

State of Waikiki

"Continuing to be Clean and Safe"

Provided to you by:
 WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION (WBIDA)

WBIDA Service Highlight: Merchant Connections

This month we are proud to highlight one of our WBIDA services for business merchants in the district.

Brandon Barbour, VP of Operations, explains the importance of this connection to Waikiki businesses: As the Aloha Ambassadors and Malama Waikiki Crew patrol the district each day, they share specific



Waikiki updates, safety notifications, and other information with businesses, so that they can stay informed. Store managers also share information with the WBIDA crews, which expands their knowledge so that our team is better informed when interacting with visitors. It's a win-win relationship.

During the pandemic, it has been important to maintain this connection by providing COVID-19 updates, sharing PPE provided in partnership with the City's Office of Economic Revitalization, and tracking open and closed businesses.

"When the Aloha Ambassadors stop by, it is always a pleasant and informative interaction. I would say we have developed a great relationship. They come in, say Aloha, and check on us. And they also take care of the tourists. When tourists have questions, I often direct them to the Aloha Ambassadors.

One time we had an issue with a person living on the sidewalk who came into our business. It was apparent this person needed help. [Aloha Ambassador] Jackie [Hammond] came by and connected this person with an Outreach Ambassador so that they could receive support. They do great work."

Sascha Kuhn, Lava Tube Hawaii



Mayor Blangiardi and Cabinet Members "Walk-About" in Waikiki

On a bright and early Monday morning, the Mayor, Managing Director, and Cabinet members participated in a walking tour of Waikiki, along with WBIDA staff and Board members. This was an opportunity to present information about the WBIDA and our services to the community, coupled with conversations with Waikiki businesses representing the hotel, restaurant, retail, and landowner segments.



Photos courtesy of Michael Formby

Information emphasized the WBIDA's positive impact to the district, including the items highlighted in the adjacent table. WBIDA crews work every day of the year, to provide continuity for a clean and safe Waikiki District, with emphasis on cleaning, disinfection, and safety. Monthly statistics for the month of April show the comparison from 2019 (pre-pandemic) to 2020 (start of pandemic) to 2021 (present day).

Reach out to us...
 If you have questions, please contact us at mail@waikikiibd.org.

Service Statistics, 2019 vs. 2020 vs. 2021

	2019	April 2020	2021
Infrastructure Cleaned	7,199	34,201	25,320
Trash Collected (# of bags)	1,833	655	1,374
Trash Collected (lbs)	27,495	9,825	20,610
Pressure Washing (sq ft)	236,271	145,321	252,527
Stickers, Graffiti Removed	504	151	424
Interactions Served	47,511	3,214	13,158
Bike Patrol (miles)	770	1,870	1,501
Sit-Lie Advisories	293	555	384
Private Property Assistance	27	308	341