

2022



ATN

Anaheim Transportation Network

2022 INITIATIVES

ATN MISSION STATEMENT

The Anaheim Transportation Network's mission is to enhance transportation options by delivering reliable and efficient mobility solutions. Our commitment to customers focuses on integrity, customer service, a can-do spirit, communication, and partnerships. Our goal is to provide transportation programs and mobility services to foster a positive environment for everyone who lives, works, or visits the greater Anaheim area.



1 INTERNAL PRIORITIES

REBUILD, REBUILD, REBUILD

ATN WORKFORCE

- Look into optimal staffing solutions and organizational structure
- Enhance customer service centric approach to build culture of safety

MULTI-MODAL SERVICE PROVISION METHODOLOGY

- Continue to re-evaluate fixed route operations
- Expand availability of deviated fixed route options
- Expand microtransit and on-demand offerings, including service to John Wayne Airport
- Offer mobile payment and trip planning options

ATN AND CONTRACTED WORKFORCE

- Develop strategies to return ATN workforce to pre-pandemic levels
- Encourage efforts to return Contractor's workforce to pre-pandemic levels

2 EXTERNAL PRIORITIES

Deliver ATN Capital Projects

- Fleet Electrification
- Facility Relocation



Pursue All Applicable Grant Opportunities

- Work with Mayor's Transportation Task Force to advance planning and transportation priorities for the Anaheim Resort®, The Platinum Triangle™ and Center City Anaheim
- Begin public outreach for future sustainable revenue structure for The Anaheim Resort®, The Platinum Triangle™, and Center City Anaheim

Advance Legislative Agenda

- Continue to pursue sustainable funding sources for ATN's current and future operations
- Work with legislative delegations to secure viable long-term financial future

2022 Strategic Priorities

- Advance *#ElectrifyAnaheim* initiatives and technology deployment to expand mobility paradigm for the Anaheim community

3 SAFETY AND SECURITY - FIRST

Transit services provided by ATN are one of the safest transportation choices. ATN will pursue efforts to build on the culture of safety and security



GOAL:

Promote, develop and support continuous improvement of safe and secure public transportation services

STRATEGIES:

- Full compliance GBAC certification guidelines
- Develop Emergency Operations Plans in coordination with the City of Anaheim and key community partners
- Maintain a culture of safety among the entire workforce



4 CHAMPION TRANSPORTATION INITIATIVES AND INVESTMENTS FOR ANAHEIM COMMUNITY

ATN's fundamental charge is to make a compelling case that transportation services are communities' links to jobs and economic opportunities. Support environmental stewardship to provide healthier environment for Anaheim neighborhoods

GOAL:

Responsible advocacy to ensure long-term federal, state, local funding mechanisms that promote and advance project delivery to support private endeavors and ATN business membership's opportunities for success

- Make the case for long-term federal, state and local funding for ATN's transportation and mobility services
- Continue to effectively position ATN for provision of local transportation solutions
- Activate grassroots initiatives to connect importance of tourism and transportation to build communities' needs for growth and economic development
- Make the case for transportation and mobility services as an economic tool and key element of local growth initiatives. Support local environmental mitigation program, advance future mitigation initiatives to comply with existing franchise standards



5

LEVERAGE MOBILITY AND TECHNOLOGY INNOVATION

Proactively research and ascertain applicability of technology driven solutions to advance mobility technology and software applications to improve customer experience, operational efficiency and establish a framework for future applications

GOAL: Deploy technology options to shape change to enhance ability to gather, share and relay information to connect and strengthen equitable and responsible provision of transportation solutions that enhance knowledgeable decisions combined with single-point payment opportunities

STRATEGIES:

- Connect multi-modal transportation options through information and payment options
- Complete deployment of real-time passenger signage at Anaheim Convention Center and Disneyland® Resort
- Monitor developments of autonomous technologies



6

RESPONSIBLE ADVOCACY

Development of services and ability to expand reach of transportation services depends on resource availability. With the re-authorization of federal transportation bill, new infrastructure funding and State of California transportation and environmental initiatives, continue active discussions with members of our delegations to raise awareness and create opportunities for access to fiscal resources

GOAL: Continue communication with Federal and State representatives to create opportunities for capital funding as well as funding of future transportation services. Develop tactics to advance legislative initiatives to ensure delivery of services and capital projects

STRATEGIES:

- Promote inclusion of ATN for funding strategies
- Make case for long-term funding needs for transportation
- Maintain and build on existing legislative outreach, education and partnership building

7 SERVICE DELIVERY

Return ATN transportation services, through workforce development and retention strategies, to pre-pandemic levels

GOAL: Develop compensation, work culture, and environment to return to full employment level

Strategies:

- Work with transportation contractor and, as necessary, with labor representatives to re-build our labor force
- Ensure training and retention of qualified labor force





ATN 2022 Legislative Platform

The impacts of COVID-19 on our local economy, drastically altered Anaheim Transportation Network's (ATN) focus for the 2022 Legislative Platform. Even though the purpose and the vision of the ATN did not change, service delivery methods for Anaheim Resort Transportation (ART), Free Rides Around the Neighborhood (FRAN) and future ATN services will need to continue to adopt to the new "operating normal", coupled with a need to re-build ridership and workforce to pre-COVID levels.

Revenue diversification is another priority area of consideration for ATN as the agency resumes provision of key mobility solutions in-and-around The Anaheim Resort®, Platinum Triangle™, Center City Anaheim, and surrounding Orange County cities. With guidance and support of the Board of Directors, ATN will focus on the future to resume delivery of high-quality multi-modal transit services for growing residential, employment, as well as business and leisure travel markets.

The proposed 2022 ATN Local, State and Federal Legislative Platform will serve as a framework to guide ATN's policy, administrative, and regulatory activities for the upcoming legislative sessions.

The Key Policy Issues Section offers further guidance on policy direction specific to the Local, State and Federal priorities and initiatives for the ATN. Positions on individual items not directly addressed in this document will be brought to the ATN Executive Committee and, if necessary, to the Board of Directors for discussion and potential action.

LOCAL LEGISLATIVE PLATFORM – KEY POLICY ISSUES

In 2019, Anaheim Mayor Harry Sidhu formed a Transportation Task Force to develop a comprehensive mobility vision for the City of Anaheim. Even though Task Force work efforts had to be temporarily halted, due to Covid-19 pandemic; the vision and need to develop mobility and connectivity initiatives between Anaheim neighborhoods will continue with:

1. Proposed developments in The Platinum Triangle™ by OCViBE and Angel Baseball;
2. Proposed planning efforts in The Anaheim Resort® through *DisneylandForward*;
3. East/West Corridor transportation solutions;
4. Completion of Mobility Study in The Anaheim Resort®;
5. Specific Plan and Sustainable Transportation Study adoption in Center City Anaheim;
6. Connectivity to/from Orange County Airport;
7. Affordable housing developments along Beach Boulevard Corridor; and
8. Funding priorities made available through federal and state agencies.

These issues, among other priorities will dominate our transportation discussions in the upcoming twelve to eighteen months. The availability of dynamic, multimodal transportation services is central to meeting of our passengers' transit needs, to enhance economic development and vitality of Anaheim.

ATN will continue to play a key role in identifying and defining legislative priorities and funding options to secure sustainable and long-term operations for current and future transportation initiatives in Anaheim.

The following list represent ATN's local legislative priorities to best serve the residents, employees, and visitors of Anaheim, and other communities currently served by ATN:

1. Implement transportation initiatives to re-build ATN family of services to pre-COVID levels;
2. In concert with the Mayor's Transportation Task Force, work to develop and implement local transportation services, along priority corridors, based on the latest available technology;
3. Complete electrification of ATN's fleet under *#ElectrifyAnaheim* initiatives; and
4. Work with ATN Board of Directors and City staff to secure and support efforts to develop mitigation monitoring policy between respective Specific Plans and mitigated areas of Anaheim

State Legislative Platform – Key Policy Positions

In 2017, Governor Brown signed into law Senate Bill 1 (SB1 – Beall) making significant investments in the State’s transportation system. Even though ATN was successful in obtaining SB1 funds under Transit Intercity Rail Capital Program (TIRCP), with codified changes to the Anaheim Municipal Code, through its Franchise Agreement with the City of Anaheim, ATN will continue to seek formula allocations to ensure ongoing operating revenue source.

Securing stable, sustainable, and diversified funding, both grant and formula, will provide greater long-term funding and operational certainty in support of Mayor Sidhu’s Transportation Task Force initiatives, furtherance of new development projects, expansion of MicroTransit services and mobile to connect our destinations, neighborhoods, and employment hubs in support of Anaheim’s economic development priorities.

The following represent ATN’s State legislative priorities to best serve our residents, employees, visitors of Anaheim and other communities currently served by ATN:

1. Pursue efforts to diversify ATN’s revenue sources through equitable share of State transportation, transit, and mobility funds;
2. Support regulatory policy and guidance to continue electrification efforts and growth of zero emission technologies;
3. Should the State of California take measures to adopt new transportation revenue sources and/or modify existing revenue streams, such as user fees, fees for fuel consumption, revenues from enhancements and/or new fees such as Vehicle Miles Traveled (VMT),
4. ATN shall seek inclusionary legislative eligibility language; and Support efforts to encourage and incentivize interoperability of transit systems within California

LEGISLATION

ATN may evaluate sponsoring legislation to obtain codification as an eligible recipient of State Transportation Assistance (STA) funds to advance ATN’s initiatives in support of community’s transit needs. ATN will work with the City of Anaheim, State Legislators, other transportation providers and stakeholders, to identify opportunities to further local transportation and mobility needs of Anaheim citizenry and constituency.

Federal Legislative Platform – Key Policy Positions

Several significant policy issues are expected are making their way through United States Congress, such as reauthorization of surface transportation bill and infrastructure bills. ATN’s Federal Legislative Platform will focus on securing the largest possible share of federal transportation funds through equitable formula allocation, discretionary and competitive funds.

INFRASTRUCTURE INVESTMENT AND JOBS ACT (IIJA) - INVEST IN AMERICA ACT

Upon completion of the upcoming Sustainability Grant planning efforts, for applicable funding programs to ensure the City of Anaheim, our community, and ATN are ready to provide transportation solutions commensurate with the forthcoming development plans.

A sub-committee of the ATN Board will be established to guide this process and advise accordingly. Consulting team to lead these efforts will be selected by summer 2022.

As such, ATN will advocate to best serve the residents, employees, visitors of Anaheim, and other communities currently served by ATN. ATN and its advocacy team will seek policy and funding priorities to:

1. Seek the greatest possible allocation of federal transportation funds focusing on an increased share of formula funds for the ATN;
2. Pursue eligibility of grant submission directly to the applicable federal agencies;
3. Support efforts to clarify roles for state and local transportation providers for development of innovative funding strategies to improve mobility, i.e., Private Public Partnerships (P3); and
4. Advocate policies that advance zero emission, multi-modal project planning and delivery methods.

