



*Anaheim Transportation Network  
Board of Directors and General Membership  
Meeting Minutes*

**Wednesday, March 25, 2015**

**3:00 P.M. – 5:00 P.M.**

**Anaheim Regional Transportation Intermodal Center  
2<sup>nd</sup> Floor Conference Room  
2626 East Katella Avenue, Anaheim, CA 92806**

**ATN Board Members in Attendance:**

Jerry Alder, GardenWalk  
Sergio Bocci, Hilton Anaheim  
Tony Bruno, Sheraton Park  
Ron Kim, Prospera  
David Meek, City of Anaheim  
Bill O'Connell, Stovall's Hotels  
Paul Sanford, The Anabella  
Kyndell Thorson, Disneyland® Resort

**ATN Staff Present:**

Diana Kotler, ATN  
Barbara Adams, ATN  
Lita Aguilar, ATN  
DeAndre McCall, ATN  
Belinda Trani, ATN

**ATN Legal Counsel:**

Eric Williams, Cummins & White, LLP

**ATN Members Present:**

**Ex-Officio Members:**

Robert Johnson, First Transit

**Members of the Public Present:**

Rick Bacigalupo, OCTA  
Mark Feary, South Coast Plaza  
Bill Long, Victory Communications  
Linda Johnson, City of Anaheim  
Benito Perez, First Transit  
Todd Priest, Curt Pringle & Associates



Sue Zulke, OCTA

The ATN Board of Directors meeting was called to order at 3:00 pm.

**WELCOME & INTRODUCTIONS**

**ADDITIONS/DELETIONS TO THE AGENDA**

No additions / deletions to the Agenda.

**PUBLIC COMMENTS**

No public comments.

**SPECIAL CALENDAR:**

**1. Presentation of a Resolution to:**

- a. **Benito Perez – Operator for the Month of February 2015**
- b. **In Memoriam Service in Recognition of ART Operator Sheila Brown**

Director Kotler shared with the ATN Board of Directors a sequence of events associated with the passing of ART Operator Sheila Brown. Director Kotler praised Ms. Brown as being an exemplary employee who was an inspiration to all of those around her through her positive attitude and leadership.

Director Kotler presented Ms. Brown's family with a token of gratitude for her service and announced the creation of the Operator Recognition Program in Ms. Brown's name.

Ms. Brown's family, Daria Brown, Demetria Brown, Kiara Brown, Teri Williams, Chelsea Carter and Damion Gillian, were in attendance for the Memoriam Service.

Daughter Demetria Brown spoke on behalf of her family. She thanked the ATN for finding mother and saving her life.

**CONSENT CALENDAR**

- 2. Receive and approve minutes of the ATN Board of Directors held on Wednesday, February 25, 2015**
- 3. Receive and file status report pertaining to the Anaheim Transportation Network operations  
ATN Focus Area Reports – February 2015**
- 4. Receive and file ART Operating Reports through February 2015**



5. Receive and file ATN membership report for February 2015
6. Receive and close financial reports for the period of January 2015 and electronic payment for March 2015.
7. Receive and file customer service summary for February 2015
8. Receive and file sales report summary for February 2015

By motion, Sanford/Alder, the ATN Board of Directors approved the consent calendar

Ayes: Alder, Bocci, Bruno, Kim, Meek, O'Connell, Sanford, Thorson

Noes: None

**OPERATIONAL REPORT:**

**9. ART operational update – monthly report provided by First Transit, Inc.**

Robert Johnson, General Manager for First Transit, reported that First Transit has 48 coach operators in training. He said that at the last meeting he had been asked if their hiring to date resulted in a gain or loss as compared to before they took over the contract. Mr. Johnson reported that their hiring represented a gain not a loss.

Additionally, Mr. Johnson reported that they will have a new Training and Safety Manager starting shortly. Chairman Sanford requested that the credentials of the new Training and Safety Manager be brought to the next Board Meeting.

**ACTION CALENDAR:**

**10. Subsequent to presentation to the ATN Board of Directors on January 28, 2015, public workshops on February 17 and 19, 2015, and public hearing held on February 25, 2015:**

- A. Approve a new Anaheim Resort Transportation (ART) public route – Costa Mesa/South Coast Plaza Area Line – between The Anaheim Resort® District, Anaheim Regional Transportation Intermodal Center (ARTIC) and the City of Costa Mesa;
- B. Authorize Executive Director to execute operating agreements and Memorandum of Understanding with the City of Costa Mesa, Costa Mesa Conference and Visitor Bureau, and South Coast Plaza to defray operating costs associated with ART service expansion; and



**C. Make a determination that the addition of the new route will provide additional transit service and would not negatively affect or cause a disproportionate impact on minority and low-income populations**

Executive Director Kotler, explained that the proposed expansion to the City of Costa Mesa will enhance connectivity between several Orange County’s destinations and will increase public transportation options for the residents, employees and visitors. With connections through ARTIC, service to Costa Mesa will provide added multi-modal access.

For the past two years, ATN has held on-going discussions with several large employers and others in Costa Mesa about the feasibility of providing a public route that would serve Costa Mesa/South Coast Plaza area. In December 2014, several Costa Mesa entities, including the City of Costa Mesa, South Coast Plaza and the Costa Mesa Conference and Visitor Bureau (CMCVB), approved a program to fund ART service expansion into Costa Mesa. If approved, the new service would begin on Monday, May 4, 2015. The proposed route would be bi-directional with public stops at:

Costa Mesa: Baker Street & Bear Street  
Bristol Street & Hotel Way  
Bristol Street & Anton Boulevard  
Bristol Street & Santa Ana Avenue  
Segerstrom Center for the Arts

Anaheim: ARTIC  
Manchester Avenue & Harbor Boulevard  
Anaheim Convention Center/Grand Plaza  
Harbor Boulevard & Orangewood Avenue  
Harbor Boulevard & Chapman Avenue  
South Coast Plaza

To defray operating costs associated with ART service expansion, funding for ART Costa Mesa/South Coast Plaza Line is provided by:

- City of Costa Mesa      \$ 25,000
  - CMVCB                      \$ 60,000
  - South Coast Plaza      \$ 30,000
- \$115,000

The proposed services will be operating along a fixed public route to ensure consistency of service and ease of use for the traveling public. The proposed service is based on peak and off-peak operating parameters. The peak operating schedule will include a mid-day return to/from Anaheim and Costa



Mesa. Peak service is considered as second week of June through Labor Day weekend. During city-wide conventions and special events ART service may be temporarily extended.

Regular weekly ART schedules will be distributed and posted on the ART's website, on the entire fleet of ART buses, and at all participating establishments. Weekly ART schedules will be commensurate with the overall ART operating standards, including mileage restrictions on the ATN's ability to operate outside the City of Anaheim. The ATN's current franchise with the City of Anaheim, authorizes ATN to operate two (2) percent of its total annual mileage outside city limits. With previous service expansions, ATN structured its routes to operate within City limits.

Upon approval by the Board of Directors, the service to Costa Mesa is scheduled to begin on May 4, 2015. Service changes for the entire ART system occur twice annually and coincide with beginning of Major League Baseball and National Hockey League seasons. The following implementation and public outreach schedule is planned to meet public participation requirements.

Numerous outreach activities have been conducted to introduce the service and to encourage and maintain strong ridership. The activities include:

- Service Parameter Overview by ATN Board of Directors and Approval of Public Participation Schedule - January 28, 2015
- Public Workshop – City of Anaheim February 17, 2015
- Public Workshop – City of Costa Mesa February 19, 2015
- ATN Board of Directors Public Hearing February 25, 2015

Upon approval by the Board of Directors, the following additional outreach activities will be conducted:

- Inclusion of Costa Mesa/South Coast Plaza area in the ART system map
- Promote new service routes on ATN's website & social media outlets
- Reciprocal website links for available transportation services
- Press Releases
- Inaugural Ride Ribbon Cutting/Promotions/Photos

ATN is expanding service in order to increase availability of transportation options and access for the minority and low-income populations to the ART service. Equity analysis, in compliance with Federal Transit Administration (FTA) Circular 4702.1B which is required that under Title VI of the Civil Rights Acts of 1964. The ATN is required to evaluate a proposed service expansion at the planning and programming stages to determine whether proposed changes have a discriminatory impact on the minority and low-income populations.



The purpose of the expansion is to provide new transit service between the Anaheim Resort® and destinations in the City of Costa Mesa. The proposed new route would operate on printed schedules. As with all ATN routes, hours of operation are based upon the operating hours of the area's major attractions and vehicle assignments are based on projected ridership demand.

Since the addition of the new routes will provide additional transit service, the service expansion would not negatively affect minority and low-income populations, suggesting there is no disproportionate impact system-wide from the service change and therefore, no need for mitigation or alternatives.

Chairman Sanford asked if this new service replaces the South Coast Shuttle. Executive Director Kotler responded, that it does not replace the South Coast Shuttle.

Rick Bacigalupo of OCTA asked about our fare for this service. Executive Director Kotler said that the fare would be ART's regular fare of \$5.00 one-day unlimited pass. All other ART fare media denominations would be applicable as part of the over-all system.

By one motion, Sanford/Bocci, the ATN Board of Directors voted to:

- A. Approve a new Anaheim Resort Transportation (ART) public route – Costa Mesa/South Coast Plaza Area Line – between The Anaheim Resort® District, Anaheim Regional Transportation Intermodal Center (ARTIC) and the City of Costa Mesa;
- B. Authorize Executive Director to execute operating agreements and Memorandum of Understanding with the City of Costa Mesa, Costa Mesa Conference and Visitor Bureau, and South Coast Plaza to defray operating costs associated with ART service expansion; and
- C. Make a determination that the addition of the new route will provide additional transit service and would not negatively affect or cause a disproportionate impact on minority and low-income populations

Ayes: Alder, Bocci, Bruno, Kim, Meek, O'Connell, Sanford, Thorson

Noes: None

After the vote, Executive Director Kotler said that the Board of Directors will be receiving invitations to the "Grand Opening" of this new route.

Chairman Sanford said that there is a new building next to the Performing Arts Center in Costa Mesa that would like to receive information on the new route. Additionally, he mentioned that ATN may wish to reach out to the Enclave, new apartment community.



**11. In accordance with Federal Transit Administration (FTA), set dates for public workshops and public hearing to receive public input regarding Anaheim Transportation Network’s plans related to the Civil Rights Act of 1964:**

- A. Title VI Plan**
- B. Limited English Proficiency Plan**
- C. Public Participation Plan; and**
- D. ADA Complementary Transportation Plan**

Executive Director Kotler explained that the Title VI of the Civil Rights Act of 1964 provides that “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.” To fulfill this basic civil rights mandate, each agency that receives federal financial assistance, for any program, must prepare and update, every three (3) years, their Title VI Plan and make the Plan available for public review and comment.

Consistent with its commitment to meet FTA regulatory requirements, ATN updates and submits these documents, on a triennial basis, to Orange County Transportation Authority (OCTA) in compliance with FTA regulations. The proposed schedule for the receipt of public comments and ATN Board of Directors approval is as follows:

<b>Task Due Date</b>	
Public Notice	March 30, 2015
Public Workshop -- ATN Administrative Office	April 8, 2015
Public Workshop -- ARTIC	April 9, 2015
Public Hearing – ATN Board of Directors	April 22, 2015
Adoption – ATN Board of Directors	May 27, 2015

Upon completion of the public review and ATN Board of Directors approval, Title VI documentation will be submitted to OCTA.

The purpose of the Title VI Plan is to document practices and operations to ensure that, for all programs and activities supported by federal financial assistance, the ATN provides services without exclusion or discrimination on the grounds of race, color or nationality, or through creation of barriers to the use of the ATN’s Anaheim Resort Transportation (ART) system.

- Title VI Plan -- embodies several components, each with a distinct purpose of ensuring that no discrimination exists on the grounds of race, color or national origin, including:



1. Procedures for filing civil rights complaints;
  2. List of Title VI investigations, complaints, and lawsuits (if any);
  3. Plans for providing meaningful access to persons with limited English proficiency; notification regarding protection under Title VI;
  4. Distribution of information and outreach to ensure meaningful access to programs and services by involving customers and the general public in the decision-making process;
  5. Service policies and standards under which ATN operates to ensure high-quality and safe levels of service to the public;
  6. Service change process and describes major service changes; and
  7. Evaluation of the extent to which ATN has met its service standards and the levels of service provided to the various communities served by the ATN.
- Limited English Proficiency Plan (LEP) -- There are two pieces of legislation that provide the foundation for the development of an LEP Plan -- Title VI of the Civil Rights Act of 1964 and the Executive Order 13166. As defined in Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English.

The Executive Order 13166 clarified requirements for an LEP person under Title VI and requires for the ATN to examine the services it provides and to develop and implement a system by which an LEP person can have meaningful access the services. Current programs, activities, and services that are being offered by ATN include:

1. Title VI Notification placards in English and Spanish are installed on-board all Anaheim Resort Transportation (ART) buses
2. Interior bus posters displaying general safety information in English and Spanish, along with pictographs
3. Major Service and Fare Changes Notices are provided in English and Spanish and are distributed on-board all ART buses, and published in local newspapers
4. Many coach operators are bilingual; however, if they are not bilingual, they are instructed to request assistance by contacting dispatch in order to respond to LEP individuals
5. LEP callers are directed to bilingual staff
6. Should language assistance requests be made, ATN has access to interpretation services provided by the Anaheim Orange County Visitor and Convention Bureau (AOCVCB)
7. ART Route maps/timetables are universal by showing street alignments and numeric timetables
8. Title VI Protection Notifications (on-board all buses, website in English and Spanish)
9. Major Service and Fare Change Notifications (on-board all buses, website, public newspapers)



10. Interior bus posters and stickers displaying safety or system information
11. Route, schedule and fare information in ART System Map is provided in English and Spanish in print

- Public Participation Plan -- The purpose of the Public Participation Plan (PPP) is to establish procedures that allow for, encourage, and monitor participation of all citizens in the ATN service area, including but not limited to low income and minority individuals, and those with Limited English Proficiency (LEP). The goal of the PPP is to offer real opportunities for the engagement of all citizens of the ART system service area.

Opportunities for participation for both users and nonusers of the ART service are made available through:

1. Questionnaires and onboard surveys;
2. Notices in the local newspapers;
3. Social media outlets; and
4. Web-based communications

In addition to these outreach efforts staff will use the following techniques for future planning and project-specific development phases, as deemed appropriate:

1. Presentations at community neighborhood associations
2. Formal interviews with business community stakeholders
3. Formal interviews with elected officials
4. Informal conversations with individuals and small groups
5. Interviews with people who are or could be affected by ATN services
6. Presentation by experts or various transit-related subjects
7. User and non-user surveys

All received comments will be documented by the ATN and presented to the decision-making bodies, as necessary, and will be included in the planning processes and products.

- American with Disabilities Act (ADA) Complementary Paratransit Plan -- The requirements of the ADA Complementary Paratransit Plan state that paratransit services must be “comparable” to the fixed route service levels and availability.

ADA Complementary Paratransit are provided to all individuals who are unable, because of their disability, to use the fixed route system. The criteria for determining eligibility are regulated and



ATN is required to have a documented process in place to determine if an individual qualifies for service. ADA complementary paratransit service is comparable to fixed route services in terms of:

1. Service Area: Paratransit must be available within the same area served by the fixed route, specifically; service shall be made available to all origins and destinations within  $\frac{3}{4}$  of a mile on each side of each fixed route.
2. Hours and Days of Service: ADA paratransit services must be available the same hours and days of service that the fixed route as well.
3. Response Time: Trips must be made available to any ADA paratransit eligible person at any requested time or any particular day in response to a request for service made the previous day.
4. Fares: The public transit agency may not establish paratransit fares that are more than twice the fare would be charged to an individual paying full fare for a trip of similar length at a similar time of day on the fixed route system.
5. Trip Restrictions: The operator may not impose trip restrictions to prioritize trips based on trip purpose.
6. Capacity Constraints: The operator may not impose capacity constraints on the amount of service that is provided to any eligible person.

At the present time ATN, contracts with OCTA for the provision of ADA Complementary Paratransit services. As a contractor to the ATN, OCTA provides semi-annual reports to document compliance.

The ATN is committed to the enforcement of US DOT's Title VI regulations and will provide the most effective and efficient public transit service possible, with full accountability to the constituency we serve. Through these established service standards and policies, ATN will ensure that no person or group of persons shall be discriminated against with regard to the routing, scheduling, or quality of transit service based on race, color or national origin.

Chairman Sanford asked if the ATN is asking for this motion to only set the dates. Executive Director Kotler replied, yes, this motion is to only set the dates.

By motion Sanford/Bruno, the ATN Board of Directors in accordance with Federal Transit Administration (FTA), set dates for public workshops and public hearing to receive public input regarding Anaheim Transportation Network's plans related to the Civil Rights Act of 1964 approved:

- Title VI Plan
- Limited English Proficiency Plan
- Public Participation Plan; and



- ADA Complementary Transportation Plan
  - Public Notice March 30, 2015
  - Public Workshop -- ATN Administrative Office April 8, 2015
  - Public Workshop -- ARTIC April 9, 2015
  - Public Hearing – ATN Board of Directors April 22, 2015
  - Adoption – ATN Board of Directors May 27, 2015

Ayes: Alder, Bocci, Bruno, Kim, Meek, O’Connell, Sanford, Thorson

Noes: None

**12. Authorize Executive Director to submit grant applications to the California Air Resources Board:**

- A. Targeted Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project**
- B. California State Transportation Agency Call for Projects for the 2015 Transit and Intercity Rail Capital Program**

Executive Director Kotler explained that in 2006, Assembly Bill (AB 32) created a comprehensive program to reduce greenhouse gas emissions and required the State of California to reduce emission sources to 1990 levels by 2020. In March 2013, Governor Brown signed an Executive Order B-16-2012 affirming a long-range climate goal for California to reduce greenhouse gases from the transportation sector by 80 percent below 1990 levels by 2050.

To support the Governor’s initiatives, California Legislature passed into law three bills (AB 1532; SB 535 and SB 1018) that established the Greenhouse Gas Reduction Fund to receive the proceeds from the distribution of allowances via auction and provide a framework for how those auction proceeds are to be appropriated and expended, known as the Cap-and-Trade Program. The Cap-and-Trade Program is a key element in California’s climate plan.

Both proposed grant applications, *Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project* and *2015 Transit and Intercity Rail Capital Program*, seek funding from the California’s Cap-and-Trade program. The proposed projects must be located to benefit disadvantaged communities (DAC) and to provide direct, meaningful, and assured benefits. Per California Air Resources Board (CARB) interim guidance, DAC communities are identified through the census tract map based on the air quality impacts to the community that is disproportionately burdened by and vulnerable to multiple sources of pollution. The program requires that the project be located in a DAC, or serve populations located in a DAC. The proposed grant application meets this criterion.



**A. Targeted Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project**

The grant application solicitation released by the California Air Resources Board (CARB) is due on April 8, 2015. A total of \$2.5 million is allocated to introduction of advanced clean car sharing fleets to develop pilot car sharing programs and to test potential application's unique attributes of the community.

Staff informed the Board that given timing constraints associated with the submission of the Car Sharing grant application, ATN staff is not requesting authorization to submit this grant application, but would rather concentrate its efforts on the submission of a grant application described below.

**B. California State Transportation Agency Call for Projects for the 2015 Transit and Intercity Rail Capital Program**

California State Transportation Agency (CalSTA) released a solicitation for Transit and Intercity Rail Capital Program. This solicitation utilizes \$24.8 million in FY 2014/15 funds and \$100 million in FY 2015/16 funds, for a total solicitation of \$124.8 million to be available for projects to funds capital improvements and operational investments that will reduce greenhouse gas emissions and modernize California's intercity rail and bus transit systems.

The ATN is submitting a grant application to deploy ten (10) zero emission battery electric buses along a heavily travelled 2.5-mile circulator route (Route 20). ATN has identified Route 20 as the prime candidate for zero emission bus service. ATN currently operates 26 forty foot LNG buses on this route, serving over 9,000 passengers daily. With stops at the Toy Story Transportation Center, Anaheim Convention Center, Disneyland Resort Transportation Center, and Anaheim GardenWalk, this project provides the unique opportunity to deploy zero emission battery electric buses on a heavily traveled, highly visible route serving Anaheim and many of its tourist attractions.

The grant application is due on April 10, 2015. If funded implementation would begin in the Fall 2015 and ATN will have up to three (3) years to complete the project. For future grant application, CARB is considering moving to a first-come/first-serve model. This new model would not affect current solicitations.

The proposed project includes the following team members:

- Anaheim Transportation Network (ATN) will own, operate, and maintain the project vehicles
- Center for Transportation and the Environment (CTE) will manage the project and provide technical assistance on the specification, evaluation, inspection, and deployment of the buses and charging equipment. CTE will also analyze the route, charging profiles, and



operating costs, and assist in developing the most efficient charging strategies. Finally, CTE will collect operational data, analyze the information, and report on the results

- The Walt Disney Company as a key stakeholder will participate in project deployment and evaluation
- The Anaheim Public Utilities (APU) is providing \$500,000 in local match toward the charging infrastructure. APU will also participate in rate modeling and cost analysis to help determine the most efficient charging strategy and most cost-effective rate structure

ATN plans to use participation in a competitive procurement process with Long Beach Transit (LBT) to procure buses for this project. LBT's procurement is in the final stage of evaluation. Proposals from Proterra, Build Your Dreams (BYD) and New Flyer have been received.

Total grant fund request for ten zero emission buses and required infrastructure is for \$8,500,070. Local match requirement of 15%, or \$1,275,000, will be comprised of State of California Voucher Program of \$450,000 and funding commitment by the Anaheim Public Utility of \$500,000. The ATN will also plan to submit a funding request to the MSRC.

Should ATN be selected to receive funding for the Targeted Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project and/or 2015 Transit and Intercity Rail Capital Program, final grant agreements, with project parameters/conditions, will be presented for acceptance and approval to the ATN Board of Directors.

Mr. Priest of Curt Pringle and Associates, suggested that the ATN focus on Option B – California State Transportation Agency Call for Projects for the 2015 Transit and Intercity Rail Capital Program at this time.

Director Thorson will work with The Walt Disney Company to ensure language consistency in the proposal.

Chairman Sanford asked why we selected Route 20/ Toy Story. Executive Director Kotler explained that since over 20 buses are operated on this route, should operational issues arise, other buses are available for service and no service interruptions would occur. In addition, since Route 20 is a relative short route, no additional charging infrastructure would be needed to extend operating range of the bus. Mr. Priest said that the State of California is seeking to use the buses in a visible application.

Director Alder inquired if the LNG buses are considered low emission or ultra-low emission. Executive Director Kotler replied that even though LNG buses is a cleaner technology when compared to diesel



application, new and emerging technologies, such as zero-emission application, are being promoted to decrease air pollution.

Chairman Sanford asked how much do the buses cost? Executive Director Kotler said that the buses cost \$850,000 per unit. Executive Director Kotler added that the ATN is requesting \$8.5 million in grant funding for this effort. Should the ATN receive this grant award, final decision to accept, or deny, funding would be sought from the ATN Board of Directors.

By motion, Sanford/Kim, the Board of Directors authorized the Executive Director to submit grant applications to the California Air Resources Board to California State Transportation Agency Call for Projects for the 2015 Transit and Intercity Rail Capital Program

Ayes: Alder, Bocci, Bruno, Kim, Meek, O'Connell, Sanford, Thorson

Noes: None

### **13. Other Business –**

Executive Director Kotler discussed plans for the beach service from ART to San Clemente via ARTIC. A transfer to AMTRAK with OCTA may be possible. In concert with the Disney 60<sup>th</sup> Anniversary, ART will promote our connection to the beach.

***Adjourn ATN Board of Directors Meeting***