Management Association (WTMA). Initial discussions with potential participants have provided sufficient support to warrant taking the next set of actions that are needed.

