



**Anaheim Transportation Network  
Board of Directors Meeting Minutes  
Wednesday, May 23, 2012  
3:00 P.M. – 5:00 P.M.**

**Anaheim Convention Center  
Room 206  
800 West Katella Avenue, Anaheim, CA 92802**

**Board members in attendance:**

Marcus Borman, Anaheim Marriott  
Fred Brown, Desert Palms Hotel  
Grant Dawdy, Disney  
Ann Gallagher, AOCVCB  
Sven Grunder, Holiday Inn & Staybridge  
Peter Houck, Garden Walk  
Jeff Morse, DoubleTree Guest Suites  
Tom Morton, City of Anaheim  
Bill O'Connell, BW Stovall Hotels  
Shaun Robinson, Hilton Anaheim  
Paul Sanford, Annabella Hotel

**ATN Staff Present:**

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

**Legal Counsel:**

Michael Houston, Cummins & White, LLP

**Ex-Officio Members:**

Robert Johnson, MV Transportation, Inc.

**ATN Members Present:**

Jamie Lai, City of Anaheim  
Sue Zuhlke, OCTA  
Charles Lantz, Yellow Cab  
Rick Ross, Sheraton Garden Grove  
Nia Cross, Anaheim Resort RV Park  
Sam Lad, Ramada

**Members of the Public Present:**

Bruce Behncke, TMD  
China Dungfelder, TMD  
Elisa Borjas, MV  
Alex Recendez, MV

**SPECIAL CALENDAR**

1. Introduction of the ATN new legal counsel – Michael Houston with Cummins & White, LLP

Staff introduced ATN’s new legal counsel.

2. Presentation of a Resolution of Appreciation to Elisa Borjas Anaheim Resort Transit Operator of the Month and Alex Recendez Anaheim Resort Transit Employee of the Quarter

Staff presented two Resolutions of Appreciation to Elisa Borjas and Alex Recendez, ART Operators, for their quality service.

Call To Order: ATN Board of Directors meeting called to order at 3:05 pm

**PUBLIC HEARING:**

Staff presented 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. A question was raised from the public regarding whether a family of four is the average family size. Staff responded that the family sized used is within the norm and added that children under two years of age also travel free on ART.

Staff noted that 2500 – 2700 public notices were mailed, and a notice was posted in the local newspaper.

By Motion (Sanford/Borman), the Board moved to the close of the public hearing.

AYES: 11  
NOES: 0  
ABSTAIN: None

*Reports:*

*All agenda items and reports were available for review at the Anaheim Transportation Network office. Any writings or documents provided to a majority of Anaheim Transportation Network Board Members regarding any items of this agenda (other than writings legally exempt from public disclosure) will be made available at the Anaheim Transportation Network, located at 1280 South Anaheim Blvd., Anaheim, CA 92805 during regular business hours.*

Additions/Deletions to the Agenda – Staff informed the Board that there were no additions or deletion from the agenda

Public Comments:       None

Consent Calendar:

*Items 1 – 5 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, April 25, 2012
2. Receive and file status report pertaining to the Anaheim Transportation Network operations  
*ATN Focus Area Reports – April 31, 2012*
3. Receive and approve ART Operating Reports through April 31, 2012
4. Receive and file ATN membership report
5. Receive and close financial reports for the periods of March 31, 2012. File draft financial reports for the period of April 30, 2012

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

AYES:           10  
NOES:           0  
ABSTAIN:       None

END OF CONSENT CALENDAR

Report:

6. ART operational update – monthly report provided by MV Transportation, Inc.

Robert Johnson, General Manager, MV Transportation, Inc. highlighted MV's activities including the Summer Safety Training taking place on June . Board member Morton asked whether additional vehicles would be needed because of the Cars Land opening. He responded that no conversations with Disney had taken place. Mr. Johnson described the Cars Land schedule.

## BOARD WORKSHOPS:

### **7. Anaheim Transportation Network Restructuring Study Update – *Presentation by Transportation Management and Design (TMD)***

Bruce Behncke and China Dungfelder of TMD presented the Restructuring Study, a document designed to evaluate the existing and future operating environment for ART for the purposes of developing guiding principles for decision-making purposes. It was noted that it is important to be able to plan for the future especially when making budgetary decisions that impact revenue flow, fleet size and maintenance/storage facilities.

Mr. Behncke provided an overview of the existing service, including ridership and the farebox recovery rates for each ART route. He noted that the majority of routes have a positive farebox recovery rate except for routes 14, 15, 16 and that such a high recovery rate is unusual for transit agencies.

The remainder of the discussion surrounded the future operating scenario once ARTIC and ARC were built. The Restructuring Study includes recommended service changes to eliminate ART routes that duplicate the ARC service. The Board discussed the assumption that transit users would walk ¼ mile to an ARC station and some indicated concerns that ¼ mile may exceed walking expectations because of ART passenger demographics, travel with children, elderly and luggage.

Another issue discussed was how elimination of the existing routes would impact ART's operating budget, both through the decrease of service hours as well as corresponding reduction in fare revenue. Also discussed, was the scenario of future financial contributions by ART participants who would no longer fully utilize ART service.

The Board members requested that the City of Anaheim present ARC at a future meeting and outline the overarching goals of the project. Jamie Lai, City of Anaheim agreed. Staff also agreed to designate a small group meetings to continue these discussions.

### **8. Proposed Anaheim Transportation Network Fiscal Year 2012/13 Operating Budget – *Continued from April 25, 2012 meeting***

As requested by the ATN Board of Directors, staff presented a 5-Year Operating Budget projection. The projection assumed approval of the fare increase, 2% increase in revenue, and between 2% - 5% increase in expenses depending upon the expense line item. The projections include three scenarios; 1) operations as they are currently structured, 2) maintenance provided in-house, 3) discontinuation of Route 17 (Toy Story) and in-house maintenance.

The Board discussed the possibility of bring maintenance in-house and directed staff to prepare a more detailed cost analysis.

## CALENDAR:

- 9. Authorize staff to submit a grant application to the Mobile Source Air Pollution Reduction Review Committee for the Major Event Centers Grant Program in the amount of \$36,000 to provide 540 hours of additional service for 90 special events**

Staff requested approval to submit a grant application to the MSRC to provide funding for transit service to special events. The Board had questions about whether \$36,000 was enough money considering special events tend to go long and the service hours might need to be extended.

By Motion (Sanford/Houck), the Board authorized submittal of grant application.

AYES: 10  
NOES: 0  
ABSTAIN: None

#### **10. Adjourn ATN Board of Directors Meeting**

ATN Regular Board of Directors meeting adjourned at 5:25 p.m.

##### **Session:**

##### **Conference with Legal Counsel – Anticipated Litigation**

##### **Significant exposure to litigation pursuant to Government Code Section 54956.9(b): (1 matter)**

The ATN Board of Directors convened Closed Session portion of the meeting. One item was discussed during Closed Session.

##### *Adjourn Closed Session*

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

*Adjourn ATN May 23, 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, June 27, 2012.

All agenda items and back-up materials are available for review at the ATN Office and on the ATN website at [.rideart.](http://rideart.org)