



Anaheim Transportation Network  
Board of Directors Meeting Minutes  
Wednesday, October 24, 2012  
3:00 P.M. – 5:00 P.M.

Anaheim Convention Center  
Mezzanine Conference Room  
800 West Katella Avenue, Anaheim, CA 92802

Board members in attendance:

Ann Gallagher, AOCVCB  
Tom Morton, City of Anaheim  
Shaun Robinson, Hilton Anaheim  
Bill O’Connell, BW Stovall Hotels  
Todd Ament, Anaheim Chamber of Commerce  
Grant Dawdy, Walt Disney Company  
Jeff Morse, DoubleTree Guest Suites  
Fred Brown, Desert Palms Hotel

ATN Staff Present:

Diana Kotler, ATN  
Lita Aguilar, ATN  
Shelly Bullard, ATN

Legal Counsel:

Michael Houston, Cummins & White, LLP

Ex-Officio Members:

Robert Johnson, MV Transportation, Inc.  
Judie Smith, MVA Transportation, Inc.

ATN Members Present:

None

Members of the Public Present:

Todd Priest, Curt Pringle & Associates  
Sue Zulkhe, OCTA  
Larry Slagle, Western Transit  
Linda Johnson, City of Anaheim  
James Brezack, B & AP

## AGENDA

### SPECIAL CALENDAR

Presentation of a Resolution to Peter Park, Kristen Jones, and Willena Aldridge for the Anaheim Resort Transportation Operator of the Month (July, August, September 2012) and Julio Barberena as the recipient of the Excellence Award. Presentation of an award to Kristen Jones for the Anaheim Resort Transportation Operator of the Quarter.

Each employee was presented with an award.

### ADDITIONS/DELETIONS TO THE AGENDA - None

### PUBLIC COMMENTS - None

### CONSENT CALENDAR

*Items 1 – 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:*

1. Receive and approve minutes of the ATN Board of Directors meetings held on Wednesday, September 26, 2012
2. Receive and file status report pertaining to the Anaheim Transportation Network operations  
*ATN Focus Area Reports – September 30, 2012*
3. Receive and approve ART Operating Reports through September 30, 2012
4. Receive and file ATN 2012/13 service status agreement report
5. Receive and close financial reports for the periods of August 31, 2012. File draft financial reports for the period of September 30, 2012
6. Receive and file customer service summary for September 30, 2012
7. Receive and file sales report summary for September 30, 2012
8. Receive and file report pertaining to the ATN bus order. Estimated delivery date of the initial buses is slated for end of October 2012

By Motion (Brown/Ament), the Board moved to approve the consent calendar.

AYES: 8

NOES: 0

ABSTAIN: None

END OF CONSENT CALENDAR

BOARD WORKSHOPS:

**9. Review and provide comments for the draft ATN Emergency Operations Plan. (EOP)  
Adoption of the final EOP is planned for November ATN Board of Directors meeting**

Based on federal compliance requirements, 1% of all federal funds must be spent on emergency operations planning. Staff presented the draft ATN EOP plan, which provides a framework for planning for and responding to emergency situations, and identifies the chain of command in such situations. ATN's primary goal is to attend to the needs of passengers and then deal with other emergencies based on direction from other emergency responders.

Approval of the final EOP plan is planned for November, upon receipt of comments from OCTA.

The Board had a question about the alternative worksite locations identified in the plan. Staff responded that once the plan is approved, ATN staff would work to secure agreements for use of those locations. Board member Dawdy offered to connect ATN staff with the Disney EOC. The Board also asked if ATN files/plans are connected to "cloud" for document retrieval if facility is not accessible, which they are.

**10. Overview of the ATN operational data and reporting information for Fiscal Year 2011/12  
in preparation for submittal of the National Transit Database Annual Report and future  
adoption of the ATN operating standards**

Staff presented reports from the Transtrack Database: key indicator and service monitoring dashboards. This database is used to track information for reporting purposes to the National Transit Database (NTD). Staff explained how each indicator is determined, and how the targets are established for passengers, passenger revenue, complaints, preventable accidents and all other reportable data.

A question was raised regarding how targets are set. 2013 targets will be determined at the November Board meeting and will be based in part by budgetary goals.

ACTION CALENDAR:

- 11. Authorize Executive Director to pursue InfoTainment System deployment on board ten (10) ART buses as part of the Automatic Vehicle Location (AVL) project currently under implementation. Authorize Executive Director to negotiate amendment to the Scope of Work of the current agreements with Victory Communications and Clever Devices. Final agreement amendments between the ATN, Victory Communications and Clever Devices to be approved at a future ATN Board of Directors meeting.**

The Board directed staff to research the potential revenue that could be generated to offset the cost of implementing an Infotainment system including software and LCD screens on board 10 buses. Jim Garber of Victory Communications researched what advertising opportunities would be available to pay for the cost of such a system. Based on a purchase price of \$50,000 and ART annual ridership he estimated that annually, ART could gross \$221,920 annually if all available advertising spots were sold.

Board member Morton recommended changes to the commission structure included in the agreement with Victory Communications. Board directed staff to bring this issue back in November including a scope of work, amended contract with Victory Communications, and a change order to Clever Devices contract to include infotainment. Board member Ament suggested including all costs and revenue projections on one sheet, and recommended that staff determine a advertising sales target.

The Board commented that an Infotainment system would be beneficial to ART users and would be a good addition to the operations even if no advertising revenue was secured to cover the cost of installing such a system. It would be used to provide information about ART routes, the Bureau, the City of Anaheim. The Board asked, if additional units would be purchased if all advertising space is sold. Staff responded that if the program is successful it should be expanded to the rest of the fleet.

Board directs staff to bring item back with contract amendment next month.

- 12. Approve Resolution No 12-002 relating to authorizing Executive Director to resolve claims that are under the insurance retention/deductible limit**

As directed by the Board, staff brought back a resolution to authorize the Executive Director to resolve claims that are under the insurance retention/deductible limit. The resolution includes language that says that 5 claims or \$50,000 in resolutions in one calendar year would be

brought to board. Additionally, all resolved claims would be put on consent calendar.

By Motion (Morton/Ament), the Board moved to authorize the Executive Director to release an RFQ for merchant processing services.

AYES: 8  
NOES: 0  
ABSTAIN: None

**13. Authorize Executive Director to release a Request for Quotation (RFQ) for credit card processing services for eleven (11) Ticket Vending Machines**

Staff is requesting authorization to release an RFQ for merchant processing services. Board member Morton recommended that a future agreement include two provisions for one-year options.

By Motion (Brown/Ament), the Board moved to authorize the Executive Director to release an RFQ for merchant processing services.

AYES: 8  
NOES: 0  
ABSTAIN: None

**14. Other Business – ART 10<sup>th</sup> Anniversary and 35<sup>th</sup> Million passenger celebration and press event on Tuesday, November 13, 2012 from 10 to 11 a.m. at the Toy Story parking facility**

Staff provided a description of event planning activities.

CLOSED SESSION:

Conference with Legal Counsel -- Initiation of litigation pursuant to Govt. Code § 54956.9(c): (2 cases)

ADJOURN ATN BOARD OF DIRECTORS MEETING

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

Adjourn ATN October 24, 2012 ATN Board of Directors Meeting.

Next regular ATN Board of Directors meeting will take place at the Anaheim Convention Center

Mezzanine Conference Room 800 West Katella Avenue, Anaheim, on Wednesday, November 28, 2012.