



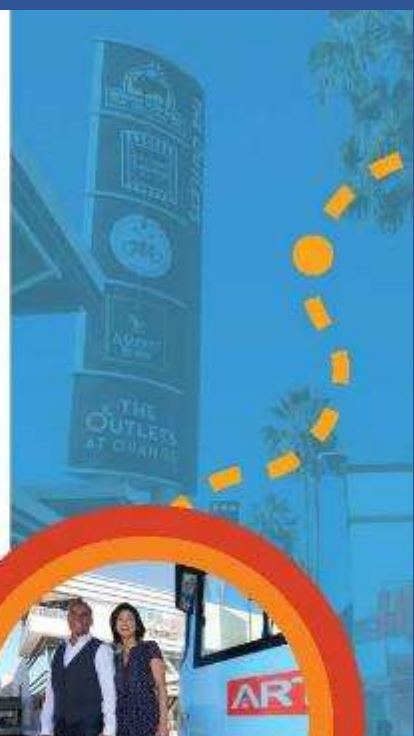
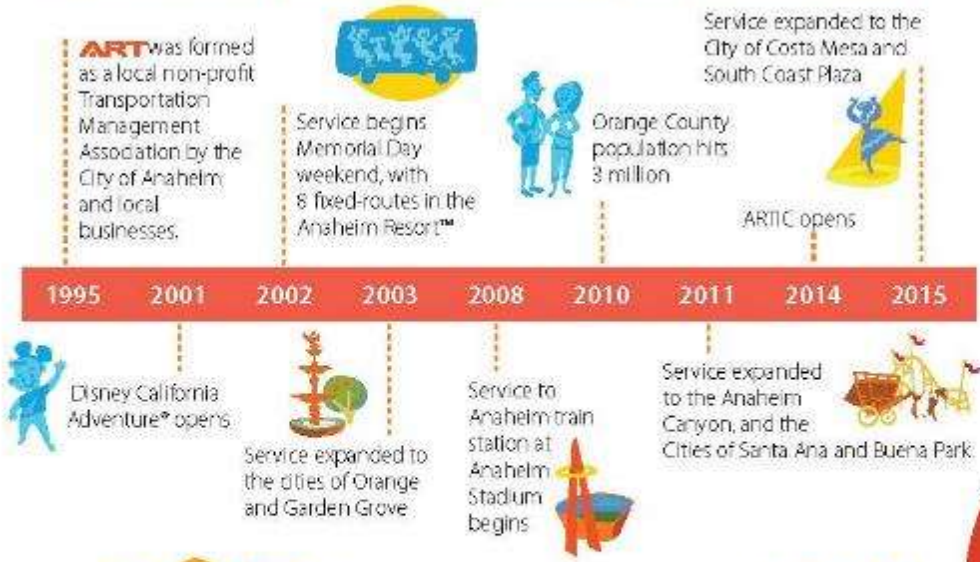
California Transit Association

Service Above & Beyond

Shared Mobility – Going Beyond Traditional Public Transportation



Conveniently Moving Passengers Since 2002



Governance

- ✓ Locally elected
- ✓ Represents community
- ✓ Specific and concentrated transportation needs

City of Anaheim

- ✓ Regulatory environment
- ✓ Franchise for standards of operations



Revenue Sources

Locally funded

- ✓ 30% community contribution
- ✓ 65% farebox recovery
- ✓ 5% advertising



- ✓ ART is unique amongst public transit agencies
- ✓ None elastic to economic changes
- ✓ Transit dependency on the order of 3% - 9%
- ✓ ART riders typically own a car
- ✓ Visitors have access to an automobile
- ✓ Choose ART for its convenience, affordability and accessibility



Defining Value

Objective Measures

- ✓ On Time Performance



Defining Value

Objective Measures

- ✓ On Time Performance
- ✓ Cleanliness



Defining Value

Objective Measures

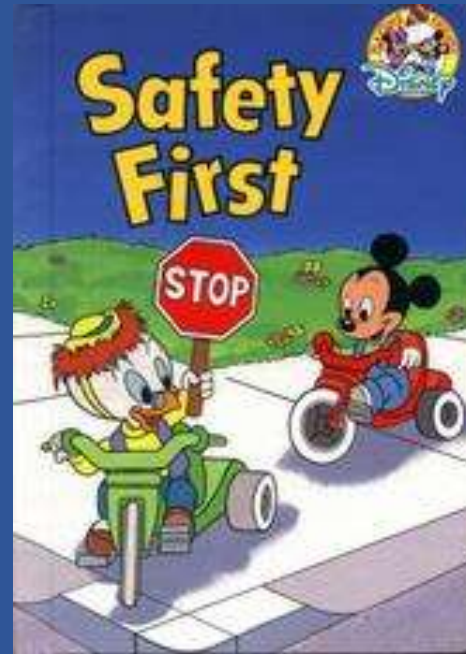
- ✓ On Time Performance
- ✓ Cleanliness
- ✓ Flexible Routing



Defining Value

Objective Measures

- ✓ On Time Performance
- ✓ Cleanliness
- ✓ Flexible Routing
- ✓ Accessibility
- ✓ Safety



Defining Value

Objective Measures

- ✓ On Time Performance
- ✓ Cleanliness
- ✓ Flexible Routing
- ✓ Accessibility



Defining Value

Subjective Measures

- ✓ A Feeling



Systematic Approach



Systematic Approach

Overall Approach To
Systematic Improvement



Defining Value

Subjective Measures

Innate desire to help



Systematic Approach

Ability to Create Happiness



Systematic Approach

Ability to Create Happiness



I FELT WELCOMED

Obvious expectations are a given

Driver was knowledgeable

The bus was clean

Bus stop had a shelter



I FELT WELCOMED



Obvious expectations are a given

- Driver was knowledgeable
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I FELT WELCOMED

Obvious expectations are a given

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Systematic Approach

Overall Approach To
Systematic Improvement



WHAT'S GOING ON?

Paradigm Shift



WHAT'S GOING ON?

Paradigm Shift



Renaissance



WHAT'S GOING ON?

Paradigm Shift



Renaissance



Millennials



WHAT'S GOING ON?



WHAT'S GOING ON?



WHAT'S GOING ON?





Asset used on average 10% of total capacity

Cost at 100% of capacity:

Small sedan	\$6,729 (\$561/month)
SUV	\$10,624 (\$885/month)



POTENTIAL ADOPTION MODELS

“MOBILITY AS A SERVICE” MODEL



TRADITIONAL CAR OWNERSHIP MODEL



POTENTIAL ADOPTION MODELS

“MOBILITY AS A SERVICE” MODEL



TRADITIONAL CAR OWNERSHIP MODEL



TRADITIONAL MODELS: IMPORTANCE OF THE PARKING LOT



MOBILITY AS A SERVICE: IMPORTANCE OF THE CURB



App Rides 2E





REGULATORY RESPONSE

2016 USDOT AV POLICY:

- Focus on performance of technology and vehicles (safety, fuel standards)
- Regulates products, not humans
- Model state policy
- *10 official “testing grounds”*





POTENTIAL ADOPTION MODELS

“MOBILITY AS A SERVICE” MODEL

TRADITIONAL CAR OWNERSHIP MODEL

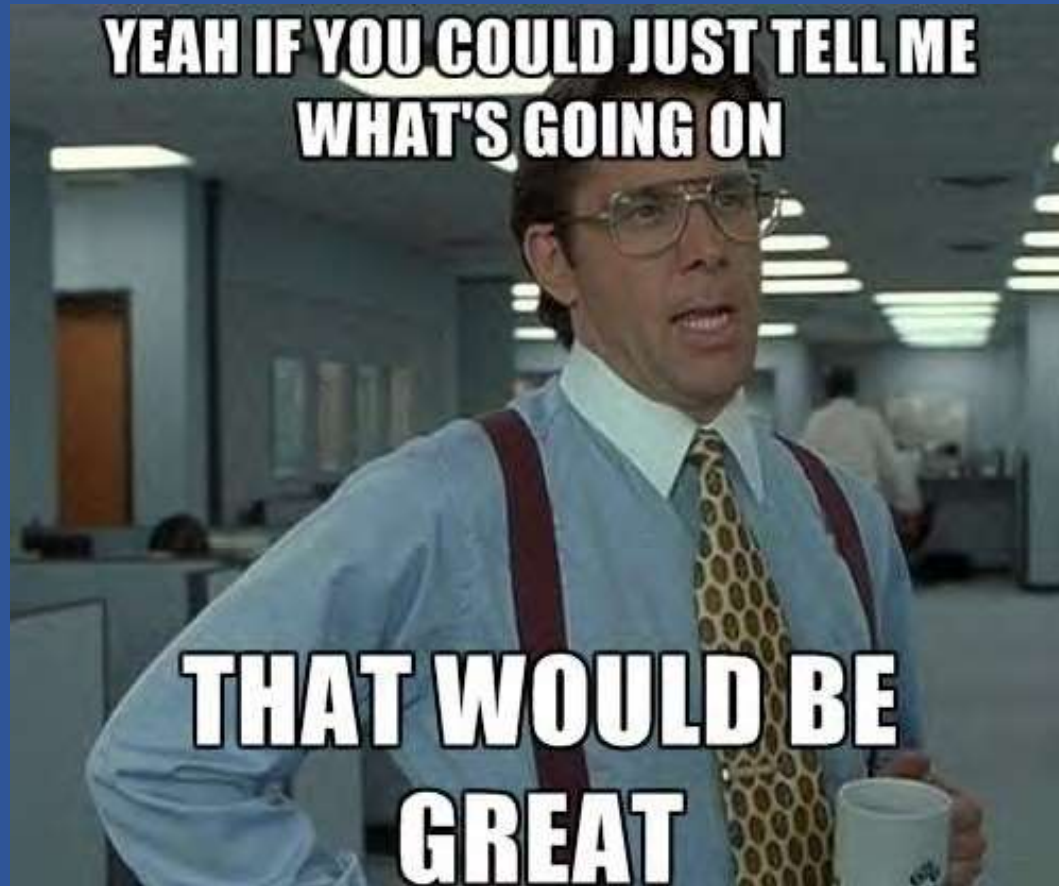


Convergence of:

- Auto manufacturer
- Insurance
- Infrastructure
- Regulation & Safety
- Land Use Policy
- Pricing
- Technology

MOBILITY AS SERVICE

WHAT'S GOING ON?



Capacity Building Plan – ART 2035

Cutting Edge Use of Technology:

- Wi-Fi
- Real-time customer information
- InfoTainment
- Cashless fare payment
- iBeacon technology
- Autonomous / Driverless vehicles
- Integrated data management
- Broker of transportation services



Mobility as a Service Transit = Facilitator

the **ART** of connecting the dots



Initiative 1 – Micro Transit



The Barn



Leisure Town



Brewery District

Initiative 1 – Micro Transit



Initiative 1 – Micro Transit



Agreements with:

City of Anaheim
Downtown Merchants
DoubleMap
Service Provider

Implementation:

Spring 2018



Initiative 2 SMART APPLICATIONS



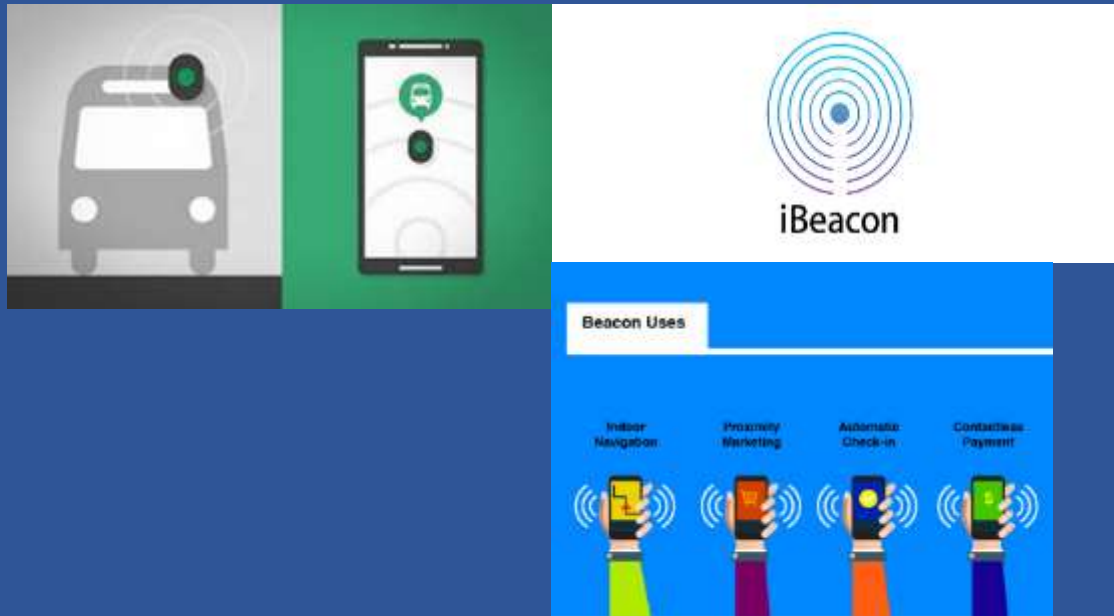
Initiative 2 SMART APPLICATIONS



SMART APPLICATIONS



Initiative 3 InfoTainment



Implementation:

On-Board Monitors – November 2017

iBeacons & Lobby Connectivity – Spring 2018

Initiative 4

Real-Time Passenger Information System

Urban Mobility Experience
Mobility as a Service

Implementation:

Permitting – Spring 2018

Initial Deployment – Summer 2018



Initiative 5 Single Payment Option

Urban Mobility Experience Mobility as a Service

P3



Implementation:

Vendor Selection – November 2017

Initial Deployment – Fall 2018

Initiative 5 Single Payment Option

Urban Mobility Experience Mobility as a Service P3

Implementation:

Vendor Selection – November 2017

Initial Deployment – Fall 2018

- Single Payment Option
- Reservation & Trip Planning
- Commissionable Payment & Packaging
- E-Hailing & Demand Responsive Transportation
- Advertising, PSA, Promotion
- ART without Boundaries

ART = Broker = Mobility as a Service Provider

TRANSIT = GLUE = TRAVEL AGENT



Transit & Local Land Use

- Institutional Structure:
 - Franchise
 - Mitigation Monitoring Program
 - Service Delivery
- Integration in Future Developments
 - Cost Allocation Model
 - Will Serve Process
- Revenue Generation & Management





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