



ATN

Anaheim
Transportation Network

2021 INITIATIVES

OUR MISSION

Anaheim Transportation Network (ATN) combines integrity, excellent customer service, partnership and a can-do spirit to provide safe, reliable, and environmentally-conscious transportation/mobility solutions to everyone living, working, or visiting in the greater Anaheim area.

INTERNAL PRIORITIES



Rebuild Organizational Structure

- Look into optimal staffing solutions and organizational structure
- Enhance customer service-centric approach
- Build a safety-based company culture



Build Multimodal Service Provision Methodology

- Re-evaluate fixed route operations
- Develop deviated fixed route options
- Expand microtransit offerings
- Build mobility infrastructure/foundation

EXTERNAL PRIORITIES



Deliver ATN Capital Projects

- Fleet Electrification
- Facility Relocation



Pursue All Applicable Grant Opportunities



Engage to Advance Priorities Identified through Mayor's Transportation Task Force



Advance ATN Legislative Agenda

- Sustainable Funding
- Viable Long-Term Financial Future



Begin future assessment structure discussion and evaluate long-term financial options



Advance #ElectrifyAnaheim Initiatives to Expand Mobility Options



the ART of connecting the dots

ART

Operated By First Gulf
CA 40057
TC20024773-A

STRATEGIC PRIORITIES 2021 – 2022

Safety & Security First

ATN will pursue efforts to build on a culture of safety and security

OUR GOAL:

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

OUR STRATEGIES:

- Full compliance with CDC COVID-19 guidelines with GBAC certification
- Ensure secure new facility design, construction and operations
- Develop Emergency Operations Plans in coordination with the City of Anaheim and key community partners

Champion Transportation Initiatives & Investments in the Anaheim Community

OUR GOAL

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

OUR STRATEGIES

- Make the case for long-term federal, state, and local funding for ATN's 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 mobility services as an economic tool and key element of local growth initiatives
- Support the local environmental mitigation program, advance future mitigation initiatives to comply with existing franchise standards

Leverage Mobility & Technological 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

OUR GOAL:

Deploy technology options which shape change, enhance ability to gather, share and relay information. Strive to connect and strengthen equitable and responsible provisions of transportation solutions that enhance knowledgeable decisions with single-point payment opportunities

OUR STRATEGIES

- Connect multi-modal transportation options through information and payment options
- Complete deployment of real-time passenger signage
- Develop and communicate a set of communication standards to share future transportation services
- Monitor developments of autonomous technologies

Responsible Advocacy

Development of services and ability to expand reach of transportation services depends on resource availability. With the reauthorization of federal transportation statute and State of California transportation and environmental initiatives, continue active discussions with members of our delegation to raise awareness and create opportunities for access to fiscal resources

OUR GOAL:

To continue communication with Federal and State representatives to create opportunities for capital funding as well as funding of future transportation services; and develop tactics to advance legislative initiatives to ensure delivery of services and capital projects

OUR 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

Service Delivery

Procure transportation services for ATN services – ART, FRAN, and future service modes

OUR GOAL:

Complete procurement of contracted transportation services with seamless transition between contractors

OUR STRATEGIES:

- Complete procurement and transition of transportation contractor
- Ensure training and retention of qualified represented labor force
- Transition to cashless payment and technology-driven operations



ATN LEGISLATIVE PROGRAM 2021-2022

The impacts of COVID-19 on our local economy, drastically altered Anaheim Transportation Network's (ATN) focus from the adopted 2020/21 ATN 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 adopt to the new "operating normal", coupled with a need to re-build ridership to pre-COVID levels.

Revenue diversification is another priority area of consideration as ATN 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 needs to focus **an Eye 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 ATN 2021/22 Local, State and Federal Legislative Platform will serve as a framework to guide ATN's policy, administrative, and regulatory activities for the upcoming legislative session.

The Key Policy Issues section offers further guidance on policy direction specific to the Local, State and Federal priorities and initiatives for 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.

ADOPTED: NOVEMBER 18, 2020

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 of efforts had to temporarily halted, the vision and need to develop mobility and connectivity initiatives between Anaheim neighborhoods will continue with:

- 1) Proposed developments in The Platinum Triangle™;
- 2) Mobility Study in The Anaheim Resort®;
- 3) Specific Plan adoption in Center City Anaheim;
- 4) Need to develop connectivity to/from Orange County Airport (SNA); and
- 5) Affordable housing developments along Beach Boulevard Corridor

These issues, among other priorities, that will dominate our transportation discussion in the upcoming twelve to eighteen months.

The availability of dynamic, multimodal transportation services are central to re-introduction of service to meet 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:

- Implement transportation initiatives to re-build ATN family of services to pre-COVID levels
- In concert with the Mayor's Transportation Task Force, work to develop and implement local transportation services, along identified priority corridors, based on the latest available technology, such as zero emission bus applications, autonomous and connected vehicles and other technology-driven solutions.
- Complete electrification of ATN's fleet under **#ElectrifyAnaheim** initiatives
- Work with ATN Board and City staff to secure and support efforts to develop overarching mitigation monitoring policy between respective Specific Plans and mitigated areas of Anaheim

STATE LEGISLATIVE PLATFORM – KEY POLICY POSITIONS

COVID-19 halted efforts to restructure Californian Transportation Development Act (TDA). TDA is cornerstone statute that funds State transit operations. Discussions in Sacramento pertaining to TDA will begin again to “re-fresh” this statute to the 21st Century, providing ATN with a window of opportunity to seek eligibility under TDA and other, related, transportation funds.

In 2017, Governor Brown signed into law Senate Bill 1 (SBI – Beall) making significant investments in the State’s transportation system. Even though ATN was successful in obtaining SBI funds under Transit Intercity Rail Capital Program (TIRCP), with codified changes to the Anaheim Municipal Code, through the its Franchise Agreement, ATN should seek formula and Low Carbon Transit Operation Program (LCTOPs) funding edibility under SBI.

Securing stable, sustainable and diversified funding, both grant and formula, would 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 post-COVID recovery and economic development. —

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

- Pursue efforts to diversify ATN’s revenue sources through equitable share of State transportation, transit and mobility funds
- Support regulatory policy and guidance to continue electrification efforts and growth of zero emission technologies
- 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), ATN shall seek inclusionary legislative eligibility language
- 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 funds in order to advance initiatives to advance 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 in the upcoming Congressional Legislative Session, such as reauthorization of surface transportation bill and deliberations of Energy and Infrastructure bills. ATN’s Federal Legislative Platform will also focus on securing the largest possible share of federal transportation funds through equitable formula allocation of funds due to ATN through the regulatory processes, such as of direct recipient and grant funding eligibility.

REAUTHORIZATION PRIORITIES

Fixing America’s Surface Transportation (FAST) Act provides nation’s funding for all transportation modes. The FAST Act expired on September 30, 2020. Congress passed a one-year Continuing Resolution authorizing federal spending at FY2020 levels. As we look to FY 2021 legislative strategies, ATN will focus its advocacy efforts to strengthen eligibility of small transportation agencies to allow for a more equitable distribution of federal funds.

As such, ATN will advocate for the following through the reauthorization process to best serve the residents, employees, visitors of Anaheim, and other communities currently served by ATN. Seek policy changes and funding in support of these services:

- Seek the greatest possible allocation of federal transportation funds focusing on an increased share of formula funds for the ATN
- Pursue eligibility of grant submission directly to the applicable federal agencies
Support efforts to clarify roles for state and local transportation providers, as well as the private sector, for development of innovative funding strategies to improve mobility, i.e. private public partnerships (P3), revenue and naming rights contracts, facilitation and monetization of private mobility providers’ services, etc.
- Advocate for the creation of new funding source that all agencies and municipal governments to develop innovative transportation solutions and delivery models
- Advocate policies that advance “Complete Streets” approach to multi-modal project planning and delivery methods

