



Anaheim Transportation Network  
Board of Directors Meeting Minutes  
Wednesday, September 28, 2016  
3:00 P.M. – 5:00 P.M.

Anaheim Regional Transportation Intermodal Center  
2<sup>nd</sup> Floor Conference Room  
2626 East Katella Avenue, Anaheim, CA 92806

ATN Board Members in Attendance:

Sarah Monks, Hilton Anaheim  
Bharat Patel, Castle Inn & Suites  
Ron Kim, Prospera Hotels  
Jay Burrell, Visit Anaheim  
Jerry Alder, GardenWalk  
Dan Lee, City of Anaheim  
Paul Sanford, The Anabella Hotel  
Merit Tully, The Honda Center  
Mark Ochoa, The Anaheim Marriott  
Carrie Nocella, Disney  
Fred Brown, Desert Palms Hotel & Suites

ATN Staff Present:

Diana Kotler, ATN  
Lita Aguilar, ATN  
DeAndre McCall, ATN  
Belinda Trani, ATN  
Cristina Montoya, ATN

ATN Legal Counsel:

Fred Whitaker, Cummins & White, LLP  
Todd Priest, CP&

Members of the Public Present:

Mark Gaughan, Genesee Group/First Transit  
Ric Teano, OCTA  
Steve Wilks, IBI Group  
Sue Zuhke, OCTA  
Linda Johnson, City of Anaheim  
Felicia Adams, First Transit  
Chris Tobin, Alliant  
Thaddeus Coleman, First Transit



ATN Board of Directors meeting called to order at 3:01 pm.

Executive Director welcomed ATN Board members and members of the public to the September ATN Board of Directors meeting.

Executive Director reported that there are no addition and/or deletions to the ATN Board of Directors agenda.

1. SPECIAL CALENDAR:

Presentation of Resolutions to:

Thaddeus Coleman                      Operator of the Month of August

Director Kotler shared with the Board how the Operator of the Month, Thaddeus, has been with us since February of 2016- and since his hire; he has been an outstanding employee. He's very quiet, very dependable, and a great example to everyone else. He has received the safety pin award, which is a prestigious honor.

CONSENT CALENDAR:

*Items 2-8 on the consent calendar will be acted on by one roll call vote unless members of the ATN Board of Directors, staff or the public request the item to be discussed and/or removed from the consent calendar for separate action:*

2. Receive and approve minutes of the ATN Board of Directors meeting held on Wednesday, August 24, 2016
3. Receive and file status report pertaining to the Anaheim Transportation Network operations -- ATN Focus Area Reports – August 2016
4. Receive and file ART Operating Reports:
  - a. Maintenance: Mileage & Road Call Reports for August 2016
  - b. Safety & Training: Safety & Security Report for August 2016
  - c. Contract Payment Adjustments: Contract Penalties Report for July 2016
5. Receive and file ATN membership report for August 2016
6. Receive and File July 2016 financial statements, and approve credit card payment for the period of September 2016
7. Receive and file customer service summary for August 2016



8. Receive and file sales report summary for August 2016

By motion, Sanford/Patel, Consent Calendar items 2-8 were passed by a single motion.

Yes: Alder, Monks, Kim, Burress, Lee, Tully, Ochoa, Nocella, Brown  
Noes: None  
Abstain: None

END OF CONSENT CALENDAR

## 9. OPERATIONAL REPORT:

ART Operational Update – Monthly report provided by First Transit, Inc.  
*Jan Strickland, General Manager*

Jan Strickland, the General Manager highlighted to the Board that the recruiting efforts are still ongoing, and labor union negotiations are in the final stages. Several safety-related initiatives are ongoing to continue to educate drivers on importance of safety. Chairman Sanford commented on how this was a great initiative. Jan Strickland also recognized how the support received from First Student, was helpful to service the marathon events this past month of August.

## ACTION CALENDAR:

10. Pursuant to the Request for Information (RFI # 2015-009) evaluation process, authorize staff to proceed into Best and Final Offer (BAFO) negotiations and upon completion of BAFO negotiation execute an agreement with Synchronatics Corporation for Real-Time Passenger Information Project.

Director Kotler explained that since November 2015, The Anaheim Transportation Network (ATN) has been developing a vision for the implementation of Mobility of Demand transportation concepts to enhance transportation experience for the patrons of the Anaheim Resort Transportation (ART) system.

The first initiative started in December 2015 when ATN released Request for Information (RFI) #2015-009 to solicit proposals to deploy a real-time passenger information signage program. RFI requested budget estimates for software development and hardware installation of real-time passenger information system at:

- Anaheim Convention Center Grand Plaza and Disneyland® Resort Main Transportation Center



- All ART bus stop locations
- ART operations/dispatch control center
- Video displays on ART buses with connectivity and interoperability for the entire ART fleet

The primary purpose of this solicitation was to obtain proposals from firms who could provide technical expertise for the development and implementation of real-time passenger information system, unify content presentation, streamline distribution of transit information, enhance passenger waiting areas, and establish a foundation for a single-point payment system for multi-modal mobile ticketing application. The RFI also sought integration with current system and utilization of GTFS to allow for 3<sup>rd</sup> party applications, real-time scheduling/programming of various facilities and transit trip planning for all available travel modes.

In response to the RFI, ATN received six (6) proposals. ATN invited to the interview four (4) firms -- Redmond Group, Syncromatics, Clever Devices, and TouchSource. Based on the interview process, a short list of firms was developed and included the Redmond Group and Syncromatics. Based on discussions between ATN, The Redmond Group and Syncromatics, staff recommendation is to enter into a contractual discussion with Syncromatics.

Syncromatics is a Los Angeles-based firm. Syncromatics was founded 10 years ago at USC, as a demonstration project for the USC campus transit system. A suite of easy-to-use tracking and dispatch tools were then used throughout colleges across the country and numerous small and mid-size municipal agencies. Recently, Syncromatics, added the City of Los Angeles Department of Transportation and LA Metro to their client list.

The second initiative was a submittal of a grant funding application request to the Federal Transit Administration (FTA) Mobility on Demand Program. ATN is awaiting FTA's decision. FTA plans to release a list of funded projects shortly.

It is the intent of the ATN to deploy real-time passenger information system in a phased approach. Phase I would include upgrade of the on-board AVL/GPS and WiFi systems to support communication between ART fleet and the signage system throughout The Anaheim Resort®. The following phase would include installation of signs at ART bus stop locations, Anaheim Convention Center Grand Plaza and an on-board InfoTainment System. The on-board InfoTainment system will provide a revenue source to support communication costs, such as cellular and wireless fees, as well as warranty and ongoing maintenance and operations. The final phase would include directional wayfinding real-time signage system at major transportation hubs in The Anaheim Resort.

While the ATN is working to further define project scope and secure necessary funding, agreement terms pertaining to intellectual property, phased implementation, and other general



parameters of the project have been agreed upon. Respective legal counsels approved the enclosed document, which includes non-monetary terms and conditions. Approval of the proposed agreement will allow the ATN to proceed with budgetary discussions. Once financial terms are settled, ATN Board of Directors will be able to review and approve these terms, prior to initialization.

Director Nocella inquired if project details have been discussed with the City of Anaheim to confirm bus stop locations and other permit-related matters. Executive Director replied that these discussions have not been initiated with the City, as the cost of installation may differ per location, depending on the infrastructure that is, or is not, available at the bus stops. Preliminary cost estimated were based on installation at the existing Resort bus shelters. Once these items are further defined, a final project budget and scope of work will be developed. Authorization of this agreement will allow staff to proceed into these discussions. Director Nocella further inquired if the total project budget is still around \$1.5 million. Executive Director confirmed this budgetary amount.

By motion, Sanford/Brown, the ATN Board of Directors authorize staff to proceed into Best and Final Offer (BAFO) negotiations and upon completion of BAFO negotiation execute an agreement with Synchronatics Corporation for Real-Time Passenger Information Project.

Yes: Alder, Monks, Kim, Burress, Lee, Tully, Ochoa, Nocella, Patel  
Noes: None  
Abstain: None

### BOARD WORKSHOP:

#### 11. ART 2035 – Capacity Building Study

Steve Wilks, with IBI Group, a selected planning consultant for the ATN’s Capacity Building Study, made a presentation to the ATN Board of Directors about the latest effort associated with this planning effort. Full presentation is attached.

Linda Johnson, with the City of Anaheim commented that the City of Anaheim is proceeding with the turn-over of Anaheim’s transportation initiative – Anaheim Rapid Connection (ARC) project to OCTA, as part of the county-wide effort to address transportation alternatives. ARC project will be incorporated with OCTA’s Harbor Corridor efforts as part of the OC Street Car initiative, which is currently funded in the City of Santa Ana with the proposed terminus in Westminster (corner of Harbor Boulevard and Westminster Avenue). Base on the recent Anaheim City Council vote of 3-2, council voted to authorize staff to submit all ARC-related documentation to OCTA. OCTA Board of Directors will take future action to accept City-initiated project with



OCTA's Harbor Corridor efforts. Project Development Meeting (PDM) should resume in November and ATN is present at these meetings.

Paul Sanford requested that the City of Anaheim continue its enforcement efforts towards unauthorized transportation providers in the Resort. Linda Johnson responded that the city's main goal is to make sure the Resort and the city operate as smoothly as possible. The city will continue to ensure that its strategies are focused on reduction smog causing pollutants and the traffic congestion. .

## 12. STATUS REPORTS:

- a. RFP # 2016-010 – ART Transportation Services
- b. ATN By-Laws Review

Director Kotler: we received four proposals on Monday. Committee meetings have been scheduled to review the proposals.

Director Kotler: stated that review of the by-laws has been completed. A conference call with the Executive Committee will be schedule to review recommended changes and forward a recommendation to the full Board in October and General Membership vote at the last meeting of the 2016 ATN Board of Directors on December 7, 2016.

*ATN Board of Directors Meeting Adjourned at 4:38 PM*

CLOSED SESSION: 1 ITEM

Conference with Legal Counsel – Anticipated Litigation

Significant exposure to litigation pursuant to Government Code Section 54956.9(b):

Contract Administrators: Diana Kotler, Todd Priest, Lita Aguilar and Chris Tobin

Reconvene ATN Board of Directors Meeting

Report from ATN Legal Counsel – No reportable action.

Next regular ATN Board of Directors and general membership meeting will take place at the Anaheim Regional Transportation Intermodal Center (ARTIC) 2<sup>nd</sup> Floor Conference Room 2626 East Katella Avenue, Anaheim, on Wednesday, October 26, 2016.