

EXHIBIT ONE: Misrepresentations in radio spot #2

TRANSCRIPT: “Will mass transit attract riders in Honolulu? Actually, we already know the answer. Honolulu has the fourth highest transit ridership per capita in the nation. People here already know that mass transit, like the bus, is a great way to deal with traffic, parking and save money. So, how about rail transit, which will be even faster and more efficient? Again, we don’t have to guess. Look at how people in cities nationwide are responding to fuel costs and traffic hassles. In Portland, San Francisco, New York and Washington, D.C., rail ridership has increased more than five percent in the last year. In Los Angeles, a city that loves its cars, rail ridership is up over fifteen percent. In Seattle, it’s up twenty-eight percent. In Charlotte, thirty-four percent. And in Sacramento, rail ridership has increased forty-three percent in just a year. It’s too bad we don’t already have rail transit. The next best thing we can do is start building it now. To learn more, visit Honolulu Transit.org.”

#1: “In Los Angeles, a city that loves its cars, rail ridership is up over fifteen percent.”

For 2007 versus 2006, total public transportation in Los Angeles was down 1.78 percent, heavy rail was up 2.03 percent, light rail was up 0.81 percent and buses were down 2.53 percent. For the first quarter 2008, heavy rail was up 5.37 percent, light rail was up 1.77 percent and bus ridership was down about 7 percent (two categories). Los Angeles total public transportation was down 4.57 percent.

#2: “In Seattle, [rail ridership] it’s up twenty-eight percent.”

This is a statement that is accurate but misleading. For 2007, Seattle’s light rail was up 3.8 percent and commuter rail commuter rail (*real trains, long distance between stops*) is up 27 percent, but it is a minor issue since it carries just 1.5 percent of all public transportation in Seattle. The primary reason for the great increase in this minor commuter rail line is that there has been extensive increases in commuter rail service during the past two years. See: http://en.wikipedia.org/wiki/Sounder_commuter_rail

#3: “In Charlotte, [rail ridership is up] thirty-four percent.”

Charlotte’s rail line did not open until November 2007 and so there is nothing to compare it to. The supposed 34 percent increase is a pure figment of someone’s imagination.

#3: “And in Sacramento, rail ridership has increased forty-three percent in just a year.”

For the year 2007, Sacramento’s rail was up 1.41 percent over the prior year. For the first quarter of 2008 rail was up 3.12 percent.

The above statements are not only inaccurate but they mislead citizens into believing that recent increases in gasoline prices have driven motorists to public transportation far more than they actually have. The national experience is that the first quarter of 2008 shows a 3.3 percent increase in boardings over the year earlier quarter. Some cities were up slightly more than this and others down while others experienced declines.

Source: http://www.apta.com/media/releases/080602_ridership_report.cfm

REFERENCES

The preceding data is drawn from the American Public Transportation Association (APTA) website. For comparison calendar years 2007 vs. 2006, the file is found at

<http://www.apta.com/research/stats/ridership/riderep/documents/07q4rep.pdf>

The latest available data is that of the 1st quarter of 2008 and the file comparing it with the same quarter of 2007 is at: <http://www.apta.com/research/stats/ridership/riderep/documents/08q1rep.pdf>