

## Anaheim Resort Transportation

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**DATE:** MAY 24, 2017  
**TO:** ATN BOARD OF DIRECTORS  
**FROM:** DIANA KOTLER, EXECUTIVE DIRECTOR  
**RE:** AGENDA ITEM #2

**RECOMMENDATION:**

Receive and approve minutes of the ATN Board of Directors meeting held on Wednesday, MARCH 22, 2017

**DISCUSSION:**

Enclosed are minutes of the ATN Board of Directors meeting held on Wednesday, MARCH 22, 2017



Anaheim Transportation Network  
Board of Directors Meeting Minutes  
Wednesday, March 22, 2017  
3:00 P.M. – 5:00 P.M.  
ARTIC  
2626 E. Katella Ave.  
Anaheim, CA 92806

ATN Board Members in Attendance:

Bharat Patel, Castle Inn & Suites  
Bill O'Connell, Stovall's Hotels  
Dan Lee, City of Anaheim  
Jerry Alder, Anaheim GardenWalk  
Merit Tully, Honda Center  
Paul Sanford, Anabella Hotel  
Ron Kim, Prospera Hotels  
Jeffrey Runsten, Hilton Anaheim  
Carrie Nocella, The Walt Disney Company

ATN Staff Present:

Diana Kotler  
Belinda Trani  
Maleeka Hajj  
Claire Hinkle  
Paula Eberhardt

ATN Legal Counsel:

Eric Willens, Cummins & White, LLP  
Todd Priest, Curt, Pringle & Associates

Members of the Public Present:

Ric Teano, OCTA  
Sue Zuhke, OCTA  
Robb Howell, TransDev  
Mike Weisz, TransDev  
Joseph Wesh, TransDev  
Garry Steele, TransDev  
Linda Johnson, City of Anaheim

# Anaheim Resort Transportation

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CALL TO ORDER – 3:08 PM

*Anaheim Transportation Network Board of Directors Meeting*

WELCOME & INTRODUCTIONS

ADDITIONS/DELETIONS TO THE AGENDA -- NONE

PUBLIC COMMENTS -- NONE

## SPECIAL CALENDAR:

### 1. Presentation of Resolutions to:

Lawrence Chua	Operator of the Month (January 2017)
Nikko Watson	Operator of the Month (February 2017)

Director Kotler announced to the Board of Directors the Operators for the month of January and February outlining each employee's contributions to ART to earn this recognition.

### 2. Appoint Darren Munoz with Anaheim Marriott to the ATN Board of Directors

Director Kotler explained that a vacancy exists on the board due to departure of Gil Rayes from the ATN Board of Directors. New appointment of Darren Munoz, representing Anaheim Marriott is recommended.

By motion, Sanford/Nocella, Director Darren Munoz was appointed to the ATN Board of Directors.

Yeas:	Patel, O'Connell, Alder, Lee, Tully, Kim, Runsten
Noes:	None
Abstain:	None

## CONSENT CALENDAR:

Items 3-8 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:

3. Receive and approve minutes of the ATN Board of Directors meeting held on Wednesday, January 25, 2017
4. Receive and file status report pertaining to the Anaheim Transportation Network operations -- ATN Focus Area Reports – January and February 2017
5. Receive and file ART Operating Reports for December 2016, January and February 2017:
  - a. Maintenance: Mileage & Road Call Reports
  - b. Safety & Training: Safety & Security Report for
6. Receive and file ATN membership report for January and February 2017
7. Receive and file financial statements for the period of October 2016 through December 2016. Approve credit card payments for the period of January and February 2017



8. Receive and file sales report summary for January and February 2017

By motion, Sanford/Kim, Consent Calendar items 3-8 were passed by a single motion

Yeas: Patel, O'Connell, Alder, Lee, Tully, Nocella, Runsten  
Noes: None  
Abstain: None

#### OPERATIONAL REPORT:

3. ART Operational Update – monthly report provided by TransDev Transit Services, Inc.  
*Michael Weisz, General Manager*

Diana Kotler introduced Michael Weisz, General Manager of Trans Dev to give the monthly operational update. He reported that hired 88 drivers to date, 34 drivers completed training and 29 are going through behind the wheel training. Referral bonus has been very successful as well as sourcing on Craig's list and Indeed. (planning to hire 160 full time positions).

#### PUBLIC HEARING:

10. Public hearing to receive and accept comments for:
  - a. Expansion of Anaheim Resort Transportation (ART) Service – Route 23 CtrCity/ARTIC Line; and
  - b. Title VI Equity Analysis pertaining to the proposed ART Service Expansion

Chairman Sanford opened the Public Hearing to consider expansion of Anaheim Resort Transportation (ART) Service – Route 23 CtrCity/ARTIC Line and invited ATN Executive Director Diana Kotler to present the staff report .

Discussion began back in 2016 for the CtrCity Line from ARTIC to Downtown Anaheim. ATN Board of Directors approved ATN staff to execute agreements, there is no public hearing required to add in a new partner in Costa Mesa The LAB. Brand new route 23 will operate from ARTIC to employment and event centers including service on Game Days from Downtown to ARTIC. This is a community based circulator which operates primary Monday – Friday to meet 8:00AM trains and 9:00PM return trains. We are meeting strict requirements for OCTA and will have 12 stops, the route is over 4 miles 20 minutes one way. We will use two buses, it will cost \$220,000.00 to purchase an additional bus. Service to begin summer 2017.

# Anaheim Resort Transportation

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The City of Anaheim service – ARTIC/CtrCity Line – represents addition of a new Anaheim Resort Transportation route. The ATN, in partnership with the City of Anaheim, will create a new public transit service to provide a one-seat service option between ARTIC and CtrCity Anaheim.

The proposed new route will allow residents and employees in Downtown CtrCity Anaheim to reach ARTIC, either to commute to jobs via rail outside of the city or to other points of interest near ARTIC, such as Angel Stadium of Anaheim or the Honda Center and allow residents in The Platinum Triangle™ and rail commuters to reach CtrCity Anaheim.

The proposed new ART route will operate from Monday through Friday during morning and afternoon commute hours and on weekends for all home Major League Baseball (MLB) and National Hockey League (NHL) games. The new ART service route will originate at ARTIC with 11 stops. The route is approximately 4.25 miles in length with a commute time of 20 minutes between ARTIC and CtrCity Anaheim.



1. ARTIC
2. State College Boulevard/Katella Avenue
3. Vermont Avenue/Olive Street
4. Anaheim Boulevard/Vermont Avenue
5. Anaheim Boulevard/South Street
6. Anaheim Boulevard/Santa Ana Street
7. Center Street Promenade at CtrCity
8. Anaheim Boulevard/Santa Ana Street
9. Anaheim Boulevard/South Street
10. State College Boulevard/Katella Avenue
11. ARTIC

Total cost to implement the proposed ARTIC/CtrCity Line is \$1,285,309:

Capital Costs	\$220,000 to acquire a 32-passenger bus and real-time passenger information signage
Operations & Maintenance	1,065,309 toward for seven years

The proposed service will combine local and regional resources by connecting CtrCity with rail services at ARTIC. The service will specifically serve passengers from (8) eight trains arriving every morning and nine trains (9) departing in the evening hours. In addition to the daily service, the



circulator will provide evening service on Fridays and Saturdays to/from sporting and other entertainment events at the Honda Center and Angel Stadium. Rail commuters will receive a free transfer to ART service. Through the existing inter-agency fare transfer agreements, ATN will invoice Southern California Regional Rail Authority (SCRRA) and OCTA, at a rate of \$2.00 per trip, for all Metrolink and Amtrak transfers. All other passengers will pay regular ART fares.

Funding for both services would be available for seven (7) years through FY2024. Certain ridership and other service benchmarks will need to be achieved to guarantee funding for the entire seven-year term.

Director Kotler reported that in addition to the review of operational methodology for the proposed service expansion, ATN is required to conduct Title VI analysis in compliance with Federal Transit Administration (FTA) Circular 4702.1A -- Title VI of the Civil Rights Acts of 1964 to evaluate and determine whether proposed changes have a discriminatory impact on the minority and low income populations.

The ATN evaluated expansion of its current in conjunction with the addition of new Route 23 – CtrCity/ARTIC Line – that will provide connecting service between downtown Anaheim’s civic and residential land uses and Platinum Triangle’s residential, sporting/event venues and transportation facilities, including Anaheim Regional Transportation Intermodal Center (ARTIC). The proposed Route 23 – CtrCity/ARTIC Line – will operate on a fixed route connecting these distinct areas of the City of Anaheim.

New ART service will operate on a fixed schedule coordinated with the train arrivals and departures at ARTIC. In addition, CtrCity/ARTIC Line service will accommodate connectivity with Amtrak rail schedules and events at the Honda Center and Angel Stadium of Anaheim. Route 23 – CtrCity/ARTIC Line will operate through eight (8) census tracts. The Route will operate through three (3) minority and low-income tracts. Over 37 percent of served population is considered minority and low-income.

ATN service area consists of areas within the City of Anaheim, specifically The Anaheim Resort®, Platinum Triangle™ and downtown Anaheim. Within ART service area 72.9 percent of the residents represent low income and/or minority population. Exhibits 1 and 2 show a close of the alignment of the new Route 23 and highlights the census tracts considered minority and low income census tracts. Based on the information presented in this Title VI analysis, ATN new Route 23 – CtrCity/ARTIC Line – will have no disproportionate and/or desperate impact on low income or minority populations.

Although ATN has determined that minority and/or low-income riders will not be disproportionality impacted, following the procedures in FTA Circular 4702.1B, Chapter IV, Section



7(b), this section analyzes alternative transportation options available to individuals who could be affected by the service expansion.

## 1. Other Transportation Providers

ATN service operates within the service area of and Orange County Transportation Authority (OCTA). Both agencies share information in collateral and web-based materials to inform the traveling public about availability of transportation alternatives.

## 2. Fare Transfer Agreements

ATN has several fare transfer agreements with OCTA and rail operators to extend the reach and availability of public transportation options:

ATN/OCTA inter-agency fare agreement -- allows OCTA pass holders to ride on ART buses, and vice versa with payment of additional fare and/or transfer. This agreement is valid on all Core ART service routes throughout The Anaheim Resort® and Platinum Triangle™. New ART route will be included to the interagency agreement between ATN and OCTA.

Amtrak intercity rail service – free transfer, with a valid rail pass, between Amtrak and ART.

Southern California Regional Rail Authority, (SCRRA/Metrolink) interagency transfer agreement -- free transfers between Metrolink's commuter rail trains and ART services.

These fare transfer agreements help provide a more cohesive and seamless transit system for all Orange County's public transit users. In conclusion, Director Kotler reported that the expanding service to increase availability of public transit options and access by the minority and low-income populations within ART service area. Based on census data, ATN's service area has an average minority population of 72.96 percent, and over 73 percent of ATN routes are considered minority routes.

Chairman Sanford asked if there were any more comments or questions regarding the staff report. Chairman Sanford opened the floor to receive public comments, seeing none, Public Hearing was closed at 3:19 PM



## BOARD WORKSHOP:

Director Kotler invited representative from OCTA, Eric Carlson with Transit and Non-Motorized Planning and Project Manager for Harbor Corridor Study to make a presentation and provide an update to the ATN Board of Directors regarding study process. Eric Carlson's presentation is attached.

Director Kotler asked in recent policy changes and direction of the Administration in Washington DC had any impacts on future funding opportunities for this effort. Eric Carlson replied that recent meeting with FTA officials indicate that the project is on track to receive funding for and for future development and consideration efforts. Director O'Connell inquired how ATN could assist with this project. Eric Carlson replied that ATN is participating in the PDM meetings and is providing input. Director O'Connell stated that this is a timely and worthy project and ATN supports transportation investments for the Anaheim Resort.

## ACTION CALENDAR:

Director Kotler reported that since ATN formation in 1995 as part of the Anaheim Resort Specific Plan requirements to improve traffic mitigation and air quality in The Anaheim Resort®, ATN and ART continued in its efforts to support transportation for the Anaheim Resort. Its founding members included, Disneyland® Resort, City of Anaheim, Anaheim Chamber of Commerce, Visit Anaheim (formerly Anaheim/Orange County Visitor and Convention Bureau), Anabella Hotel, Candy Cane Inn, Taormina Industries, Kaiser Permanente, and Caltrans, with OCTA as an ex-officio member. From 1995 until 2002, community based organizational efforts resulted in the formation ATN's primary service – Anaheim Resort Transportation. On Memorial Day Weekend of 2002, ART hit the streets with eight routes, ten electric buses owned by ATN and 15 buses owned and operated by a contractor.

In fifteen years since its inception, ART, under the leadership of its Board of Directors, established itself as a vital resource and community asset. And as the Anaheim Resort® continues to redefine its image, so does ART. With the primary vision to serve local transportation needs, ART is the "vehicle" for moving over millions of guests, residents and employees for years to come.

This Memorial Day Weekend, ART will turn 15 years old and Director Kotler requested permission to begin celebration of its Crystal Anniversary. A six-month promotional campaign will begin this Memorial Day Weekend:

- 15¢ Fridays for SoCal Residents
- Free ART Service for SoCal residents during Memorial Day, 4<sup>th</sup> of July, Labor Day weekends



- Promotion will begin on May 26 through November 30, 2017
- Funds raised will benefit a local charity
- Staffs' charity choice is the Caterina's Club

To ensure that ATN is in full compliance with federal requirements, ATN's legal counsel reviewed FTA Circular 4702.1B, which covers Title VI requirements.

By motion, Sanford/Kim, Consent Calendar items 3-8 were passed by a single motion

Yeas: Patel, O'Connell, Alder, Lee, Tully, Nocella, Runsten

Noes: None

Abstain: None

Adjourn Regular ATN Board of Directors Meeting at 4:09 pm. for Closed Session.

13. Personnel Matter – Public Employee Performance Evaluation pursuant to Govt. Code § 5457(b)(1) Title: Executive Director

Reconvened ATN Board of Directors Meeting at 4:27 pm. No items to report from ATN Legal Counsel

Adjourn ATN Board of Directors Meeting at 4:30 pm.

Next regular ATN Board of Directors meeting will take place at the Anaheim Regional Transportation Intermodal Center (ARTIC) 2nd Floor Conference Room 2626 East Katella Avenue, Anaheim, on Wednesday, May 24, 2017.



Board Workshop

**BOARD WORKSHOP:**

Central Harbor Boulevard Corridor Study Project Development Update  
*Presentation by Orange County Transportation Authority – Eric Carlson, Project Manager*



Board Workshop

Central Harbor Boulevard Transit Corridor Study Update

**STUDY PHASES AND SCHEDULE**

- Purpose and Need: August 2015-December 2016
- Outreach 1: February-April 2016
- Alternatives Development: February 2016-April 2017
- Outreach 2: February-April 2017
- Alternatives Evaluation: April-May 2017
- Draft Final Report: July 2017

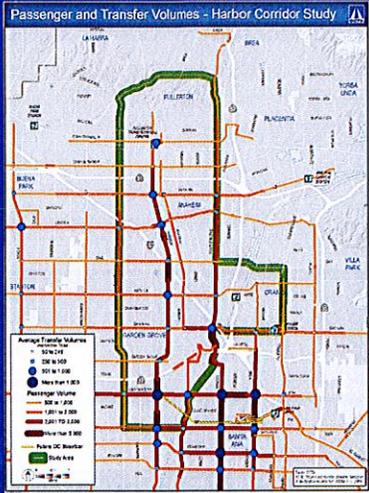
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## Central Harbor Boulevard Transit Corridor Study Update

### MOBILITY NEEDS

- Highest transit usage
- Commute focused trips
- 27 Million Annual Visitors
- Population and employment densities well exceed county averages
- More development planned
- Central north-south transit spine



Passenger and Transfer Volumes - Harbor Corridor Study

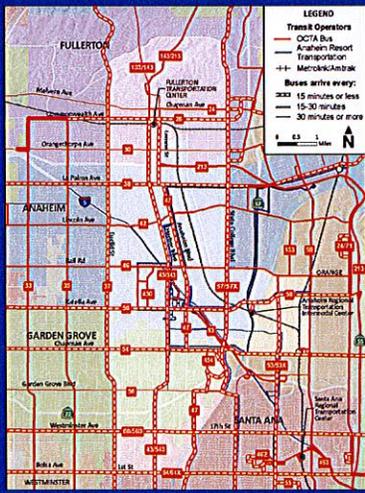
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## Central Harbor Boulevard Transit Corridor Study Update

### EVALUATION CRITERIA RECOMMENDATION

- Transit Performance
- Land Use
- Connectivity
- Corridor Constraints
- Mode Choices/User Experience
- Cost-Effectiveness
- Community Support



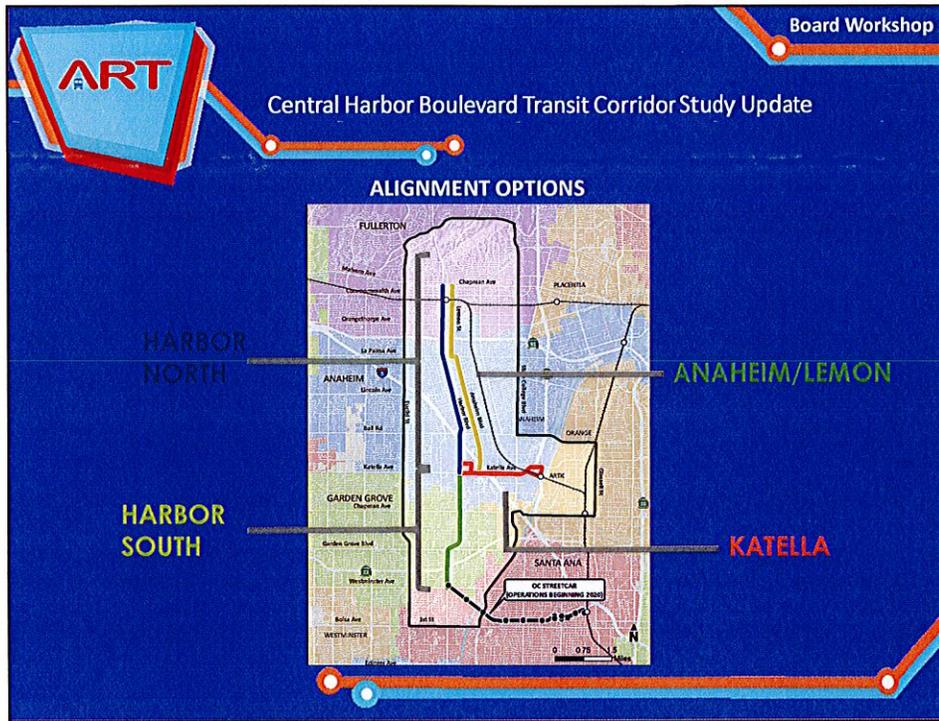
LEGEND

**Transit Operators**

- OCTA Bus
- Anaheim Resort Transportation
- MetroBus/JinDak

**Buses arrive every:**

- 15 minutes or less
- 15-30 minutes
- 30 minutes or more



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## Central Harbor Boulevard Transit Corridor Study Update

### MODE/FEATURE OPTIONS

	<p><b>Enhanced Bus</b>            Shared Lane            Enhanced Stations            Queue Jumpers            Signal Priority            All Door Boarding            Off-Board Fare Collection</p>		<p><b>Streetcar</b>            Shared Lane            Enhanced Stations            Queue Jumpers            Signal Priority            All Door Boarding            Off-Board Fare Collection</p>
	<p><b>Bus-Rapid Transit</b>            Enhanced Bus plus:            Dedicated Transit Lanes</p>		<p><b>Rapid Streetcar</b>            Streetcar plus:            Dedicated Transit Lanes</p>

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## Central Harbor Boulevard Transit Corridor Study Update

### 12 DRAFT ALTERNATIVES

**HARBOR LONG**

- H-2: Harbor Long Streetcar
- H-3: Harbor Rapid Streetcar
- H-4: Harbor Enhanced Bus
- H-5: Harbor Bus Rapid Transit



**ANAHEIM/LEMON**

- L-1: Anaheim/Lemon Streetcar
- L-2: Anaheim/Lemon Rapid Streetcar
- L-3: Anaheim/Lemon Enhanced Bus
- L-4: Anaheim/Lemon BRT

**HARBOR SHORT**

- H-1: Harbor Short Streetcar

**KATELLA**

- K-1: Katella Streetcar
- K-2: Katella+ Anaheim/Lemon Enhanced Bus
- K-3: Katella + Harbor Hybrid

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## Central Harbor Boulevard Transit Corridor Study Update

### OUTREACH PLAN

- City council updates
- Stakeholder Working Group meeting (3/9)
- Public workshops in Garden Grove (3/30) and Anaheim (4/5)
- Online public engagement
  - Online survey
  - Virtual public workshops

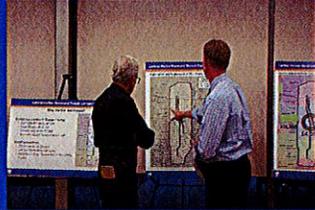
ART

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### Central Harbor Boulevard Transit Corridor Study Update

**STUDY FOCUS**

- Identify transit improvement strategies for the Harbor Boulevard corridor between Westminster Avenue and the Fullerton Transportation Center
- Consider Anaheim Boulevard/Lemon Street as a viable alternative route
- Evaluate transit connections between Harbor Boulevard and the Anaheim Regional Transportation Intermodal Center



ART

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### Central Harbor Boulevard Transit Corridor Study Update

**NEXT STEPS**

- Perform outreach
- Refine draft alternatives based on comments received
- Begin evaluation of alternatives
- Draft final report
  - Summary of results
  - Recommendations