

PARTICIPATION & SIGN-UP GUIDE



— ON THE LINE —

HART “SHOP & DINE ON THE LINE” DISCOUNT & SPECIAL OFFER PROGRAM FOR BUSINESSES IN PEARL CITY / AIEA & WAIPAHU

Sign-up to participate in the Honolulu Authority for Rapid Transportation’s free business outreach program to attract customers during rail construction. This new and exciting program is called **Shop & Dine on the Line** – a discount and special offer program that is similar to many successful coupon programs in the marketplace. Offers will be distributed electronically to thousands of potential customers utilizing online and social media outlets. Printed offer brochures will be distributed at key high-volume shopping and dining destinations islandwide to reach even more customers. Best of all, participation is free for businesses situated within a half-mile radius of HART’s rail alignment and construction areas.



HART

HONOLULU AUTHORITY for RAPID TRANSPORTATION



Aloha!

The Honolulu Authority for Rapid Transportation (HART) invites businesses within a half-mile of the rail project's construction areas to participate in a free business outreach program to attract customers. The program is called **Shop & Dine on the Line**, and it's similar to successful discount coupon programs in the marketplace.

To participate, just complete the form and HART will list your offer in our **Shop & Dine on the Line** brochure. Your offer will be distributed to thousands of potential customers online and through social media. HART's **Shop & Dine on the Line** offers will also be made available in printed form and distributed at key high-volume destinations islandwide. HART is also partnering with large retail outlets and the visitor and construction industries to distribute the offers. The program will continue to grow as HART continues construction throughout its 20-mile alignment.

Participation is easy, and free. Just send us your completed **Shop & Dine on the Line** discount offer form by:

- Email to info@HonoluluTransit.org (scan the document into a PDF file)
- Fax to (808) 768-5110
- Mail to HART Public Involvement Division, 1099 Alakea Street, Suite 1700, Honolulu, HI 96813

We have included some examples of offers below, and you can use your existing offers for this program as well. You will also have the opportunity to opt-in, change your offer, or opt-out of the program as needed.

Some examples of offers include:

- Percentage discounts: (Example: Get 10% off a regular priced item or an entire purchase)
- Buy-one-and-get-one free offers: (Example: Buy one plate lunch at regular price and get one of equal or lesser value free)
- Gift with purchase offers: (Example: Spend \$25 and get a \$5 gift certificate for a future purchase)
- Buy-one-and-get-one at a discounted rate: (Example: Buy one t-shirt at regular price and get one of equal or lesser value at 50% off)
- Quantity purchase discounts: (Example: Buy five music lessons and get one free)
- Complimentary service: (Example: Complimentary consultation for new customers)

You will also receive materials to highlight your participation in the program, including:

- **Shop & Dine on the Line** program kit with instructions on how to administer the program, offer update forms, and sales tracking forms
- **Shop & Dine on the Line** window posters to promote your participation in the program
- **Shop & Dine on the Line** counter cards to highlight and detail your offer to customers
- **Shop & Dine on the Line** brochures to distribute to customers

If you have any questions or need assistance in participating in the business outreach program, please call our **Shop & Dine on the Line** program manager, **Matt Derby**, at (808) 722-9422.

We look forward to hearing from you very soon!

Mahalo!

Jeanne Mariani-Belding
Director of Communications
Honolulu Authority for Rapid Transportation
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Cell: 808.489.2530





DISCOUNT & SPECIAL OFFER PROGRAM PARTICIPATION FORM

BUSINESS NAME			
CONTACT NAME & TITLE			
BUSINESS ADDRESS			
SHOPPING CENTER NAME (If Applicable)			
BUSINESS PHONE NUMBER		BUSINESS FAX NUMBER	
EMAIL ADDRESS			
WEBSITE ADDRESS			
BUSINESS CATEGORY (Check One)	<input type="checkbox"/> RETAIL/STORE <input type="checkbox"/> RESTAURANT <input type="checkbox"/> SERVICE <input type="checkbox"/> OTHER:		
DISCOUNT OFFER & DESCRIPTION			
OFFER DISCLAIMER			
OFFER VALID THROUGH DATE (Check One)	<input type="checkbox"/> JUNE 30, 2016 <input type="checkbox"/> DECEMBER 31, 2016		

By submitting this application, I hereby authorize my business' participation in the Honolulu Authority for Rapid Transportation's (HART) "Shop & Dine on the Line" electronic discount offer program (herein referred to as "offer program") that will be featured online on HART's website HonoluluTransit.org, social media outlets via Facebook and Twitter, HART's weekly eBlast newsletter, HART's alliance partner websites and their respective social media outlets, and in printed format distributed at various City and County of Honolulu Satellite City Halls and partner business locations (collectively, "HART's venues").

I understand that there is **no cost** to participate in this offer program that is administered by HART. I understand that businesses situated within a 1/2-mile radius of HART's current 20-mile elevated rail transit alignment are able to participate in the offer program. I understand that my business' participation is "at-will" in this offer program, and HART reserves the right to reject, cancel or remove any advertising from HART's venues for any reason at any time.

I acknowledge that my business is responsible for the information it submits, and the HART does not guarantee a number of responses or sales as a result of the offer program. The presence of any offer on any of HART's venues does not imply HART's endorsement of my business, or its products or services. HART reserves the right to reject any discount offer material it deems offensive or inappropriate.

By participating in this offer program, I agree to indemnify and hold harmless HART, the City and County of Honolulu, and their officers, directors, agents and employees of and from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of my business' participation in this offer program.

I hereby acknowledge that I am authorized to submit this application and provide the enclosed discount offer on behalf of my business for placement on HART's venues.

AUTHORIZED SIGNATURE		DATE	
PRINT NAME & TITLE			

Please return this form by way of:

- **EMAIL:** Fill out the form, scan a PDF the completed form, and email it to: info@HonoluluTransit.org
- **FAX:** Fill out the form and fax the form to: **(808) 768-5110**
- **MAIL:** Fill out the form and mail the form to: HART Public Involvement Division, 1099 Alakea Street, Suite 1700, Honolulu, HI 96813

For more information or assistance on filling out the participation form, please call our program manager at **(808) 722-9422**.

HART BUSINESS OUTREACH PROGRAMS

The Honolulu Authority for Rapid Transportation is committed to assisting businesses along the rail transit alignment and its construction areas through several outreach and marketing programs. If your establishment is interested in participating in HART's business outreach initiatives, please contact us to schedule a meeting. In addition, HART has secured a number of strategic partners and resources to help businesses with a variety of needs – everything from business plans and financial consultations to hands-on learning workshops to assist with building your business.

- **HART "OPEN FOR BUSINESS" AND ACCESS SIGNAGE PROGRAM**

HART offers businesses along the alignment outdoor signage assistance when visual access, parking or accessibility is affected by construction.

- **HART BUSINESS ALLIANCE PROGRAM**

Businesses along the alignment meet regularly with HART staff and receive email notices about construction activities and traffic updates. The program offers free workshops and promotional opportunities to assist you throughout the construction process. Sign up is easy, just email us at info@HonoluluTransit.org.

- **STRATEGIC PARTNERSHIPS & PROMOTIONAL EVENTS**

A number of promotional events are being planned for businesses in the Pearl City, Aiea and Waipahu communities. Special promotions and community events with strategic partners will be presented to encourage customers to patronize businesses along the alignment.

- **HART SMALL BUSINESS PROFILES ONLINE**

Businesses that participate in HART's **Shop & Dine on the Line** program will have the opportunity to be profiled in a monthly social media video featuring establishments along the alignment.

- **HART "SHOP & DINE ON THE LINE" ELECTRONIC OFFER PROGRAM**

Businesses along the alignment can join HART's **Shop & Dine on the Line** electronic offer program to attract additional customers during construction. This free program will place your establishment's special discounts in the hands of thousands of new customers islandwide.

- **HART "SHOP, DINE & SHUTTLE" PROGRAM**

HART's **Shop, Dine & Shuttle** program was recently launched for businesses along Kamehameha Hwy. in Aiea and Pearl City as a free circulator shuttle to connect area residents and shoppers from the Aloha Stadium Swap Meet with a dozen major shopping destinations in the community. This special one-day circulator service will be offered during select time periods throughout the year, and a similar service will launch in 2016 for businesses along Farrington Highway in Waipahu. HART's **Shop and Dine on the Line** discount brochure is provided to all shuttle riders. To learn more about the program, visit www.ShopDineAndShuttle.com.

- **STRATEGIC BUSINESS RESOURCES**

HART has secured a number of partnerships with local and national non-profit organizations that are committed to assisting businesses in need of business planning, financial analysis, marketing strategy, small business loan programs, and more. Some of HART's partners include the Mayor's Office on Economic Development, the Mink Center for Business & Leadership, Hawaii Small Business Development Center, U.S. Small Business Administration, and Chamber of Commerce Hawaii.

To learn more about these HART Business Outreach Programs, please contact us by calling our 24-hour Project Hotline at (808) 566-2299 or email info@HonoluluTransit.org.

CONNECT WITH US

STAY CONNECTED



HonoluluOnTheMove



Honolulu.Transit



@HNL_RTD

STAY IN TOUCH



For questions, comments or more information, speak with a representative by calling our 24-hour project hotline at (808) 566-2299



Email us your questions, comments or concerns at info@HonoluluTransit.org



Check for weekly traffic updates that affect your area by visiting the project website at www.HonoluluTransit.org

TELEVISION



Sundays at 10:00 p.m.
on `Olelo Channel 49

