



**Anaheim Transportation Network  
Board of Directors Meeting Minutes**

Wednesday, July 25, 2012

**3:00 P.M. – 5:00 P.M.**

**Anaheim Convention Center  
Mezzanine Conference Room  
800 West Katella Avenue, Anaheim, CA 92802**

**Board members in attendance:**

**Fred Brown, Desert Palms Hotel  
Marcus Borman, Anaheim Marriott  
Todd Ament, Anaheim Chamber of Commerce  
Peter Houck, Anaheim GardenWalk  
Sven Grunder, Holiday Inn & Staybridge  
Tom Morton, City of Anaheim  
Bill O'Connell, BW Stovall Hotels  
Grant Dawdy, Walt Disney Company  
Paul Sanford, Anabella Hotel**

**ATN Staff Present:**

Diana Kotler, Anaheim Transportation Network  
Lita Aguilar, Anaheim Transportation Network

**Legal Counsel:**

Michael Houston, Cummins & White, LLP

**Ex-Officio Members:**

Robert Johnson, MV Transportation, Inc.  
Judie Smith, MV Transportation, Inc.

**ATN Members Present:**

Linda Johnson, City of Anaheim  
Curt Pringle, CPA  
Todd Priest, CPA  
Sue Zuhlke, OCTA

ATN meeting called to order at 3:10 p.m.

**SPECIAL CALENDAR**

Presentation of a Resolution to Leticia Olmos for the Anaheim Resort Transit Operator of the Month

**ADDITIONS/DELETIONS TO THE AGENDA -- NONE**

**PUBLIC COMMENTS -- NONE**

## **CONSENT CALENDAR**

*Items 1 –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:*

- 1. Receive and approve minutes of the ATN Board of Directors and General Membership meeting held on Wednesday, June 27, 2012**
- 2. Receive and file status report pertaining to the Anaheim Transportation Network operations**  
*ATN Focus Area Reports –June 30, 2012*
- 3. Receive and approve ART Operating Reports through June 30, 2012**
- 4. Receive and file ATN membership report**
- 5. Receive and close financial reports for the periods of May 31, 2012. File draft financial reports for the period of June 30, 2012**
- 6. Receive and file customer service summary for June 2012**
- 7. Receive and file sales report summary for June 2012**
- 8. Receive and file report pertaining to the built of the ATN bus order. Estimated delivery date of the initial buses is slated for end of September 2012**

By Motion (Sanford/Brown), the Board approved Consent Calendar

AYES: 9  
NOES: 0  
ABSTAIN: None

## **OPERATIONAL REPORT:**

- 9. ART operational update – monthly report provided by MV Transportation, Inc.**
- 10.**

Robert Johnson, General Manager, MV Transportation, Inc. highlighted MV's activities during the month of July 2012. Working to maintain driver availability for the peak ART services months. Will resume training initiatives after busy summer months. All requests for additional services, as well as increased demand for service provided.

## **BOARD WORKSHOPS:**

- 11. Upcoming Anaheim transportation initiatives. Anaheim Rapid Connection Project update.**  
*Presentation by the City of Anaheim*

Presentation by Linda Johnson, with the City of Anaheim, focused on the upcoming work efforts for the ARC Project. Ms. Johnson overviews current City of Anaheim efforts for the ARC alternative under review as well as provided project description and next steps. The proposed station locations for the BRT, StreetCar and Elevated alternatives were presented. Station design concepts for each alternative were discussed.

Alternatives under review include:

**Bus Rapid Transit (1,000 passengers per hour per direction)**

- 60+ capacity articulated buses
- Operated in exclusive lanes or shares lanes with other traffic
- 20 minute end-to-end peak period run time with signal priority where possible
- Enhanced curbside stations – either in-line (exclusive lane segments) or pull-out (shared lane segments)
- \$53 million estimated capital cost
- 

**Elevated Fixed-Guideway (2,000 passengers per hour per direction)**

- Fully grade-separated from roadway and pedestrian traffic
- 3 potential automated vehicle technology options, each capable of high-capacity service: rubber-tire, low speed magnetic levitation (maglev), monorail
- 100-200 passengers per train; can meet surge demand by operating at headways of as little as 2 minutes
- 10 minute end-to-end run time
- Center or side platforms with level boarding
- \$675 million estimated capital cost
- 

**Modern Streetcar (1,500 passengers per hour per direction)**

- 100-200 passengers per train
- Operates on track embedded in existing roadways and shares lanes with other traffic
- 18 minute end-to-end peak period run time with signal priority where possible
- Curbside or median stations
- \$334 million estimated capital cost

In addition to the operational alternatives, technology options were presented to the ATN Board of Directors. Project implementation schedule is as follows:

Fall 2012 – Complete the Alternatives Analysis /Select the Locally Preferred Alternative (LPA)  
Winter 2013 – Environmental Documents Complete  
2014 – Preliminary Engineering Begins  
2014 - 2018 – Final Design/Construction  
2018 – Construction Complete

## **ACTION CALENDAR:**

### **12. Approve a fare increase for the Anaheim Resort Transportation (ART) adult and child passes effective October 1, 2012 and associated Title VI Equity Analysis Report. *Public Hearing Conducted on May 23, 2012 and June 27, 2012***

Staff presented information for Board's approval of the proposed fare increase for adult and child passes and described the revenue sharing program that would allow member properties the opportunity to offset annual contributions by sharing in the revenue generated from the fare increase in the adult passes. Revenue from child passes and from the TVM sales at Disneyland and the Amtrak Metrolink Station would be retained by ATN. Offset revenue would be rebated to GardenWalk annually since tickets are not sold directly at that location.

Staff noted that 87% of survey respondents felt that the current fare price was a good value, and that even with the fare increase, the price of taking ART for a family of four is still a better value than parking at Disneyland.

Staff noted that 2700 public notices were mailed, collateral materials in buses and ATN website, and a notice was posted in the local newspaper. A public workshop was held by the ATN on June 12, 2012. Two individuals attended the workshop.

In addition, staff presented information on the Equity analysis report to document ART's Title VI impact analysis for the fare increase scheduled to become effective October 1, 2012. The fare increase is estimated to generate an additional \$625,000 in fare revenue in Fiscal Year 2012/2013, which is needed to offset increasing operational costs. ATN has not increased fares in over seven years, while operating costs have steadily increased. ATN is facing increasing maintenance and fuel costs, as well as unexpected facility relocation costs. Because ATN's operating subsidy comes in the form of local assessments which cannot be increased, a fare increase is a better alternative to service reductions.

Staff also informed the Board that, although, a fare increase is needed at this time, ATN recently provided other service enhancements that help mitigate impacts on minority and low-income populations. ATN expanded service to Santa Ana and to Buena Park in an attempt to provide service to employees working within the Anaheim Resort™. This new commuter service was also accompanied by new fare media in the form of 15-day and 30-day passes, so that cost of commuting on ART would be comparable to using Orange County Transportation Authority (OCTA). These service changes were analyzed under Title IV in a report titled "Impacts to ART Service Expansion Routes 18 and 19".

ATN is proposing to increase fares for adult/child 1-day, 3-day and 5-day passes. Fares have not increased for adult passes since 2005 and fares for child passes have not increased since they were first introduced in 2008. Although the ATN service area is predominately minority (72.96%), and all ATN routes are within low-income residential areas, the majority of riders surveyed do not feel that the existing fare price is too expensive. Additionally, when compared to parking at the area's major attraction, ATN's transit service is a better value for a family for four.

The final results of the Equity Analysis indicated that, although there is no indication that Title VI populations are disproportionately impacted by the fare increase, ATN has taken several measures as

part of the overall 2012 service change plan to mitigate impacts on low-income and minority populations, including expanding service to Buena Park and Santa Ana and the introduction of the 15-day and 30-day adult/child passes. Additionally, in 2011, ATN introduced a reduced fare pass for seniors and the disabled. ATN is also improving access to regional transit service through fare-transfer agreements with OCTA and Metrolink. OCTA is the regional transit provider and offers parallel service to ATN routes and can be used as an alternative. For commuters, however, the 15-day and 30-day passes are comparable to OCTA fare prices and offer significant savings when compared to the 1-day, 3-day or 5-day passes.

Because no disparate impacts were found and mitigation measures are included as part service change, and alternatives are available, no other action is necessary to implement this proposal.

By Motion (Sanford/Brown), the Board approved a fare increase for the Anaheim Resort Transportation (ART) adult and child passes effective October 1, 2012 and associated Title VI Equity Analysis Report

AYES: 9  
NOES: 0  
ABSTAIN: None

**13. Approve Fiscal Year 2012-13 Anaheim Transportation Network Operating Budget.** *Continued from April 25, 2012 and May 23, 2012 Board of Directors meetings. Information will be provided at the Board Meeting*

Pending approval of the fare increase, the ATN Operating Budget for FY 2012/13 was developed. The presented budget included increase in the ATN revenues as a result of the Fare Increase and adjustment to the operating expenses in anticipation of the ATN assuming maintenance responsibilities for ART Anaheim Base operations. The proposed budget estimated excess revenue for FY 2012/13 year end of approximately \$420,000. \$240,000 will be accrued toward ATN operational reserves with the remaining funds used for ongoing operations. All ATN grant income sources were itemized and associated expenses presented to the Board.

ATN staff also extrapolated budget projects for the next five years –through anticipated deployment of ARC service. Budgetary projection beyond 2018 planning period would be preliminary at this point in time.

By Motion (Sanford/Morton), the Board approved Anaheim Transportation Network Operating Budget for FY 2012/13.

AYES: 9  
NOES: 0  
ABSTAIN: None

**14. Approve Anaheim Transportation Network’s plans associated with the Title VI of the Civil Rights Act of 1964 compliance to fulfill this basic civil rights mandate as directed by the United States Department of Justice**

- a. Title VI Plan**
- b. Public Participation Plan; and**
- c. Complementary Transportation Plan**

The ATN, as a recipient of federal funds is required to prepare a Title VI report. Title VI of the Civil Rights Act of 1964 provides that “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.” To fulfill this basic civil rights mandate, each federal agency that provides financial assistance for any program is authorized and directed by the United States Department of Justice to apply provisions of Title VI to each program by issuing generally applicable rules, regulations, or requirements.

The purpose of this report is to document the practices and operations of the Anaheim Transportation Network (ATN) for compliance with Title VI. Its intent is to document the steps to be taken to ensure that, for all programs and activities supported by federal financial assistance, that the ATN provides services without excluding or discriminating on the grounds of race, color or nationality, or creating additional barriers to the use of the ATN transit system.

This report was prepared in accordance with FTA Circular 4702.1 issued May 26, 1988 and FTA Circular 4702.1A issued May 17, 2007. There are five main sections to this report:

**SECTION 1: GENERAL REPORTING** addresses the general reporting requirements that apply to all recipients of federal funds. These requirements include procedures for filing civil rights complaints; a list of Title VI investigations, complaints, and lawsuits; plans for providing meaningful access to persons with limited English proficiency; notification regarding protection under Title VI; distribution of information and outreach to ensure meaningful access to programs and services by involving customers and the general public in the decision-making process.

**SECTION 2: DEMOGRAPHICS & SERVICE PROFILE MAPS** presents several maps that illustrate those spatial relationships of minority areas in the context of the programs and services that ATN provides.

**SECTION 3: SERVICE STANDARDS & POLICIES** describes the service policies and standards under which ATN operates to ensure high-quality and safe levels of service to the public.

**SECTION 4: SERVICE CHANGES** discusses the service change process and describes major service changes.

**SECTION 5: SERVICE MONITORING** evaluates the extent to which ATN has met its service standards and the levels of service provided to the various communities served by ATN.

In addition to the Title VI report, the ATN must also prepare Complementary Paratransit Plan, which provides fixed route public transportation services within the greater Anaheim Resort® area. ATN receive federal transportation funding (Federal Transit Administration Section 5307) to support its

transit operations. All fixed route services are operated by the ATN, a private non-profit transportation service provider.

The requirements of the ADA state that paratransit service must be “comparable” to the fixed route service levels and availability. As defined further in regulatory guidance issued by the Department of Transportation, six service criteria are used to evaluate paratransit service’s compatibility to the fixed route.

The final report presented for the ATN Board of Director’s approval was Public Participation Plan. The purpose of this Public Participation Plan (PPP) is to establish procedures that allow for, encourage, and monitor participation of all citizens in the Anaheim Transportation Network (ATN) service area, including but not limited to low income and minority individuals, and those with Limited English Proficiency (LEP).

While traditional means of soliciting public involvement may not reach such individuals, or might not allow for meaningful avenues of input, the intent of the Public Participation Plan is to take reasonable actions to provide opportunities for historically under-served populations to participate in the matters related to the Anaheim Transportation Network (ATN) and to the ATN’s service -- Anaheim Resort Transportation (ART) system.

By Motion (Sanford/Morton), the Board approved Approve Anaheim Transportation Network’s plans associated with the Title VI of the Civil Rights Act of 1964 compliance to fulfill this basic civil rights mandate as directed by the United States Department of Justice:

AYES: 9  
NOES: 0  
ABSTAIN: None

**15. Other Business – Transportation Demand Management Mitigation Measure and Plans for mandatory properties**

Staff asked for Board member cooperation with the compliance with the TDM mitigation measures and preparation of the trip reduction plans.

**CLOSED SESSION:**

**Conference with real property negotiator Executive Director Diana Kotler, pursuant to Government Code Section 54956.8, concerning potential terms and conditions of acquisition and/or disposition of the property identified below:**

Property Location: 1354 South Anaheim Boulevard, Anaheim, California 92805  
Owner/Negotiating Party: Walter J. Furie and Gladys Furie c/o Farmers & Merchants Bank Trust

**Conference with Legal Counsel -- Initiation of litigation pursuant to Govt. Code § 54956.9(c): (1 case)**

Adjourn Closed Session. ATN legal counsel, Mr. Houston, made a report. No action to report.

*Adjourn ATN June 27, 2012 ATN Board of Directors Meeting.*

Next regular ATN Board of Directors meeting will take place at the Anaheim Convention Center Room 206, 800 West Katella Avenue, Anaheim, on Wednesday, September 26, 2012.

**ADJOURN ATN BOARD OF DIRECTORS MEETING AT 5:15 PM**