# How to....Branding & Marketing

## Branding

Branding is a long-term decision. FRAN is not just a name. FRAN connects the service to Anaheim's history. Businesses andpartners loved the idea and could visualize the end result when branding was presented along with the concept of the service. Do not leave branding to the end. Begin branding and marketing on day one.

## Marketing

CtrCity Anaheim is a branded 1.9-square-mile development district in the heart of Anaheim, California, complete with restaurants, cafés, boutiques, a farmer's market, breweries, apartments, condos, hotels, employment hub, civic uses and office space. Events include the Anaheim Japan Fair, a Vegan Faire, movie nights, and concerts. The Packing District within CtrCity hosts 24 culinary and boutique artisans. There is no shortage of opportunity to market.

## Who was FRAN?

More than just a free ride, FRAN embodies a person: Francisca Avila Rimpau. Francisca was born and raised in the Avila Adobe, the oldest standing residence in Los Angeles (on Olvera Street, in a historic district part of El Pueblo de Los Angeles Historic Monument in Downtown Los Angeles). Francisca's father, Francisco Avila, was mayor of Pueblo de Los Angeles before California became part of the United States. In 1850, Francisca married a German immigrant, Theodore Rimpau. Their marriage is one of the first recognized after California gained statehood, making it truly a historic love story. Francisca's eighteen children became the earliest real estate developers, educators, movers and shakers of Los Angeles and Anaheim.

Each of the 10 FRAN vehicles are named after Francisca's daughters or granddaughters and wrapped in a powerful orange as well as a beautiful sillhoutte of Francisca.

## Advertising on FRAN

In Year two of FRAN's operation, ATN intends to install touch-screen tablets on the back of the headrests. This will allow digital advertising space to the businesses in CtrCity

## Future of FRAN

**Short-Term:** The original boundary will extend to surrounding neighborhoods and service will be offered on-demand. Residents will use the mobile app to request a ride from their front door

**Long-Term:** Expand further to other neighborhoods. No additional capital operating costs will likely increase as the program is intensive

For a Tour or More Information, Contact

Jim Appleby, Project Control Manager
Anaheim Resort Transportation (ART)
888-364-2787 / JAppleby@atnetwork.org
www.rideart.org

---

## the ART of connecting the dots

Creating memorable experiences that **connect** people

# FRAN
## Free Rides Around the Neighborhood



FRAN is an on-demand, MicroTransit system of electric vehicles providing point-to-point on-demand trips in Anaheim, California

## FRAN FAST FACTS

- 10 all-electric GEM e6 vehicles
- Point-to-Point service, 10 stops, 1.9-square-mile area
- Provide on-demand connectivity to local destinations, civic uses, residential complexes, parking facilities and FUN
- Custom designed CtrCity mobile app
- Averages over 100 riders per day within four months of launch
- Over 25,000 patrons served in seven months since inception

# How to Build a MicroTransit Program

## Contact

Jim Appleby, Project Control Manager
Anaheim Resort Transportation (ART)
888-364-2787 / JAppleby@atnetwork.org
www.rideart.org

# How to Build a MicroTransit Program

*A "How To" by the Anaheim Transportation Network*

## Why FRAN?

FRAN is both evolutionary and revolutionary. Center City Anaheim (CtrCity Anaheim) is experiencing an influx of new residents, employees and visitors. The 1.9 square mile area is home to 3,700 residential units and anticipating 1,000 more units over the next five years. Aside from residences, the area offers dozens of restaurants, craft breweries, office, civic uses, museum and senior centers. While the area is pedestrian-friendly, FRAN offers alternative ways for people to connect with Center City (CtrCity Anaheim). The MicroTransit system idea evolved as a proactive approach to address the impacts of parking management as the area continues to grow and offers a service to the community.



## THE CHALLENGE

**How do you encourage residents, employees and visitors to frequent CtrCity businesses, but minimize traffic and take advantage of excess *remote* parking capacity?**

## THE SOLUTION

A zero-emission, MicroTransit option weaved into the community fiber. FRAN connects remote parking facilities and existing public transit corridors to businesses and homes. FRAN enables cars to remain parked all day and supports car-free living among area residents

### FRAN rides are "free" but innovatively paid for by local property assessments

### INTEGRATED WITH DEVELOPMENT

*"As a public transit agency, ATN is working with developers up front to plan for transit opportunities. This type of planning doesn't exist anywhere else. With this proactive approach to management of transportation services, we incorporate transit. It is not just an appendage on the roadway or a non-descriptive bus stop. Transit becomes integrated with the development. I know this is a paradigm shift…I know this is revolutionary…but we have to look beyond the obvious, stop living in our development bubbles, and begin to provide mobility solutions to the traveling public."*

**Paul Sanford, Chairman of the Board, ATN
CEO & Asset Manager, Wincome Group**



# How to….Secure Funding

## Secure or Identify Funding

### Funding

| SOURCES | AMOUNT | | USES | AMOUNT |
|---|---|---|---|---|
| Mobile Source Reduction Committee (MSRC) Grant | $90,000 | | Vehicle (10 GEMs) | $250,000 |
| Transit and Intercity Rail Capital (TIRCP) Grant | $443,000 | | In-Vehicle Equipment | $25,000 |
| | | | CtrCity APP | $49,000 |
| Association & Owners Dues | $88,000/year | | Operations (2 years) | $386,000 |
| Advertising | $85,000 (Year 2) | | Real Time Signage | $40,000 |
| | | | Contingency | $44,000 |
| **Total** *(Two Years)* | **$794,000** | | **Total** | **$794,000** |

When developing your funding strategy, ensureyour funding sources will pay for operations or strategically allocate toward other funds operations

## FRAN Service Schedule

| Day | Hours | Operating Vehicles* |
|---|---|---|
| Monday - Thursday | 11 AM - 10 PM | 2 vehicles |
| Friday & Saturday | 11 AM - Midnight | 4 - 5 vehicles |
| Sunday | 11 AM - 11 PM | 3 - 4 vehicles |

*Swap-out ADA vehicle available

Max 10 minute wait time

Ensure your service schedule accommodates your target audience. FRAN's service hours accommodate CtrCity's nightlife. If you are providing MicroTransit service for a bustling business district, modify hours accordingly

## Business Associations, Colleges, Attractions

From the beginning, business associations, colleges, universities, tourist destinations are key partners. Work with them and develop a self-assessment to pay for ongoing O&M. Identify all partners that would benefit from your MicroTransit solutions. Look for opportunities to provide benefits to businesses that need exceptions and special conditions in their permitting process. Could they participate in the program in lieu of other requirements?

# How to…Develop Technology

## Choose/Build Your Technology

> Do not cut corners on technology. The technology can make or break your MicroTransit program. Also, start technology conversations early in the process; this is an important component to consider while building your team

### INTEGRATION
- One-Stop-Shop trip planning and payment - plan trip, make one payment for trip, and keep QR code or e-ticket in e-wallet (paperless)
- An open API allows for multi-modal app integration. This is crucial to the ability of a MicroTransit program's capability to provide first- and last- mile service by connecting with bus, rail, shared services, etc.
- Integrate surrounding/connecting transit options into your MicroTransit app
- Integrate your micro-transit service into surrounding/connecting transit provider apps in the region

### ACCESS
- Provide real-time tracking
- If using point-to-point service, incorporate set locations for users to request a ride
- Determine if people can only access the service if they use the mobile app. Consider the option of hailing a ride without using the app and how those rides will be tracked
- Allow to reserve a ride ahead of time
- Develop strategy for the unbanked population to use the system (if applicable)

### DATA
- Provide data reports reflecting number of users, number of trips, miles traveled, $CO_2$ saved
- Does driver need iPad/tablet to track rides? This may only apply if users can hail a ride (not using the mobile app). In-vehicle technology to track where vehicles travel the most/least could help with where/how you expand your service area in the future
- Ability to conduct customer satisfaction surveys

### PAYMENTS
- Allow for other purchases, apply vouchers or coupons at check-out
- Connections to Apple Wallet, Google Pay, etc.

### FUNDING OPPORTUNITIES
- Ability to advertise/use advertising space in the app
- Incorporate parking guidance and payment options as to allow for parking to be used as a potential program funding source
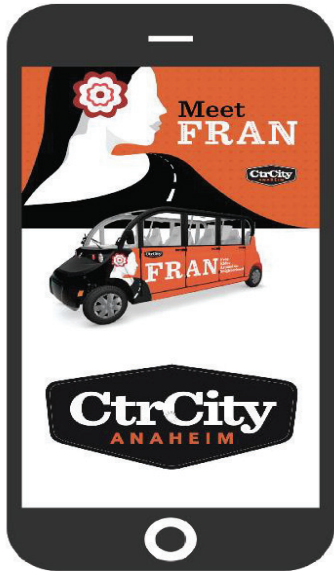
## Equality in MicroTransit

Allowing users to hail a ride (not using an app, but by using their hand) to users to simply 'be' at one of the point-to-point service locations to catch a ride is beneficial to populations that may not have smart phones or the ability to download an app.

---

# How to….Get Started!

## Getting Started

1. **Build Your Team - identify must-have partners**
2. **Define Your Priorities**
3. **Build Your Brand**
4. **Develop Your Mobile E-Hailing Technology**
5. **Secure Your Vehicle Manufacturer**

> **Get them excited about what is coming**
> Start talking about branding and marketing early in the process. Generate a few ideas and pitch them to the public

**FRAN's must-have partners:** Transit agency Anaheim Transportation Network, local government (City of Anaheim), DoubleMap mobile application developer, and Polaris vehicle manufacturer.

**Add partners:** As service area is defined and program is developed. Examples: technology providers, businesses in the service area, property developers, operators, colleges and universities, destination points and tourist attractions, etc.

**FRAN's Priorities**

Electric Feet        Branding to Reflect the Place and Community        A Low-Speed Vehicle

### Key Partner Qualification:

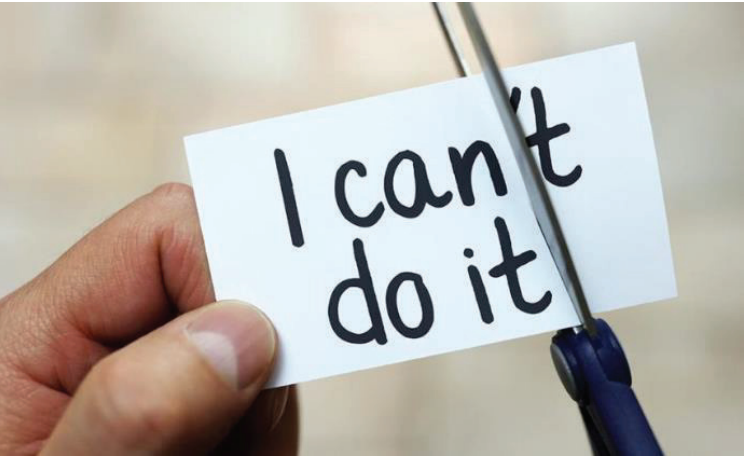*Be willing to try something new and turn obstacles into opportunities*

### A PARADIGM SHIFT TO TRANSIT IS CRITICALLY NEEDED

*"Once the parking structure is built—that's it. We've established the area as a place for cars and emissions for the next 50 years. A paradigm shift to transit is critically needed to ensure the sustainability of Anaheim for the long-term. FRAN and the CtrCity mobile app are that paradigm shift."*

**Rudy Emami, P.E.**
**Public Works Director, City of Anaheim**

> Partner with city staff who know where development is occurring and can impact development agreements. For example, the City of Anaheim's Community and Economic Development team partners with the CtrCity Merchants Association, which incorporated the downtown businesses as project and marketing partners

## Define Your Service Area

***FRAN's Approach:*** Partnered with the City's Community and Economic Development team to identify where new development was occurring. Concurrently, a parking study of 4,282 parking spaces was conducted to identify:

- Available Parking Inventory
- Parking Utilization Rates
- Areas of negative impact on residents and businesses due to lack of parking availability

***Study Results:*** There is sufficient existing parking in CtrCity; implement strategies to maximize available parking to reduce the need to build more parking structures

***FRAN's Primary Goal:*** Direct people to park in the underutilized parking facilities and provide FRAN to connect them to businesses, civic uses, and entertainment

***FRAN's Public Input:*** ATN reached out to the public to ask about areas of need and interest. Residents identified areas and events where intrusions on the neighborhood or congested street parking impacted their quality of life – such as idling vehicles or access to a local park for Summer Concert Series

> Check the speed limits on the roadways in your service area. Typically, MicroTransit vehicles can only operate on roads with speed limits of 35 mph or lower

> Plan your vehicle charging locations for easy access to the service area

> Provide connections to your local transit options. Think about your first and last-mile opportunities. Plan on integrating technologies and updating maps showing transit connections

## Vehicles in Operation

ATN currently has two to three vehicles in operation during service hours. This number provides service to the target area while keeping maximum wait times under 5 minutes
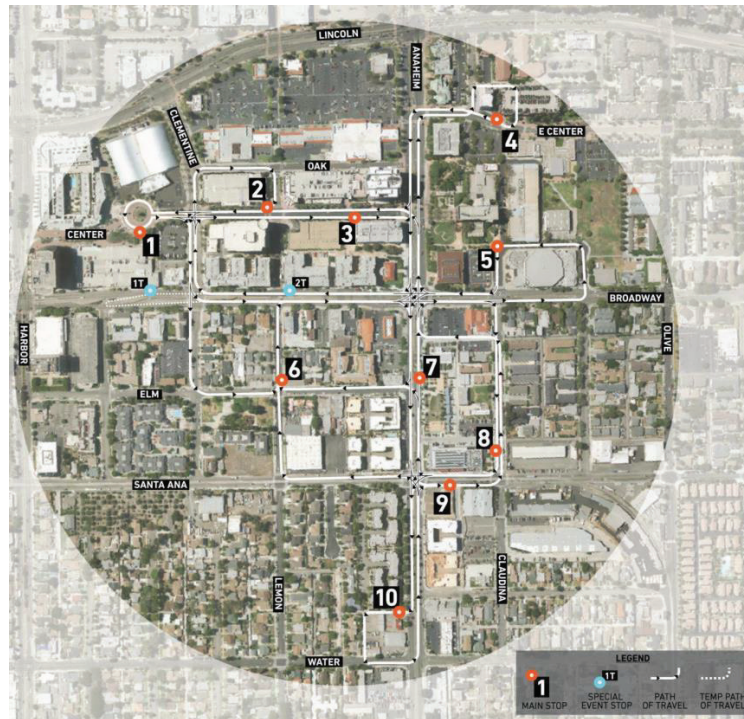


### On-Demand, Fixed-Route, or Point-to-Point Service?

The City's parking study identified parking structures on the perimeter of CtrCity Anaheim business district. Matched with locations identified by the public and residents, ATN established 10 pick- up and drop-to-point MicroTransit solutions

### STRATEGY

Work with local jurisdiction t o u se MicroTransit services. Use MicroTransit as an economic development tool. Lieu of requiring businesses to provide parking infrastructure; businesses payan assessment fee for MicroTransit service. Patronsare dropped at their front door generating more business and happier customers. Service promotes business and future economic development opportunities

## Select Your Asset Model
### Purchasing Model vs. Leasing Model

> BONUS: A CDL is not required of drivers.

***Purchasing Model*** – Agency purchases vehicles and technology, trains and hires drivers, provides full operations and maintenance of the vehicles

***Leasing Model*** – Third-party providers allow for turn-key services. A monthly (or annual) payment covers costs for vehicles, drivers, operations, maintenance, technology, insurance, and branding of your choice.

***Hybrid Model*** – Agency purchases vehicles and technology and contracts for drivers, operations, and maintenance This is ATN's micro-transit model

### Choosing the Vehicle: Factors Considered

***ATN Wish List:*** Neighborhood vehicle, street legal on roads of 35 mph or less, seat 6-8 people at a time, and looks unique and fun (it is not a bus). Three mandatory vehicle design criteria:

⚙ Vehicles Must Be Electric    ⚙ Custom Designed    ⚙ Must Satisfy ADA Requirements

***Lesson Learned: Consider Your Climate.*** Climate controls (air and heat) were not included in the GEM e6 Model purchased by ATN. The material of the driver's uniform had to be modified to provide better comfort during hot days in Southern California.



**CHALLENGE:** The ADA component was the toughest challenge for ATN.
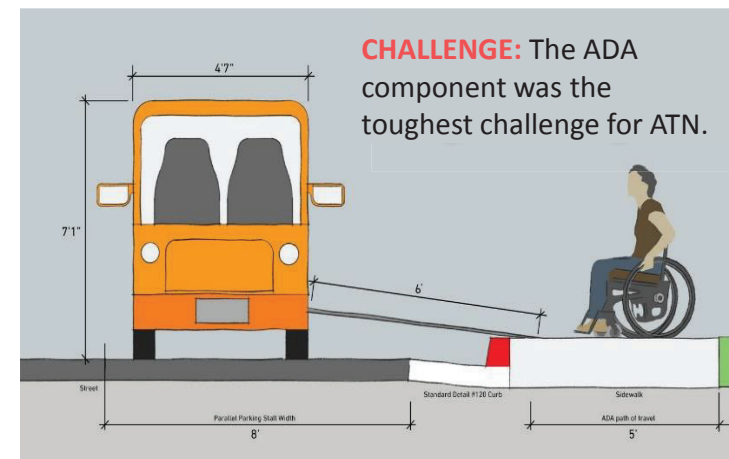
> Transit service providers are required to provide ADA accommodations on 100% of their vehicles. However, due to their small size, you will lose up to 80% of your seating capacity in every low-speed electric vehicle to accommodate this requirement. A federal waiver is needed to certify the service will provide holistic ADA accommodations. The service, including themobile app's ability to reserve an ADA vehicle,should be certified - not the individual vehicle. Once filed, the waiver takes 90 days to process, and must be recertified annually. ATN purchased two ADA vehicles and eight standard vehicle seating. ATN ensures an ADA vehicle is available by request through the mobile app, therefore satisfying federal requirements.

### Polaris GEM e6 Model

- 100% electric with standard 110 outlets needed for charging
- Two of 10 with ADA accommodations
- Ability to custom design with FRAN design elements
- Windows and doors
- No heater, defrost, or climate control
- Ability to use interior space for advertising (back of headrest screens)



**TURNING RADIUS** 264 in. (671 cm)

**HEIGHT:** 73 in. (185.4 cm)

**WIDTH:** 55.5 in. (141 cm)

**LENGTH:** 167 in. (424 cm)