



**Anaheim Transportation Network
Board of Directors and General Membership
Meeting Minutes
Wednesday, December 2, 2015
3:00 P.M. – 5:00 P.M.
Anaheim Regional Transportation Intermodal Center
2nd Floor Conference Room
2626 East Katella Avenue, Anaheim, CA 92806**

ATN Board Members in Attendance:

Fred Brown, Desert Palms Hotel & Suites
Jeffrey Runsten, Hilton Anaheim
Bharat Patel, Castle Inn & Suites
Grant Dawdy, Disneyland Resort
Ron Kim, Prospera Hotels
Jay Burress, Visit Anaheim
Jerry Alder, GardenWalk
Paul Sanford, Anabella Hotel
Dan Lee, City of Anaheim
Bill O'Connell, Stovall Properties
Todd Amend, Anaheim Chamber of Commerce

ATN Staff Present:

Diana Kotler, ATN
Lita Aguilar, ATN
DeAndre McCall, ATN
Cristina Montoya, ATN

ATN Legal Counsel:

Fred Whitaker, Cummins & White, LLP

Ex-Officio Members:

Felicia Adams, First Transit
Jan Strickland, First Transit
Jose Santana, First Transit

Members of the Public Present:

James Holtz, BYD Coach and Bus
Laura Muna-Lana, Arellando Associates
Rick Baligalcupo, OCTA
David Sharfare, IBI Group
Steve Wilks, IBI Group
Mark Gaughan, Genessee Group/First Transit
Sue Zuhke, OCTA



The ATN Board of Directors meeting was called to order at 3:01 pm

WELCOME & INTRODUCTIONS

No Welcome or Introductions

ADDITIONS/DELETIONS TO THE AGENDA

No additions/deletions to the Agenda

PUBLIC COMMENTS

None

SPECIAL CALENDAR:

1. Presentation of a Resolution to Jose Santana for November 2015 Operator of the Month

Director Kotler introduced to the Board Jose Santana, Operator of the Month. Mr. Santana has been with the company since August of 2013.

- Mr. Santana has exceptional attendance
- No Customer Complaints
- No accidents
- Always conducts himself as a professional operator
- Regularly assist with Disney special moves
- An expert in the Disney resort area; and extremely helpful to co-workers and passengers

Lately Jose has been very devoted to cancer awareness; and supporting his family through hard work and dedication.

Recess Anaheim Transportation Network Board of Directors Meeting to the Annual Meeting of the Anaheim Transportation Network General Membership; Reconvene following adjournment of General Membership Meeting

ATN GENERAL MEMBERSHIP MEETING:

2. Review and discuss proposed Work Program for the Anaheim Transportation Network

Director Kotler informed the Board how back in November 2014, the ATN Board of Directors approved a multi-year work program for the Anaheim Transportation Network (ATN). The work program primarily centered on the need to study and evaluate ATN's service delivery methodology and recommend future institutional structure, service levels and role within Anaheim community and services beyond the City of Anaheim.

In addition, as the City of Anaheim completed construction of Anaheim Regional Transportation Intermodal Center (ARTIC) in late 2014 and began further study of the Anaheim Rapid Connection (ARC) project, the impacts of these transformational transportation projects had to be included in the *ART 2035 Imagine Possibilities* study. Further considerations to the ATN service delivery options also need to include continued growth of the Anaheim hospitality community, expansion



of the Anaheim Convention Center, development plans of Disneyland® Resort, as well as reinvigoration of development in the Platinum Triangle™.

To facilitate these work efforts, ATN retained services of a consulting team, led by IBI Group. The contract to IBI Group was awarded in July 2015. To date, work included study of existing conditions, discussions with key stakeholders and initial discussions about the framework of the upcoming tasks, as outlined in the 2015 Work Program:

1. ATN — Institutional Structure

As the ATN continues to grow in its scope and complexity, current governance structure needs to be further discussed. Whether the current structure is retained or revised to accommodate future ventures, all possible options should be considered.

2. Evaluate and Prepare Recommendations for the ATN Membership & Assessment Rates

Building upon decisions from Item #1, assess current membership, assessment and incentive structures, in concert with the review of the ATN by-laws and institutional structure. Look at a comprehensive approach to the establishment of ATN fees, taking into consideration multiple distinctive areas of the City of Anaheim, as well as areas serviced by ATN outside of Anaheim.

3. Platinum Triangle Mitigation Monitoring Program

ATN's efforts to develop service parameters for Platinum Triangle™ have been put on hold due to the difficult past economic conditions. Given recent resurgence of economic development in the Platinum Triangle™, combined with transportation infrastructure projects to bring connectivity between the Anaheim Resort® and Platinum Triangle™, the ATN needs to participate in these discussions to ascertain its future role for service delivery.

4. Evaluate and Provide Recommendations for Complementary Transportation Service Options

As the ATN considers its institutional structure and future service delivery opportunities, our responsibilities and implications associated ADA paratransit transportation services need to be fully considered. Currently, ATN contracts with OCTA to meet its ADA paratransit services. In order to consider full implications and future opportunities associated for the delivery of ADA paratransit services, ATN retained services of MK Consulting. A draft scope of work has been developed by the consulting team and is ready for consideration of ATN Board of Directors (Attachment 1).

5. Service Expansion Considerations



The final 2015 Work Program objective called for further Anaheim Resort Transportation (ART) service expansion, with this objective completed by expanding service to Costa Mesa, Discovery Science Cube and Bowers Museum. Future deliberations of service expansion will need to be considered in concert with ATN institutional structure. As the ATN continues to evaluate viability of ART service expansion through direct operations or through partnership opportunities via ARTIC connectivity, these efforts need to be conducted in joint marketing and promotional programs to encourage multi-modal transportation choices.

ANAHEIM TRANSPORTATION NETWORK 2016 WORK PROGRAM

The ATN's 2016 Work Program represents continuation of the 2015 Work Program. Since these items will include a comprehensive look at the ATN's internal operations and may lead to changes in the service delivery methods, staff recommends formation of an Ad Hoc Sub-Committee, to be comprised of the ATN 2016 Executive Committee (to be appointed at the January 2016 ATN Board of Directors meeting).

In addition to the continuation of consideration about the future formational needs of the ATN, two additional items need to be added to the 2016 Work Program. These items include:

- Continued development of Mobile APP with potential for fare integration options. Fare integration may include other transportation providers, transportation network companies, and inclusive ticketing with local destinations.
- ATN maintenance, fleet and operations long-term considerations with presentation of options to the ATN Board of Directors.

In summary, 2016 ATN Work Program should include continuation of work started in 2015:

1. *ATN — Institutional Structure*

Governance structure considerations including:

- a. ATN By-Laws
 - b. ATN Charter
 - c. Long-term governance options, i.e. Joint Powers Authority, Consolidated Transportation Service Authority, Transit Corporation, etc.
 - d. Franchise implications with the City of Anaheim
- ### 2. *Evaluate and Prepare Recommendations for the ATN Membership & Assessment Rates*



Assess current membership, assessment and incentive structures, in concert with the outcome from the ATN institutional structure discussion. Look at a comprehensive approach to the establishment of ATN fees, taking into consideration multiple distinctive areas of the City of Anaheim and areas served outside City of Anaheim boundaries.

3. *Platinum Triangle Mitigation Monitoring Program*

Taking into consideration developments and transportation projects planned for the Platinum Triangle™, ATN needs to revisit and restart discussions with the property owners in Platinum Triangle™.

4. *Evaluate and Provide Recommendations for Complementary Transportation Service Options*

Determine feasibility for direct operation of Complementary Transportation Services for individuals with disabilities.

5. Mobile APP development with potential for fare integration options.

We also need to look forward 5-10 years from now. We just began our mobile app, and I think we need to begin how to integrate all of our systems together. What software operations are available to ATN?

Fare integration may include other transportation providers, transportation network companies, inclusive ticketing with local destinations.

6. Long-term location considerations for operations and maintenance

Our 1280 South Anaheim Blvd location will be sold, and in 2016 we need to think where our operations will take place?

Director Kotler as we developed our mobile app software, we need to be at the core of these smart technologies. We need to set up our infrastructure to be open base, like Uber like services. Our GPS system is open based, we are in Moove-It, Rome to Rio, and Google Transit.

3. **2016 ATN Board of Directors Nominations and Elections**

- a. **Nominations from the Floor**
- b. **New and Incumbent Board Member Self-Introductions**
- c. **Conduct Vote for 2016 ATN Board of Directors**



d. Announce 2016 ATN Board of Directors

A question was raised by Mark Ochoa, representing Anaheim Marriott, whether his name could be substituted on the ballot for Anaheim Marriott’s previous ATN Board members Cesar Cazares.

Legal counsel advised that this could be accomplished with the vote of the ATN Board of Directors by a motion to remove Cesar Cazares, and place Mark Ochoa from the Anaheim Marriott. Motion by Sanford/Brown to amend the ballot per request by the Anaheim Marriott.

- Yeas: Brown, Runsten, Patel, Dawdy, Kim, Burress, Alder, Sanford, Lee, O’Connell, Amend
- Noes: None
- Abstain: None

Incoming and incumbent board members provided remarks for their desire and willingness to serve on the ATN Board of Directors. Upon completion of the remarks, ATN staff distributed ballots to the ATN members present at the December 2, 2015.

ATN members present voted for the composition of 2016 ATN Board of Directors. Vote results were presented at the meeting.

2016 ATN Board of Directors

Board Member	Organization	Board Position	Term Length
Todd Ament	Anaheim Chamber of Commerce	Director	December 2016
Jerry Alder	Anaheim GardenWalk	Director	December 2016
Mark Ochoa	Anaheim Marriott	Director	December 2017
Fred Brown	Desert Palm Hotel & Suites	Vice Chair	December 2016
Jay Burress <i>Mindy Abel*</i>	Visit Anaheim	Director	December 2016
Ronald Kim	Prospera Hotels	Director	December 2016
Dan Lee	City of Anaheim	Director	December 2017
Bill O’Connell	Stovall Properties	Director	December 2017
Bharat Patel	Castle Inn & Suites	Director	December 2016
Jeffrey Runsten	Hilton Anaheim	Director	December 2017
Paul Sanford	Anabella Hotel	Chairman	December 2016
Carrie Nocella	Disneyland Resort	Director	December 2017
Merit Tully	Honda Center/Anaheim Ducks	Director	December 2017

Upon completion of the election process, ATN General Membership meeting adjourned and ATN Board of Directors meeting reconvened.



CONSENT CALENDAR:

Items 4– 12 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 held on Wednesday, October 28, 2015**
- 2. Receive and file status report pertaining to the Anaheim Transportation Network operations -- ATN Focus Area Reports – October 2015**
- 3. Receive and file ART Operating Reports:**
 - a. Maintenance: Mileage & Road Call Reports for October 2015**
 - b. Safety & Training: Safety & Security Report for October 2015**
 - c. Contract Payment Adjustments: Liquidated Damages Report for October 2015**
 - d. Key Indicators Reports: Year to date Reports will be presented at the January meeting**
- 4. Receive and file ATN membership report for October 2015**
- 5. Receive and file financial reports for the period of September 2015 and electronic payment for the period of October 2015**
- 6. Receive and file customer service summary for October 2015**
- 7. Receive and file sales report summary for October 2015**
- 8. Approve ATN Board of Directors 2016 Meeting Schedule**
- 9. Approve Anaheim Transportation Network Annual Membership Investment Rates for Calendar Year 2016**

By motion by Brown/Amend consent calendar items 4-12 were passed by a single motion.

Yeas: Brown, Runsten, Patel, Dawdy, Kim, Burress, Alder, Sanford, Lee, O'Connell,
Amend
Noes: None
Abstain: None

Monthly operational report to the ATN Board of Directors was provided by ATN contractor, First Transit. Jan Strickland, General Manager at the Anaheim location made a presentation informing



ATN Board of Directors that union negotiations with Teamsters Local 952 have been positive and are moving forward. Next round of four meetings are scheduled for January, 2016.

Annual California Highway Patrol (CHP) inspection was done in conjunction with the ATN and First Transit passed CHP inspection. Meanwhile, First Transit is getting ready for the upcoming Avengers Marathon. First Transit's sister company, Greyhound, will be assisting with provision of drivers for the marathon, as well as high peak operations for the upcoming holidays.

Chairman Sanford indicated that he wanted reflected in the minutes that Vice Chair, Fred Brown, and ATN Chairman are concerned about ongoing driver shortages. Specific, higher, compensation rates for driving personnel were approved in the operating agreement with First Transit, yet ATN is still experiencing personnel shortages resulting in less familiar drivers operating in the ART service. ATN Board of Directors wants a firm approach to the recruitment and retention of front-line personnel. Sanford stated that there is a strong demand for labor and we need to continue to provide adequate personnel in order to provide excellent service to the public.

Director Kotler stated that the operating agreement includes an annual wage to compensate for labor market fluctuations. Our goal, ATN and First Transit, is to retrain current drivers, and continue ongoing recruitment. First Transit brought in professional recruitment services to maintain the quality of our drivers and were successful in starting a class for over 20 operators. Director Brown reiterated a need to minimize the turnover of our drivers. Chairman Sanford concurred and added a need for continuous recruitment in order to avoid a future crisis. I want to make it that clear to First Transit that the Board is fully aware of the labor issue and will require ongoing reporting of the recruitment and retention practices.

ACTION CALENDAR:

10. Authorize Executive Director to release Request for Information (RFI) #2015-009 to solicit proposals for Real-Time Passenger Information Signage System

Director Kotler informed the Board that the Anaheim Transportation Network (ATN) is getting ready to release a Request for Information (RFI) #2015-009 to solicit proposal for real-time dynamic digital signage and related services. The RFI requests proposals for integration, scheduling/programming, graphic and media content, media play and possibly delivery and installation of a dynamic Real-Time Passenger Information Signage System. The system will connect ART fleet of buses to Disneyland® Resort Main Transportation Center, Anaheim GardenWalk, Convention Center Grand Plaza, ART buses and other location(s) within ART's service area.

The purpose of the digital signage is to unify content presentation and streamline distribution of transit information, graphic and media files for passenger waiting areas. In addition, the



intend of the RFI is to identify qualified firms that can provide integration with current system and utilization of General Transit Feed Specifications (GTFS) to allow for integration and availability of 3rd party applications (Transit APP, Rome-to-Rio, Google Transit, Bing, etc.) to add to the content creation, scheduling/programming for various facilities and transit trip planning on pre-arrival and ad hoc basis incorporating all available travel modes.

The procurement process will consist of the following steps:

1. Gathering of technology-specific and budgetary information
2. Short-list of two (2) to three (3) best-qualified firms
3. Evaluation and beta test of the proposed solutions
4. Best and Final Offer (BAFO) negotiations
5. System deployment

The first phase of the real-time digital signage system will include digital signage at Disneyland® Resort Main Transportation Center (24 double-sided real-time bus stop signs, one (1) Main Sorting Sign and four to eight directional signs); ART Operations/Dispatch (four mobile supervisor vehicle workstations with support equipment and one dispatch workstation); and connectivity and interoperability with ART fleet. Funding for this work effort will be requested from the Anaheim Tourism Improvement District (ATID) Transportation Committee.

ATID Transportation Committee will consider its Fiscal Year 2016/17 work program in late early February 2016. To meet this meeting schedule, an expedited work schedule is included in the RFI:

Release RFI	December 6, 2015
Pre-Proposal Conference	December 18, 2015
Receive Requests for Clarification	January 5, 2016
Answer Requests	January, 15, 2016
RFI Deadline	January 27, 2016

The RFI process will seek out budgetary information for software, and with and without hardware costs, with associated installation costs. Based on the submitted proposals, ATN will have the flexibility to determine whether to proceed with the entire system from one vendor, or if it would be in our best interest to procure hardware and installation services separately.

The proposed passenger information system shall provide real-time bus arrival information through the use of signage system. The system shall include predictions about arrival times, as well as information about the nature and causes of disruptions. The system shall be connected



to ART's central dispatch/scheduling system and to the buses wirelessly. The key features of the sign system shall be:

- Real time arrival estimations
- Current time (24 hour clock)
- Other announcements (safety, emergency, etc.)
- Integration and compatibility with Clever Devices AVL and GPS systems
- Integration and compatibility with Luminator Destination Signs Integration and compatibility with existing GPS antennas
- Internet Passenger Information
- Text2Go system
- Display arrival times on signs for specified Shelter / Bus Stop Signs
- Adhere to esthetic standards consistent with existing colors, theme and general appeal of the Disneyland® Resort Main Transportation Center
- The signs shall be capable of displaying the destination of the route, route name, and estimated arrival times. These signs shall also be capable of displaying the current time, and a text message entered by a dispatcher or system administrator on one line, in case of emergency or an unforeseen event.
- The signs shall be in full compliance with the Americans with Disabilities Act (ADA), and shall meet indoor and outdoor illumination standards. The system shall operate in the harsh transit environment, including typical weather conditions for an outdoor-deployed equipment. The display signs shall be watertight, vandal proofed and sealed
- Ability to feed additional data in media and/or digital format
- Displays shall support digital and media files and should be able to withstand transit operations

Upon deployment, ART shall own the software and have full rights/ownership of the data inputs and outputs from the application. Should specific software need to be developed for this project, it is the intention of the procuring parties to obtain a system solution that uses off-the-shelf technologies to the highest degree possible and that takes full advantage of the existing installed hardware and software on ART vehicles, but also minimizes any operational impacts to passengers, bus operators, and dispatchers.

It is the intent of the ATN to deploy real-time passenger information system by summer 2016. The proposed system shall be modular and allow for easy disassembly and re-installation if required by the ATN or other parties in the service area.

Vice Chair Fred Brown inquired if the RFI includes language and do you have the ability to buy solar signs? Vice Chair Brown indicated desire to have a sign for all ART bus stops.



Director Kotler indicated that signs will be operated on a Wi-Fi network and only needs electricity to operate. Per direction from the Board, language regarding availability and pricing of solar signage option will be included, but the Board needs to understand that solar options are still expensive, approximately \$8,000 each and may significantly add to the overall cost of the project. But I can certainly put it in the RFI and see what we find out and include all 70 bus stops. Vice Chair Brown directed staff to go ahead and add this provision for the RFI solicitation.

Action Item #14 passed unanimously by a motion Vice Chair Fred Brown/Kim, authorizing the Executive Director to release RFI #2015-009.

Yeas: Brown, Runsten, Patel, Dawdy, Kim, Burress, Alder, Sanford, Lee, O'Connell,
Amend
Noes: None
Abstain: None

BOARD WORKSHOP:

15. ART 2035 – Capacity Building Study Update

ATN efforts and work related to the *ART 2035 – Capacity Building Study* been ongoing and primarily concentrated on the stakeholder interviews and outreach throughout the month of November and into December. ATN's consulting team, IBI Group Representative, represented by Steve Wilks will provide an update and present some items for deliberation of the Board.

Steve Wilks provided an overview of the approach with the primary focus of the study to develop service that would enhance the guest experience to ultimately come up with a sustainable financial plan for consideration of the entire Board. In addition, development of governance models and options will begin in earnest upon completion of stakeholder outreach phase.

Stakeholder outreach phase looks for development today with a need to design transportation landscape for tomorrow in regards to land use decisions and future development needs of the area. The consulting team is also looking for opportunities to leverage ART efforts with other regional destinations.

IBI Group presented existing conditions report on the ART's core system. ART provides transportation solution for a short trip with high frequency, approximately every 20 minutes, 7 days a week. The newest parts of the system are the extended part of ART and those are Costa Mesa, Buena Park, and Santa Ana. These services operated on a more traditional fixed route model with pre-determined and printed schedule.



The good news is that since 2010 the ridership has doubled 100%. The bad news is that operating costs increased by 82% and are growing faster than revenue, which has increased to 53% over 6 years.

Despite this fact, the prognosis is that the system is in a relatively good condition, but not ideal, as the total cost per passenger has remained between \$.74 and \$.93 per person.

Two things that we think are important:

1. Provide a rubber-tire precursor to ARC- provide for early start to establishing support travel patterns and promoting favorable land use choices in corridor.
2. Phase out on board fare collection; reduces dwell times and eliminate expensive expenses of collection and processing.

We think that ART needs to keep up like the Disney venue- modern and futuristic.

Director Jeffery Runsten departed at 4:31 pm

Vice Chair Fred Brown: When we add additional features, we require that is self-sufficient and a benefit to our guest. How do we get our guests where they need? I think we are on the right track with that. Mr. Wilks replied that the system is healthy, but we need to continue to explore opportunities and service to the destinations. Director Alder inquired how this methodology fits into the primary purpose of ART which is to support local, Anaheim Resort, businesses. Director Kotler responded by indicating that the purpose for ART is to provide transportation solutions, but also facilitate transportation that would enhance the length of stay in the Anaheim Resort, in addition to the trip reduction initiatives to discourage use of car rental options and encouragement of uses of facilities such as ARTIC.

Director Bill O'Connell: Can anyone tell us the number two complaints about our system.

Director Kotler: The most frequent one is that the bus wasn't there on time, and the second one is that the bus driver was rude. These two issues drive each other – there is a pre-conceived notion that the buses should arrive at the top of the hour, twenty and fourth minutes after the hour – which is not realistic. Arrival times depend on other stops within each route. A more robust real-time passenger information system will help overcome these issues.

Further ideas on the brokerage of services – shared mobility options – generated additional discussion and consulting team was advised to continue its research to present for extended line services, not our core service.

OTHER BUSINESS:

16. Press Event

January 2016 – Zero Emission Bus Deployment in The Anaheim Resort®



Director Kotler informed the Board that ATN is in the process of receiving the four electric buses next week. Formal announcement will go out shortly.

ATN Board of Directors Meeting adjourned at 4:45 PM.

CLOSED SESSION: 1 ITEM

Conference with Legal Counsel – Anticipated Litigation.
Significant exposure to litigation pursuant to Government Code Section 54956.9(b):
Contract Administrator Diana Kotler (1 matter)

Reconvene ATN Board of Directors meeting at 5:07 pm. Legal Counsel made a report. Adjourn
ATN Board of Directors Meeting 5:08 pm.

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, January 27, 2016.