ANAHEIM RESORT TRANSPORTATION
AN EYE ON THE FUTURE

the ART of connecting the dots
The Anaheim Resort Transportation (ART) has developed “Imagine Possibilities,” a short-term and long-term plan to guide the future vision for ART services. Innovative ideas with an eye on the future were provided by ART’s informed and knowledgeable stakeholders: board of directors, local government and community leaders, regional transportation providers, operators of major destinations and business leaders in housing, retail and commercial development.

With significant growth, employment and development planned throughout the region, ART and its project partners are leading the charge to connect the traveling public.
ART was formed as a local non-profit Transportation Management Association by the City of Anaheim and local businesses.

Disney California Adventure® opens

Service begins Memorial Day weekend, with 8 fixed-routes in the Anaheim Resort™

Orange County population hits 3 million

ARTIC opens

Service expanded to the City of Costa Mesa and South Coast Plaza

Service to Anaheim train station at Anaheim Stadium begins

Service expanded to the Anaheim Canyon, and the Cities of Santa Ana and Buena Park.


Service expanded to the cities of Orange and Garden Grove

Conveniently Moving Passengers Since 2002

2002

3 Million Annual Riders

20 Buses

2002

3 Million Annual Riders

9 Million Annual Riders

2015

80 Clean-Fuel Buses

2015
MOVING INTO THE FUTURE

ART is moving ahead with “Imagine Possibilities” by identifying and creating a path forward with partnerships to provide a cost effective and financially sustainable future public transportation service model. ART is reinventing itself by identifying and anticipating the future transit needs of the traveling public. Moving people efficiently and reliably was the hallmark for great transportation service in the past; now it is about that plus providing passengers mobility options and convenience at the touch of a button. ART is looking into options to enhance services through technological innovations that move passengers quicker and with more options, informing the passengers of destination opportunities and provide convenient options such as real-time on-demand service, cashless payment choices and a concept for concierge services as part of public transit offerings.
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Some of the most significant and expansive developments in the region are taking place right here in Anaheim. With an estimated $6 billion in investment planned in the Anaheim Resort™, Platinum Triangle around Anaheim Stadium the need to enhance ART is an important part of meeting the growing demands of a rapidly expanding region. Additional world-class entertainment venues, luxury hotels and other lodging establishments, a 200,000 square foot expansion to the Anaheim Convention Center and new homes, shopping, dining, offices and hotels at the Platinum Triangle are transforming the opportunities for additional and enhanced public transit services provided by ART.
Eastern Gateway Project

The Disneyland Resort Eastern Gateway Project is the construction of a seven-level, 6,901-space parking structure with a pedestrian bridge over Harbor Boulevard and a transportation facility to replace most of the existing transit hub on the west side of Harbor Boulevard. The Eastern Gateway Project will result in the realignment of all ART routes to accommodate the relocation of ART passenger drop-off and pick-up points at this state-of-the-art transportation facility.

CTYCENTER

CityCenter – Downtown Anaheim has undergone a tremendous transformation in the past few years with the extensive development including the opening of the reimagined Anaheim Packing House, a 42,000 square feet gourmet food hall and local community gathering space. Bringing CtyCenter closer to The Anaheim Resort® are the new CtyCenter buses operated by ART on a 30-minute headway schedule.
Platinum Triangle

Just east of The Anaheim Resort®, a $2.34 billion investment for an 820 acre planned development is underway in The Platinum Triangle, including Angel Stadium, Honda Center, City National Grove of Anaheim and ARTIC. This area, once home to warehouses and other industrial uses is experiencing an exciting rebirth with new projects creating a thriving place to live, work and play. Under construction is “A Town Metro,” a mix of condominiums, apartments, shopping, dining and park space. Just next door is Jefferson Stadium Park, a $364 million apartment development geared toward professionals and sports fans seeking niche amenities associated with an urban setting. And in the planning stages, is LT Platinum Center with over 500,000 square feet of retail and office, plus 340 condominiums and apartments and a 220-room hotel.
**RESPONDING TO OPPORTUNITIES**

**ART** is not only responding to the changing landscape of the region, but also anticipating and planning ahead. This table shows the various planned projects for the region and how ART is addressing the needs and planning ahead to keep the traveling public moving more conveniently and faster than ever before.

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<tr>
<th>Near Term 2017</th>
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<tbody>
<tr>
<td><strong>CtrCity</strong></td>
<td><strong>Costa Mesa Inter-City Service</strong></td>
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<tr>
<td>A one-seat ride from ARTIC to CtyCenter.</td>
<td>A one-seat ride from Costa Mesa to the Disneyland® Resort.</td>
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**Eastern Gateway Project Realignment**

ART will be realigning routes to reflect the new Eastern Gateway Project Transportation Facility. The new transportation hub will provide access for the entire Disneyland® Resort.

**Build and Expand Supplemental Services**

ART is looking to provide service to additional regional destinations, offering one-seat rides for greater convenience. Additional destinations served by demand-responsive service and partnerships with the private sector will enhance transportation options.

**Integrated Delivery Framework**

ART will consider first/last mile connections and partnerships with other transit services to improve convenience for the traveling public.

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**2025 and Beyond**

**Route Restructuring:** select routes to be eliminated or realigned to reflect higher capacity transit services in the Harbor Corridor and east-west connections from ARTIC to The Anaheim Resort®.
Responding to customer needs is important in the 21st century. As rider expectations evolve, ART must endeavor to meet their needs with a growing emphasis on technology and real-time information. It will be critical for ART to proactively introduce new technologies to its service to enhance the customer experience. Introducing new and innovative technologies that provide convenience and comfort will allow ART to stay ahead of the curve and anticipate rather than react to customer needs. ART is looking to implement the following technologies in two main categories: mobility management and technology enhancements.
Mobility Management

- **Luggage Concierge** – seamless movement of passenger luggage from beginning to end, creating multi-modal opportunities with customer service
- **Demand Response Trip Assistance** – in the event that ART reaches capacity, ART could outsource trips to third party operators/providers (taxis, private transport companies, etc.)

Technology Enhancements

- **Wi-Fi** – on board Wi-Fi services for customers
- **Real-time customer information** – up-to-the-minute travel information to let passengers know arrival times for upcoming ART buses
- **InfoTainment** – on board broadcast content to inform the customer
- **Cashless fare payment** – the use of mobile ticketing and apps to process payment for tickets
- **Beacon and geo-fencing technology** – these location-aware technologies would enhance the communication with dispatch centers to provide pin-point pick ups and other details regarding access to transit
- **Autonomous vehicles** – also known as driver-less cars, self-driving cars, or robotic cars could potentially provide another level of service to the traveling public
From humble beginnings in 2002 with eight routes and 20 buses to now serving over 9 million passengers annually, ART has always been about serving the customer through enhanced transportation options by delivering reliable and efficient transportation solutions. With significant growth, employment and development plans throughout the region, ART is leading the charge to connect the traveling public with more convenient and frequent routes, faster and seamless services and technological amenities that elevate the passenger’s travel experience. With an eye on the future, ART is imagining possibilities and implementing the future today.