

The Pacific Resource  
**PARTNERSHIP**



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**THE PACIFIC RESOURCE PARTNERSHIP LAUNCHES I MUA RAIL CAMPAIGN  
TO GIVE RAIL SUPPORTERS A VOICE, VENUE TO SHARE THEIR STORIES**

*\*\*The multi-media campaign focuses on the real-life benefits of Honolulu's Rail Transit project\*\**

Honolulu, HI (May 1, 2012) – The Pacific Resource Partnership today launched a multi-media campaign called I MUA RAIL to reinvigorate support for Honolulu's Rail Transit project and share some of the stories of the thousands of residents who believe in rail transit.

“Rail transit is more than just a convenient form of transportation. It's a project that will have real benefits for the people who live here – it'll create jobs, allow them to spend less time in their cars and more time with their families, and reduce air pollution and our dependence on foreign oil,” said Cindy McMillan, project manager for strategic initiatives for the Pacific Resource Partnership, a labor-management relations consortium representing the Hawaii Regional Council of Carpenters and its signatory contractors throughout Hawaii.

“Oahu voters approved rail twice – first in 2008 when the steel-on-steel charter was passed and then in 2010 when they voted for the formation of the Honolulu Authority for Rapid Transportation. I MUA RAIL was designed to remind everyone of why they supported rail transit and why it's good for our island.”

In addition to television and radio advertising, I MUA RAIL includes social media and online platforms that encourage supporters to voice their support for rail transit as well as how they feel the project will improve their lives and their communities. I MUA RAIL will also address concerns and questions residents have about the rail transit project.

“We've talked to more than 36,000 residents over the last few months and the vast majority of them support rail. But because many of them work full time and have kids or other family commitments, they can't show up for City Council meetings or community workshops to show their support. I MUA RAIL gives them a vehicle and a venue to do that,” added McMillan.

The rail transit project will create 10,000 jobs annually – 4,000 in construction and 6,000 in supporting sectors such as engineering, architecture, planning, retail, restaurants, and other service industries. After construction, thousands of workers will be needed for rail operations, maintenance and support services as well for the industries that will benefit from rail transit including retail, real estate and professional services.

The rail project will also help meet the critical demand for housing. According to projections, 100,000 more housing units will be needed over the next 40 years. Rail transit will help direct growth in a sustainable way that protects open space, limits suburban sprawl and keeps the country, country. With rail transit, there will also be fewer cars on the road, less congestion on highways and surface streets, reduced air pollution and less reliance on foreign oil.

Residents will benefit from rail on more personal levels as well. They'll be able to spend less time in their cars or give up their cars altogether, saving an estimated 20 percent of their income by not having to pay for gas, car payments, car repairs and car insurance.

“Rail transit offers real, tangible benefits for people,” said McMillan. “We want to move beyond the election rhetoric and focus on the story of rail transit and how it will make our lives better.”

To connect with I MUA RAIL and add your voice to the rail transit conversation, visit the website at [imuarail.com](http://imuarail.com), “like” it on Facebook at [facebook.com/imuarail](https://facebook.com/imuarail), follow the campaign on Twitter @imuarail, and join the rail conversation by using the hashtag #HIRail.

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#### **About The Pacific Resource Partnership**

PRP was formed in 1987 and serves as the critical link between Hawaii's top contractors and the largest construction union in the state, the 6,700-member Hawaii Regional Council of Carpenters. PRP is an advocate for unionized construction and an influential resource for management, bridging these traditional divides to successfully lead efforts that sustain the health of the building industry. PRP has used its position as a labor-management interface to strengthen Hawaii's economy and improve the quality of life for its residents.