



Anaheim Transportation Network Board of Directors Meeting

Wednesday, June 6, 2018
3:00 P.M. – 5:00 P.M.

BOARD OF DIRECTORS:

Paul Sanford
Chairperson

Fred Brown
Vice Chair

Jerry Alder
Director

Jay Burress
Director

Ian Gee
Director

Ronald Kim
Director

Dan Lee
Director

Carrie Nocella
Director

Bharat Patel
Director

Bhavesh Bo Patel
Director

Jeffrey Runsten
Director

Brian Sanders
Director

Merit Tully
Director

Diana Kotler
Executive Director

Anaheim Regional Transportation Intermodal Center
2nd Floor Conference Room
2626 East Katella Avenue
Anaheim, CA 92806

AGENDA

ATN Board Members in Attendance:

Jerry Alder
Bo Patel
Ron Kim
Brian Sanders
Sarah Monks
Mindy Abel
Ian Gee
Bharat Patel
Dan Lee
Fred Brown

ATN Staff Present:

Diana Kotler
Jim Appleby
Belinda Trani
Paula Eberhardt
Lita Aguilar

Members of the Public Present:

Greg Cain, TransDev
Garry Steele, TransDev
Paul Simmons, Curt Pringle and Associates
Curt Pringle, Curt Pringle and Associates
Fred Whitaker, Cummins & White, LLP
Linda Johnson, City of Anaheim

Call to order atn board of directors meeting at 3:07 PM

Welcome & introductions -- Director Kotler introduced ATN' new staff member -- Jim Appleby. She also reported that staff had no additions and/or deletions to the meeting agenda

Public comments -- none



Vice Chairman Fred Brown invited staff to make special recognition of and presentation of Resolutions to:

- Operator of the Month of March -- Debbie Kaeo
- Operator of the Month of April -- Tom Gutierrez
- Operator of the Quarter January – March Debbie Kaeo

Executive Director Diana Kotler congratulated the operators of the month, she recognized nominated employees and presented them with certificates of recognition.

Director Kotler stated that ATN conducted public outreach to solicit public information pertaining to the Anaheim Transportation Network's Title VI Plan; CtrCity Anaheim MicroTransit Equity Analysis; and Public Participation Plan. Even though ATN did not receive any public comments, ATN held public workshops and a hearing to solicit participation from the affected community. The document was also posted on the agency's website. The next review and update of the ATN's Title VI Plan will be done in 2021. Since beginning of the service provision 16 years ago, ATN did not receive any Title VI related complains and/or inquiries.

Vice Chair Brown congratulations on 16 years and moved a motion to accept, in accordance Civil Rights Act of 1964 and Federal Transit Administration (FTA) requirements and receive and file Anaheim Transportation Network's Title VI Plan; CtrCity Anaheim MicroTransit Equity Analysis; and Public Participation Plan.

The motion received a second from Director Bharat Patel and passed unanimously

YEAS: Brian Sanders, Sarah Monks, Mindy Abel, Ian Gee, Dan Lee, Jerry Alder, Ron Kim, Bo Patel.

NAYS: None

ABSTAIN: None

CONSENT CALENDAR:

Items 3- 10 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 meeting held on Wednesday, March 28, 2018
2. Receive and file status report pertaining to the Anaheim Transportation Network operations ATN Focus Area Reports – March through May 2018
3. Receive and file ART Operating Reports for March through April 2018:
 - a. Maintenance: Mileage & Road Call Reports



- b. Safety & Training: Safety & Security Report
 - c. Operations Contract Penalty Report
 - d. Operational Performance Reports
4. Receive and file ATN membership and customer service summary report for March through May 2018
 5. Receive and file for March through April 2018 financial statements, and approve credit card payment for March through May 2018
 6. Receive and file sales report summary for March and April 2018
 7. Approve contract extension with National Tours to continue to provide supplemental driving personnel in support of Anaheim Resort Transportation (ART) services. Authorize ATN Executive Director to execute agreement
 8. Approve first amendment to the agreement between the ATN and City of Anaheim/Anaheim Convention Center for the provision of transportation services. Authorize ATN Executive Director to execute agreement

By motion Fred Brown/Ron Kim, moved to accept items 3-10 on the consent calendar. Items passed in a single motion:

YEAS: Bharat Patel, Brian Sanders, Ian Gee, Sarah Monks, Mindy Abel, Dan Lee, Jerry Alder, Bo Patel.

NAYS: NONE

ABSTAIN: NONE

OPERATIONAL REPORT:

9. ART Operational Update – Monthly report provided by Transdev Transit Services, Inc. Gregory Cain, General Manager

The operational report was provided by General Manager, Gregory Cain. Mr. Cain stated that Transdev team continues its efforts to focus on safety programs for the division. The goal of the programs is to reduce accidents by 60% percent compared to previous year. Incentives for the operators were approved by corporate and will be unveiled at the driver meeting on June 29th. Staff also continues to work on hiring and retention. Despite these efforts, Anaheim division continues to experience personnel shortages.



ACTION ITEMS:

- 10.** By Resolution # 2018-001, accept a grant award for \$28,617,000 from the State of California (CalSTA) Transit, California Department of Transportation (Caltrans) and Intercity Rail Capital Program (TRICP). Authorize Executive Director, with consultation from legal counsel, to enter into agreement with CalSTA

Vice chairman, Brown, introduced this item by congratulating staff on the receipt of \$28 million to advance ATN programs and services to the community and invited staff to provide an overview of the award.

Executive Director Diana Kotler provided a report to the Board of Directors about a grant award from the Transit and Intercity Rail Capital Program (TIRCP) for \$28,617,000 providing funding toward:

- | | | |
|----|--|--------------|
| 1. | 40 Zero Emission Buses (ZEB) Pure Electric Buses | \$23,019,000 |
| | a. Twenty 40-ft buses | |
| | b. Ten 60-ft articulated buses | |
| | c. Ten 30-ft buses | |
| 2. | Full funding of the CtrCity MicroTransit Service | \$443,000 |
| | a. Mobility App | |
| | b. 18 months of operation expenses | |
| 3. | Partial funding for the ATN's new facility | \$5,010,000 |
| | a. Solar/Photovoltaic Energy Storage Solution | |

ATN will work with Caltrans and CalSTA on this program.

The awarded project is slated to begin implementation in the Fall of 2018 and will continue through the end of 2020/2021.

Funding for a project manager is provided by the grant, with co-funding as ATN's staff time. Over summer 2018, ATN will select a Project Manager (a contracted position) to help lead the organization through the deployment efforts.

At the same time, ATN staff and legal counsel will begin:

1. Agreement discussions with the State of California, Caltrans and CalSTA
2. Continue work with the ATID committee to secure remaining funding (Attachments 3-4)
3. Continue to submit grant application toward full project funding
4. Prepare initial project implementation and management plan



5. Continue real estate discussion with the City of Anaheim Public Works & Community Development departments

At future ATN Board of Directors meeting, staff will prepare recommendations for project management plan and implementation strategy. This plan will include a recommendation to establish an Ad Hoc Oversight Committee of the Board to advise consultant(s) and staff on project execution and implementation matters.

By Motion, Brown/Alder, item #12 passed unanimously.

YEAS: Bharat Patel, Bo Patel, Ian Gee, Brian Sanders, Sarah Monks, Mindy Abel, Dan Lee, Ron Kim.

NOES: NONE

ABSTAIN: NONE

11. Accept a grant award for \$1,206,518 from the Federal Transit Administration (FTA) Bus and Bus Facilities Program with the City of Norwalk's Transit. Authorize Executive Director, with consultation from legal counsel:
 - a. To enter into a funding agreement with the City of Norwalk for \$500,000 toward purchase of Zero Emission Buses (ZEB);
 - b. Exercise ten (10) ATN options with Long Beach Transit for the purchase of BYD buses; and
 - c. Assign two (2) of the above-mentioned options to the City of Norwalk

Executive Director Kotler reported to the Board that the ATN partnered with the City of Norwalk to submit a joint grant funding request to Federal Transit Administration (FTA) Bus and Bus Facilities Program.

The ATN and the City of Norwalk needed to establish this partnership for a number of reasons – ATN, as a subrecipient of federal funds, needed a fiscal agent to submit this funding request, were the City of Norwalk was looking for an experienced Zero Emission Bus (ZEB) partner. Building on each other's strengths, both agencies were successful in securing \$1,206,518 to advance deployment of ZEB in Southern California. To accelerate deployment and the use of FTA's Bus & Bus Facilities funds, ATN proposed to use existing ten options ATN secured with Long Beach Transit (LBT) back in 2015 for BYD 40-foot buses. LBT assigned these options to ATN and the project will move forward as soon as the City of Norwalk executes a full funding agreement with FTA on June 15, 2018. The City of Norwalk plans to proceed with the purchase by September 2018.



Between now and September 2018, ATN and Norwalk will need to execute a cooperative agreement. ATN will receive \$500,000 toward acquisition of its ZEB fleet and Norwalk will need to formally accept two LBT options.

ATN will use \$500,000 from Bus & Bus Facilities Program as matching funds toward the purchase of 40 ZEB buses awarded through CalSTA’s TIRCP Program. Vice chairman, Brown asked in the ATN would need to go through a competitive selection process. Director Kotler explained that ATN’s strategy will be to use past procurement process with Long Beach Transit (LBT). ATN still has ten options available through this cooperative procurement and ATN has until 2020 to exercise these available options. Two of these options will be given to Norwalk Transit.

By Motion, Brown/Sanders approved staff recommendation

YEAS: Ron Kim, Bharat Patel, Ian Gee, Sarah Monks, Mindy Abel, Dan Lee, Jerry Alder, Bo Patel.

NAYS: None

ABSTAIN: None

12. Review and approve Anaheim Transportation Network’s five-year Capital Improvement Program

Executive Director Kotler informed the the ATN Board of Directors that the agency needs to develop its first Capital Improvement Program (CIP), which is a short-range plan, to identify capital projects and equipment purchases. The CIP is planning tool to identify options for financial planning.

The ATN’s CIP is a five-year planning document spanning from Fiscal Year 2018/2019 through 2022/2023. Five specific projects have been identified in the CIP:

Project Name	Funded Amount	Future Funding Needs	Funding Sources	Implementation Schedule
MicroTransit	\$569,000	\$200,000/yr \$1,000,000	Parking Fees & Advertising	Fall 2018
#ElectrifyAnaheim ART Fleet	\$29,469,000	\$2,511,000	ATID & Other Grants	NTP Fall 2018
Operating Location	\$7,155,000	\$4,345,000	ATID, Grants, Fuel Credits	Fall 2019
Power Purchase Agreement	P3	\$5,000,000	Long Term Purchase Agreement	Fall 2019
Real-Time Signage	\$780,000	\$130,000/yr \$650,000	Advertising	Fall 2018
Mobile Ticketing	P3	\$2,000,000	Commissionable Sales	Fall 2018

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Total	\$37,973,249	\$14,186,000		
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This CIP plan will become part of the ATN’s overall budget with the total expenditures plan of \$53,479,249.

Since the CIP spans over multiple years and will require amendments based on funding availability, implementation schedule and other parameters, CIP will be approved as a stand-alone document. Staff reports dealing with the CIP will identify if this document needs to be amended and if, yes, will indicate specific amendments to the CIP. Only through Board of Directors action, can CIP be amended.

This CIP represents the first capital improvement plan for the ATN. As such, this is a blueprint to future capital investment by the ATN and will be our working document as the ATN continues to forge its future course.

Vice chairman Brown requested for staff to prepare a more detailed CIP document. Director Kotler indicated that staff will take this item back and will re-present it at the next Board meeting with additional information, as requested by the Board.

Linda Johnson, with the City of Anaheim’s stated that city and ATN staff are working on this matter and will be further discussing the use of ATID funds for capital and real estate purchases. Director Brown inquired if ATID funds are considered City or community money? Ms. Johnson indicated that further legal clarify requirements for the assets acquired with ATID funds.

Director Gee inquired how any cost increases in the project would be handled. Director Kotler explained that CIP is a working document and any amendments would require Board approval. Director Kim indicated that further detailed CIP would provide needed clarifications and should also address organizational cash flow needs.

Staff will bring this item back for further discussion and approval at the next ATN Board of Directors meeting.

13. Review and approve Anaheim Transportation Network’s Fiscal Year 2018/2019 Operating Budget

Staff presented the proposed Fiscal Year (FY) 2018/19 Operating Budget presents as a balanced plan of available resources and uses of funds necessary for the provision of transportation services for The Anaheim Resort® District and surrounding communities.

The proposed budget utilizing available financial resources required for the provision of Anaheim Resort Transportation (ART) services. ART services are provided to the community by staff from four (4) distinct divisions. The proposed budget does not propose any additions to the current personnel plan. Two positions will be reclassified to one management position.



One contracted position will be added to facilitate implementation of the ATN's Capital Improvement Plan (CIP). ART services will be managed by the existing thirty-six (36) full-time positions, seventeen (17) part-time positions and sixteen (16) key contractor positions. The attached organizational chart provides an overview of the of the ATN organizational structure for FY 2018/19.

Each division submitted a budget request to the Finance Manager, which was subject to an internal review to ensure conformance with the ATN Work Program, as established and approved by the Board of Directors. The proposed budget warrants a fiscally responsible and sustainable provision of transportation services.

Director Kotler reported that the ATN is in a sustainable financial position at the end of the FY 2018/2019. But, the agency needs to be cautious over the year in managing demand for services, preparation for upcoming developments, upcoming facility move and in support capital rolling stock replacement of its aging fleet. Ms. Kotler recommended that as the ATN looks forward to FY 2018/2019, staff shall:

- Continuance of the Anaheim Resort Transportation Fare Structure. Begin discussion of new fare structure February 2019 in preparation for new developments and attraction openings;
- Continuance of the assessment structure for local business establishments

- Deployment of the Mobility Ticketing App
- Smart Real-Time Passenger Information System
- Start of the Micro Transit Service
- Implementation of the Capital Improvement Program
- Franchise Renewal

The proposed uses of funds include provision of transportation services, consulting agreements, personnel expenditures, maintenance, fuel and operating expenses. Total expenditures are budgeted at \$15,906,280 for FY 2018/19; representing no material change from FY2017/18 expenditure plan of \$15,938,067.

The proposed expenditure plan also includes the following initiatives:

1. Continued branding and marketing of ART service. Deployment of mobile and other technology related initiatives
2. Continue to growth of the advertising program and development of destination advertising buying consortium
3. Support for special events and conventions at Disneyland® Resort and Anaheim Convention Center
4. Deployment of zero emission bus technologies



5. Development of Mobility on Demand initiatives to meet future transportation needs
6. Partnership with City of Anaheim Economic Development and Public Works departments on innovative MicroTransit solutions as well as research of autonomous vehicle technologies and applications
7. Continuation to seek and apply for all available grant opportunities
8. Addition of two properties to the family of ART services – Hampton Inn & Element Hotel
9. Renegotiation of Toy Story operating agreement with Disneyland® Resort
10. Modest compensation adjustment of up to 3 percent for all ATN personnel



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Fiscal Year 2018/19 Projected Revenue Sources

		FY2019	FY2018 Est
		Jul '18 - Jun 19	Jul '17 - Jun 18
Ordinary Income/Expense			
Income			
4000 - ART Revenue			
	4010 - Participation Assessment Fees	2,322,735	2,233,399
	4011 - Assessment - Route 20 Hours	6,475,105	5,528,934
	4012 - Assessment - Route 20 Fuel	171,117	756,698
	4019 - Other Participation Assessments	6,000	5,833
	4020 - Retail Assessment Fees	189,608	182,428
	4040 - Ticket Sales	4,267,430	4,222,900
	4050 - ART Group Sales	371,115	414,972
	4060 - Kiosks Leases	124,800	110,500
	4070 - Advertising	862,204	705,371
	4071 - Advertising MicroTransit	83,000	0
	Total 4000 - ART Revenue	14,873,114	14,161,035
4110 - Cooperative Agreements			
	4111 - Metrolink Rte 15 Reimbursement	5,474	4,640
	4112 - Amtrak	11,790	17,752
	Total 4110 - Cooperative Agreements	17,264	22,392
4300 - Grant Income			
4310 - TDM Revenue			
	4311 - Anaheim Canyon Service (Proj S)	32,971	32,971
	4313 - Anaheim Canyon Service Metrolink	33,408	33,408
	4320 - MicroTransit Grant Funds	113,000	0
	4310 - TDM Revenue	179,379	369,272
4320 - Other Grant Income			
	4321 - 5339 Apportionment	91,000	90,833
	4322 - 5307 Apportionment	762,000	754,015
	4324 - ATID ARTIC Service	0	280,132
	4320 - Other Grant Income	853,000	1,124,980
	Total 4300 - Grant Income	1,032,378	1,494,252
4400 - Membership Revenues			
	4410 - New Membership	7,245	7,245
	4420 - Renewal	52,000	50,303
	Total 4400 - Membership Revenues	59,245	57,548
4700 - Other Income			
	4701 - OCTA & Metrolink Tickets	6,253	5,753
	4710 - Interest Income	4,990	4,778
	4712 - Late Fees and Interest	0	0
	4720 - Miscellaneous Income	-2,043	-2,043
	4770 - Alternative Fuel Tax Credits	354,703	359,204
	Total 4700 - Other Income	363,902	367,692
	TOTAL INCOME	16,345,903	16,102,918



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Fiscal Year 2018/19 Proposed Uses of Funds

Expense		
6000 - Personnel Expenses		
Total 6010 - Salaries and Wages	2,273,160	2,293,624
Total 6030 - Medical Insurance	278,943	280,587
Total 6040 - Payroll Taxes	226,116	192,769
Total 6000 - Personnel Expenses	2,814,219	2,786,150
7000 - Transp Svc - Transdev, etc		
7001 - Route 20	3,896,747	3,919,456
7002 - Core ART	3,705,088	3,520,029
7003 - Route 17 - ACM	87,834	83,396
7006 - Group Sales	147,893	136,808
7007 - Contract Expense - LDs	-161,500	-173,300
7008 - Reimbursable Bus Accidents	-164,496	-150,829
7016 - MicroTransit Operations	98,875	0
7000 - Transp Svc - Operaitons	7,610,441	7,519,370
7020 - Participation Usage Credit		
7022 - Member Tier Credits	40,245	39,024
7023 - TVM Credits Sharing	141,763	136,641
7030 - ART Ticket Production Expense	20,000	20,000
7031 - ART Refunds (2000)	1,800	1,982
7110 - Tax Expense	73,437	73,437
7180 - Fees and Permits	3,000	2,262
7210 - Postage and Delivery	10,484	10,576
7240 - Fuel Supplies	1,871,303	1,759,450
7250 - Supplies		
7251 - Uniforms	87,522	87,797
7252 - Office Supplies	34,619	34,707
7253 - Maint Supplies (Non-Auto)	23,096	23,096
7254 - Janitorial Supplies	35,963	35,963
7255 - Printing	2,739	4,537
Total 7250 - Supplies	183,939	186,100
7300 - Website Develop/Maint Exp	27,750	43,963
7310 - Marketing	193,969	130,464
7400 - Board and Committee Expenses	6,000	4,188
7500 - Dues & Subscriptions	61,980	62,678
7600 - Professional Services		
7610 - Legal and Government Affairs		
7611 - Government Affairs	180,000	204,518
7612 - Legal Counsel	80,000	108,384
7610 - Legal and Government Affairs	260,000	312,902
7620 - Accounting, Audit & Tax	30,450	25,450
7630 - Technology	60,000	93,529
7640 - Grant Writing	80,000	62,140

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	7650 · ADP Service	14,200	14,446
	7670 · Marketing and Advertising Svcs	144,000	123,544
	Total 7600 · Professional Services	606,217	689,939
	7632 · Fleet Management	15,480	47,312
	7700 · Auto Expense-Gas/Mileage/Parkng	9,992	9,254
	7710 · Travel & Entertainment	56,300	59,720
	7800 · Repairs and Maint-Facilities	60,000	62,879
	7801 · Repairs - Bus Accidents	128,400	119,917
	Total 7820 · Bus Maintenance - Contracted	112,339	100,980
	7830 · Bus Maintenance - In-house		
	7831 · CNG Bus Maintenance	117,120	127,676
	7832 · LNG Bus Maintenance	603,000	622,138
	7833 · LPG Bus Maintenance	112,000	115,524
	7834 · Electric Bus Maintenance	17,500	5,429
	7839 · Bus Washing	50,400	49,575
	Total 7830 · Bus Maintenance - In-house	900,020	920,343
	7880 · Facility Rental	78,614	78,233
	7890 · Vehicle Leases	12,130	12,976
	7900 · Equip/Furniture/Software Exp	88,675	114,008
	8002 · Prof Development & Training	5,503	6,028
	8003 · Conferences and Assn Events	4,110	3,685
	8130 · Utilities - Building	104,745	92,009
	8200 · Telecommunications	125,957	127,600
	8310 · Grant Expense	32,500	135,377
	8400 · Miscellaneous Expense	22,701	23,185
	8500 · Finance charges	231,615	281,018
	8600 · Insurance	242,317	248,832
	TOTAL EXPENSE	15,906,280	15,938,067
	Excess Revenue	439,623	164,851



Proposed FY 2018/19 Operating Budget

	FY 18 Budget	FY 18 Projected	FY 19 Proposed Budget
Total Sources of Revenue	\$16,347,750	\$16,102,918	\$16,345,903
Total Uses of Funds	\$15,554,673	\$15,938,067	\$15,906,280
<i>Excess Revenue</i>	<i>\$793,072</i>	<i>\$164,851</i>	<i>\$439,623</i>
<i>Contingency Funds</i>	<i>\$687,000</i>	<i>\$690,219</i>	<i>\$700,000</i>
<i>Total Funds</i>	<i>\$1,473,072</i>	<i>\$855,070</i>	<i>\$1,139,623</i>
Reserve Fund	\$240,000	\$0	\$240,000
Remaining Excess Revenue	\$1,233,072	\$855,070	\$899,623

The ATN, through the provision of ART transportation services, directly, supports over 200 jobs. In addition, through the provision of contracts for professional services, the ATN supports additional 50 jobs. Vice chairman Brown, inquired if budget for MicroTransit reflected sufficient revenue. Self-sufficient revenue for Micro Transit. Director Kotler indicated that budget included grant funding and funding from the City of Anaheim.

Director Gee asked about the type of vehicles proposed for MicroTransit operations and if operator training will be different for this service. Staff reiterated information previously provided as part of the MicroTransit operations presentation.

Director Gee asked about contractual cost of drivers for different with types of buses, i.e. articulated? Staff indicated that training and operations are the same, the issues will most likely arise from tight operating conditions and increases in ridership due to development in the Anaheim Resort.

Director Alder asked about upcoming contract negotiations with Disneyland Resort if this these negotiations will included the cost of fuel? Director Kotler stated that upcoming negotiations will included both scenarios and upcoming rate adjustments will need to included clauses for unforeseen adjustments such as personnel budget and fuel.



Director Kotler also stated that FY 2019/20 budget will be done earlier in the year in anticipation of some important milestones -- new hotel agreements to incorporate cost allocation model, review all routes and the franchise agreement impacts of Star Wars – Galaxy Edge opening, new hotel/development needs and reserve funds.

By Motion, Brown/Monks, ATN Board of Directors approved staff recommendation and adopted FY 2018/2019 ATN Operating Budget.

YEAS: Ron Kim, Brian Sanders, Bharat Patel, Ian Gee, Mindy Abel, Dan Lee, Jerry Alder, Bo Patel.

NAYS: None

ABSTAIN: None

14. Authorize Executive Director to execute a Purchase Order for Electric Cars of Long Beach not to exceed \$250,000, including all taxes and fees, for acquisition of ten GEM vehicles for CtrCity Anaheim MicroTransit services

ATN's Control Manager, Jim Appleby provided staff report to the ATN Board of Directors about the proposed transportation solution for CtrCity Anaheim to accommodate a niche market characterized to include:

- A customized electric vehicle fleet equipped with amenities such as Wi-Fi, iPad and/or interactive screens/monitors
- Customer access via a mobile phone application to e-hail a ride or reserve a seat in a group service setting
- Use of crowd-sourcing analysis to assess demand. MicroTransit routes and stops are adjusted in real-time by aggregating demand to provide the most efficient possible service

CtrCity MicroTransit Service Parameters

The ATN and City of Anaheim discussed options for CtrCity transportation solutions and agreed that MicroTransit delivery model would be most appropriate. Both agencies agreed on the following, general, service parameters:

1. Service will begin in Fall 2018
2. The initial route will include Center Street Promenade, Civic Center, Packing District, Leisure Town connecting these destination with parking facilities
3. Service will be free of charge
4. Operating hours will be Monday through Thursday and Sunday 11:00 a.m. through 8:00 p.m.; Friday and Saturday 11:00 a.m. through 11:00 p.m.

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5. Approximately 180 hours of service will be available per week or 9,500 hours annually
6. MicroTransit service will be a subset of the ART system and will be marketed as such
7. Service will be provided by a fleet of ten (10) GEM e-6 vehicles
8. E-hailing service will be provided by a Mobile Application (App) developed by DoubleMap



The first phase of the MicroTransit service implementation was initiated with the selection of Doublemap for the e-hailing mobile application development. DoubleMap agreed to coordinate and deep-link their mobile application with the City of Anaheim parking initiatives and future ATN mobile ticketing application. This phase of the project has begun and is still in development.

The next phase of the project is the acquisition of ten (10) Electric Low Speed Vehicles (LSV). Eight (8) of the vehicles are to be capable of seating six (6) adults, including the driver. Two (2) of the vehicles are to be ADA compliant and capable of seating four (4) adults including the driver. An LSV is a vehicle class that has a maximum speed of 25 mph, and can legally be driven on most roads posted 35 mph or less. All vehicles must meet all U.S. federal safety standards for low-speed vehicles (LSVs) and be equipped with automotive safety windshield glass, three-point safety belts, turn signals, headlamps and brake lights, horn, mirrors, windshield wipers and on-road tires.

In order to ensure the best value and quality, ATN released RFP #2018-001 Microtransit Electric Low Speed Vehicles to select a vendor to provide vehicles for the ART Microtransit fleet. RFP #2018-001 provided guidelines for the submission of proposals from the qualified vehicle manufacturers and dealers of electric Low Speed Vehicles (LSV).

Director Patel asked if leasing of the vehicles could be considered? Mr. Appleby explained that the grant does not allow leasing.

Director Gee inquired if the e-hailing/booking Appl would be available in Spanish. Mr Appleby advised that the Ap will link to the mobile ATN Web site where the Google Translate function will be available.

Linda Johnson, with the City of Anaheim, indicated that the service also compliance approval from OCTA.

Mr. Curt Pringle recommended that a special kickoff event should be planned when the service is ready to begin to highlight the home-grown nature of the project. Vice chairman Brown inquired



about future sustainability of the services. Director Kotler explained a strategy for future CtrCity Specific Plan, Business Association assessments and parking revenue.

By motion, Brown/Abel, approved staff recommendation

YEAS: Ron Kim, Ian Gee, Jerry Alder, Sarah Monks, Bo Patel, Bharat Patel, Brian Sanders, Dan Lee.

NAYS: None

ABSTAIN: None

16. Approve recommendation of the Executive Committee and authorize Executive Director to execute agreement, for one year with two one-year options, with Curt Pringle & Associates for the provision of Government Affairs and Legislative Advocacy services for an annual amount not to exceed \$149,999 commencing on July 1, 2018

Director Kotler introduced Curt Pringle and Paul Simond with Curt Pringle & Associates (CPA) as the recommended consulting firm for this endeavor. The recommendation to award this agreement to CPA was reached in consultation with the ATN's Executive Committee which evaluated proposals received in response to RFI #2018-005. ATN distributed this RFI to seven local consulting firms and received two proposals:

1. Curt Pringle & Associates (CP&A); and
2. Whittingham Public Affairs Advisors (WPAA)

Miss Kotler reported that the Executive Committee reviewed and scored received proposals and invited both firms to an interview held on May 16, 2018.

**TABLE 1
PROPOSAL SCORES**

FIRM NAME	SCORE
CP&A	88.75
WPAA	61.00

Based on the solicitation process results, the ATN Executive Committee recommends award of a one-year agreement, with two one-year options, to CP&A. Since 2011, CP&A worked with the ATN's Executive Committee, Board of Directors and Executive Director to develop and implantation a robust advocacy program to advance ATN's position and stature in the community. Taking into consideration current needs of the of the ATN, CP&A scope of professional services will support of the following ATN priorities:

Federal – Work with Legislation Delegation:



1. Advise and recommend language for federal transportation bill re-authorization
2. Further and advance ATN grant funding requests

State of California (Sacramento):

1. Investigate options, advise and, if feasible, advance legislative language for ATN's eligibility for State transportation funding
2. Further and advance ATN grant funding requests

Regional Initiatives:

1. Maintain and promote positive relationship with OCTA and SCAG
2. Investigate options, advise and, if feasible, advance "Designated Recipient" designation
3. Further and advance ATN grant funding requests
4. Work with surrounding municipalities to ascertain need for ART services

Local Programs:

1. Maintain and promote positive relationship with the city of Anaheim, Garden Grove, and other elected/governing bodies to advance ATN's service
2. Assist ATN to renew a franchise agreement/ordinance with the City of Anaheim
3. Maintain and promote positive relationship with Disneyland® Resort, Visit Anaheim, lodging establishments and other developments in compliance with City of Anaheim Specific Plans
4. Assist with the relocation of the ATN facilities, including land acquisition and negotiations, government affairs, funding, permitting and other relocation matters, as appropriate.
5. Provide guidance and advise on government affairs matters to the ATN Board of Directors and ATN executive staff

ATN expects CP&A to proactively address topics or issues to advance public relations and actions to help address government affairs needs of the ATN and:

- Develop and implement strategies to secure funding for the ATN's projects and programs, including, but not limited to transportation, infrastructure and facilities
- Schedule meetings for ATN officials with key members of State of California delegation, regional and local elected officials and their staff, the administration, state and regional agencies and other key stakeholders
- Develop strong working relationships with the local, regional and state agencies, members of State of California delegation and their staff and other key stakeholders
- Raise, discuss and recommend any public relations, education, advocacy and legislative action(s) that may benefit the ATN, and identify any potential or actual governmental action(s) that may impact the ATN and region



- Coordinate and collaborate with other organizations, municipalities, companies and firms having similar goals and objectives as the ATN and/or initiatives that may require ATN services.
- Where appropriate, advocate positions and work to secure language and positions that will advance ATN's interests
- Regularly communicate with ATN to assess public relations, government affairs, advocacy and/or legislative options, analyze and discuss policy objectives including review and input into ATN's public relations, government affairs, and/or legislative policy platforms.
- Draft letters, press releases, develop talking points and other assignments as necessary.

Since the beginning of our business relationship, CP&A helped ATN to safely navigating through complex agreement negotiations, funding opportunities, public relations strategies and legislative advocacy, while providing strategic counsel to chart ATN's course toward the future. Several CP&A staff members will continue to work with the ATN; Paul Simmonds will be the main point of contact, with Curt Pringle providing strategic policy advice and counsel.

Effective July 1, 2018, CP&A's fees for services rendered to the ATN will change from the current fee of \$10,000 per month to \$12,500 per month. The new fee structure was included in the ATN's Fiscal Year 2018/2019 operating budget

By motion, Brown/Alder, approved staff recommendation

YEAS: Ron Kim, Mindy Abel, Ian Gee, Sarah Monks, Bo Patel, Bharat Patel, Brian Sanders, Dan Lee.

NAYS: None

ABSTAIN: None

17. Authorize Executive Director to execute a two-year agreement with The Graphics Department to provide Anaheim Resort Transportation bus wrap services

ATN's Control Manager Jim Appleby and Sales & Marketing Manager Belinda Trani provided this report to the Board and informed the Board that the current agreement for bus wrap services with The Graphics Department is set to expire on June 30, 2018. To comply with FTA guidelines and ensure ATN receives the best value and quality service, ATN released a Request for Proposals, Bus Wrap Services – RFP #2018-002, to select a vendor to provide bus wraps services for the ART fleet. RFP #2018-002 provided guidelines for the submission of proposals from the qualified bus wrap suppliers. Upon completion of the proposal review process, the best-qualified vendor would be awarded a two-year service agreement.

To select the bus wrap service provider, the ATN distributed RFP #2018-02 to twenty-three (23) qualified wrap suppliers. In response to RFP #2018-002, the ATN received six (6) proposals:



1. The Graphics Department
2. SoCalWraps
3. SpeedPro Imaging
4. Busgraphix
5. JG Images
6. Boss Wraps

Based on the evaluation criteria, received proposals were evaluated and scored based on the demonstrated experience of the firm, experience of project personnel, and cost proposal.

Table 1 – Summary of Proposal Evaluation, staff recommendation is to award an agreement to The Graphics Department as the best-qualified bus wrap service provider.

TABLE 1 – SUMMARY OF PROPOSAL EVALUATION

Evaluation Category	Total Possible Points	Boss Wraps	So Cal Wraps	The Graphics Dept.	Busgraphix	SpeedPro Imaging	JG Images
Demonstrated Experience of the Firm	40	31.00	30.00	35.00	35.33	32.00	34.33
Demonstrated Experience of Project Personnel	20	13.33	13.66	18.33	17.33	16.00	15.66
Cost Proposal	40	29.33	19.33	36.66	31.33	25.66	24.33
TOTAL SCORE	100	73.66	62.99	89.99	83.99	73.66	74.32

The Graphics Department is a local company with corporate offices located in Huntington Beach, CA. It has been in business since 1993 and has worked with numerous clients all over the United States. Some of their projects have been with companies such as Pacific Coast Sightseeing Tours, SeaWorld, Team Sport ASICS, among many more. ATN staff has been pleased with the value, service, and responsiveness of The Graphics Department during the previous contract term and looks forward to continuing that business relationship.

Vice chairman Brown asked staff to put items of this nature on the Consent Calendar in the future.

By motion, Brown/Kim approved staff recommendation.

YEAS: Jerry Alder, Mindy Abel, Ian Gee, Sarah Monks, Bo Patel, Bharat Patel, Brian Sanders, Dan Lee.

NAYS: None

ABSTAIN: None



18. Amend ATN Board of Directors meeting schedule. Change ATN Board of Directors meeting from August 22, 2018 to August 29, 2018

OTHER UPDATES:

19. Approval of the ATN non-exclusive franchise with the City of Anaheim

Director Kotler provided an update about administrative approval of the ATN franchise and an update on the future franchise approval efforts.

Adjourn Anaheim Transportation Network Board of Directors Meeting at 4:35PM.

Next regular ATN Board of Directors meeting will take place at the Anaheim Regional Transportation Intermodal Center (ARTIC) 2nd Floor Conference Room 2626 East Katella Avenue, Anaheim, on Wednesday, August 29, 2018