

2023



Anaheim Transportation Network

**2023 STRATEGIC
INITIATIVES**

MISSION STATEMENT

Anaheim Transportation Network’s mission is to enhance public transportation options by delivering reliable and efficient mobility solutions.

Anaheim Transportation Network’s commitment to customers focuses on–integrity, customer service, a can-do spirit, communication, and partnerships.

Anaheim Transportation Network’s goal is to provide public transportation programs and mobility services to foster a positive environment for everyone who lives, works, or visits the greater Anaheim area.



2023 STRATEGIC PRIORITIES

Complete #ElectrifyAnaheim and advance Family of Advanced Solutions for Transit (FAST) or *#FAST* Initiatives. Continue technology deployment to enhance and expand mobility solutions for the Anaheim community.

SAFETY AND SECURITY

Public 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
- Promote and maintain a strong workplace safety culture



INTERNAL PRIORITIES

CONTINUE TO RE-BUILD • RE-BUILD • RE-BUILD

ATN WORKFORCE

- Achieve optimal staffing levels for organizational and service provision efficiency
- Enhance customer centricity across all functions

MULTI-MODAL SERVICE PROVISION METHODOLOGY

- Continue to re-evaluate fixed and on-demand service route operations
- Expand availability of deviated fixed route options
- Research options to expand microtransit services
- Offer service to John Wayne Airport
- Continue to operate Senior Wheels Program to support Anaheim's vulnerable populations

ATN AND CONTRACTED WORKFORCE

- Return operator workforce to pre-pandemic levels



EXTERNAL PRIORITIES

Deliver ATN Capital Projects

- Take steps to achieve 100% fleet electrification
- Manage temporary relocation efforts
- Complete permanent facility relocation

Pursue All Applicable Grant Opportunities

- Lead consultation efforts to advance planning and transportation priorities for the Anaheim Resort®, The Platinum Triangle™ and Center City Anaheim – Advancing Neighborhood Networks for All (ANNA)
- Begin public outreach and future sustainable revenue structure for The Anaheim Resort®, The Platinum Triangle™, and Center City Anaheim
- Continue discussions with grassroots organizations and community leaders to address transportation needs for disadvantaged communities

Advance Legislative Agenda

- Sustainable operating funding
- Viable long-term financial future for future transportation initiatives

CHAMPION TRANSPORTATION INITIATIVES AND INVESTMENTS FOR ANAHEIM COMMUNITY

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

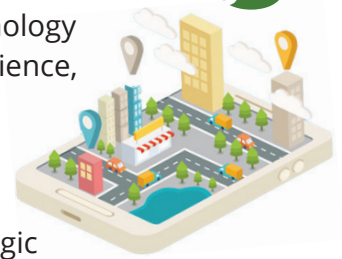
GOAL: Responsible advocacy to ensure long-term federal, state, local funding mechanisms that promote and advance project delivery to support endeavors of ATN.

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

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/ foundation for future applications.



GOAL: Deploy technology solutions to transform the ability to gather, share, and relay data to guide strategic decisions, combined with single-point payment opportunities, and enhance equitable and efficient provision of public transportation services.

STRATEGIES:

- Connect multi-modal transportation options through information and payment options
- Complete real-time passenger information project
- Monitor development of autonomous technologies

RESPONSIBLE ADVOCACY

Development of services and ability to expand reach of public transportation services depend on resource availability. With significant federal transportation resources and State of California transportation and environmental initiatives, continue active discussions with state and federal delegations to raise awareness and create opportunities for access to fiscal resources.

GOAL: Continue communication with state and federal representatives to create opportunities for capital funding as well as funding of future public transportation and mobility 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 public transportation
- Maintain and build on existing legislative outreach, education and partnerships



SERVICE DELIVERY

Return ATN's family of transportation services – ART, FRAN and EVE – 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 contractors and, as necessary, with labor representatives to rebuild operator workforce
- Ensure training and retention of qualified and represented workforce
- Develop and implement re-branding strategies and marketing plan

2023 LEGISLATIVE PLATFORM

In calendar year 2023, Anaheim Transportation Network (ATN) is returning to the pre-pandemic Legislative Platform with the focus on future policy issues and the vision of ATN's need for service delivery methods of Anaheim Regional Transportation (ART), Free Rides Around the Neighborhood (FRAN), Everyone Ventures Everywhere (EVE) and future ATN Advancing Neighborhood Networks for All (ANNA) east-west service initiatives.

Revenue diversification will continue as the priority area of consideration for ATN as the agency considers future provision of key mobility solutions in-and-around The Anaheim Resort®, Platinum Triangle™, Center City Anaheim, and surrounding Orange County cities. ATN will continue to ensure that any new service or program considered will be financially self-supporting, thereby protecting the organization's current programs, revenues, and services. ATN will continue to work with the City of Anaheim regarding their mandatory mitigation programs that impact the agency. With guidance and support of the Board of Directors, ATN will focus on the future needs of high-quality multi-modal transit services for growing residential, employment, as well as business and leisure travel markets.

The proposed ATN 2023 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

ATN will develop and implement a plan as well as engage with and educate newly elected officials to the City of Anaheim and well as other cities in which ATN operates. This will include in-person meetings with ATN leadership and tours. ATN will continue to foster open communication with the Orange County Transportation Authority, seeking ways to partner and work collaboratively to meet the public transportation needs of the community.

PROGRAMS:

In 2021, ATN received funding from California Department of Transportation (Caltrans) to build on the vision and need to develop mobility and connectivity initiatives in support of Transit Oriented Developments (TOD) for Anaheim neighborhoods such as:

1. Approved development in The Platinum Triangle™ by OCViBE
2. Future options around ARTIC and Angel Stadium;
3. Proposed planning efforts in The Anaheim Resort® through DisneyForward;
4. East/West Corridor transportation solutions and study - ANNA;
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;
8. Disadvantaged communities' transportation needs discussions; and
9. Funding priorities made available through awarded federal and state agencies.

These issues, among other priorities will dominate ATN's transportation discussions in the upcoming twelve to eighteen months.

The availability of dynamic, multimodal transportation services is central to service provision to meet ATN's 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's workforce to pre-pandemic levels;
2. Guide consulting efforts, in concert with City staff, 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;
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 overarching mitigation monitoring policy between respective Specific Plans and mitigated areas of Anaheim

STATE LEGISLATIVE PLATFORM – KEY POLICY POSITIONS

ATN will continue to maintain a significant presence with State Delegation. Working with State Advocates, a plan, a plan will be developed and implemented to immediately engage with any newly elected members to our state delegation. In addition, ATN will re-affirm its public transportation priorities with existing State Legislators and Administration Officials. ATN will also seek opportunities to partner and work collaboratively with the Orange County Transportation Authority to meet the public transportation needs of the community.

PROGRAMS:

In 2017, Governor Brown signed into law Senate Bill 1 (SB1 – Beall) making significant investments in the State’s transportation system. 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. ATN will also pursue, with the TIRCP program, infrastructure investments specific to LA 28 Olympics “car-free” transportation during the Games.

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

The following represent ATN’s State legislative public transportation priorities to best serve 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. This includes potential legislative and non-legislative agreements to address the inequities related to the ATN’s fair share of the State’s Farebox Recovery Fund programmatic funding
2. Pursue legislative solutions to address the inequities that currently exist regarding ATN’s public transportation liability insurance costs;
3. Support regulatory policy and guidance to continue electrification efforts and growth of zero emission technologies;
4. 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; and
5. Support efforts to encourage and incentivize interoperability of transit systems within California



FEDERAL LEGISLATIVE PLATFORM – KEY POLICY POSITIONS

ATN will continue to maintain a significant presence with Federal Delegation. Working with Federal Advocate, a plan will be developed and implemented to immediately engage with any newly elected member of Congress in ATN's service area. In addition, ATN will re-affirm its public transportation priorities with existing congressional members and Administration Officials. ATN will also seek federal opportunities to work with the Orange County Transportation Authority to advance public transportation services in ATN's service areas.

PROGRAMS:

As significant federal investments in transportation and mobility continue to flow through the Infrastructure Investment and Jobs Act (IIJA) are making their way to local jurisdictions, 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.

FUNDING PRIORITIES

As we look to FY 2023 legislative strategies, ATN will focus its advocacy efforts to secure federal funds to advance community's transportation needs. 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);
4. Advocate for the creation of new funding source that all agencies and municipal governments to develop innovative transportation solutions and delivery models; and
5. Advocate policies that advance zero emission, multi-modal project planning and delivery methods.

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