

# Takeaways

Place-Based Mobility Planning

TEAM DREAM

Challenges can be overcome

Anaheim: Mobility Innovator

“ One foot in **memory**  
One foot in **prophecy** ”

- Frederic Morton, Thunder at Twilight



1873



1946



1946



1955



1959



1978





1979



1985



Pearson Park

Pearson Park Amphitheatre

George Washington Park

Village Apartments Heritage

St. Catherine's Academy

Anaheim Town Square

The Rinks Anaheim Ice

Pentecostal Church

Museum of Art and Cultural Center

Anaheim Veterans Memorial

Pekinometry

Wells Fargo Bank

Umami Burger Anaheim

Central Library

W Broadway

Farmer's Park

Anaheim Packing District

Anaheim Police Department

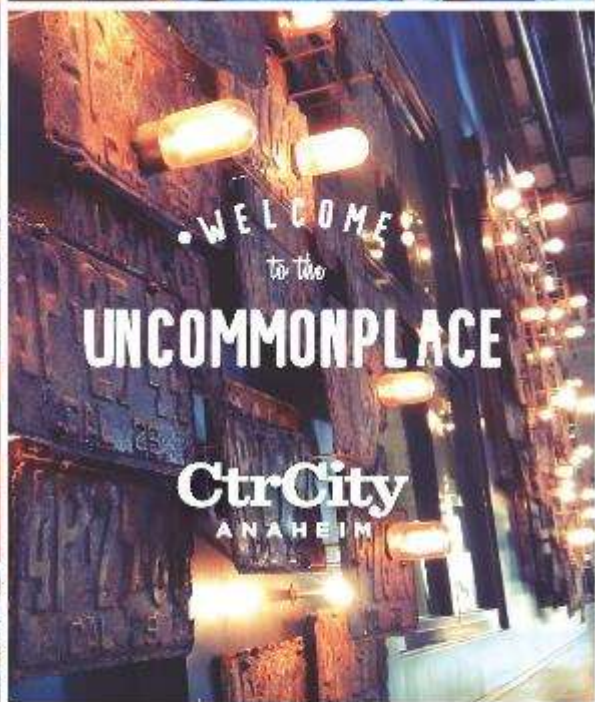
Highland Lumber Sales

Google



# Packing House

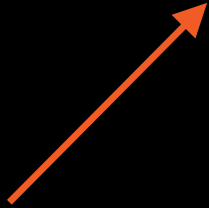
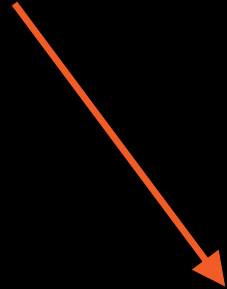


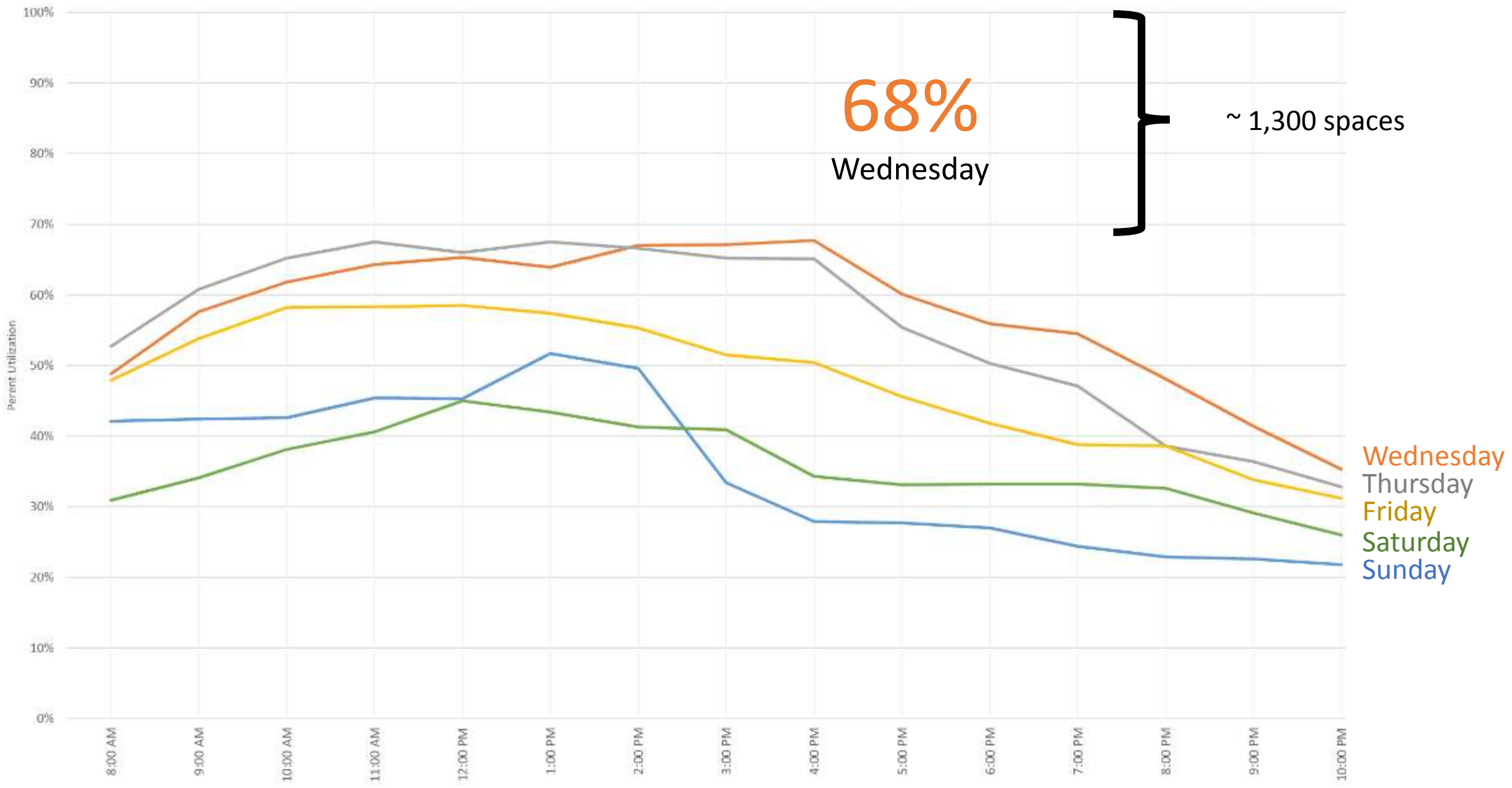


[CtrCityAnaheim.com](http://CtrCityAnaheim.com)



**CtrCity**  
ANAHEIM





68%  
Wednesday

} ~ 1,300 spaces

Wednesday  
Thursday  
Friday  
Saturday  
Sunday

**microtransit**



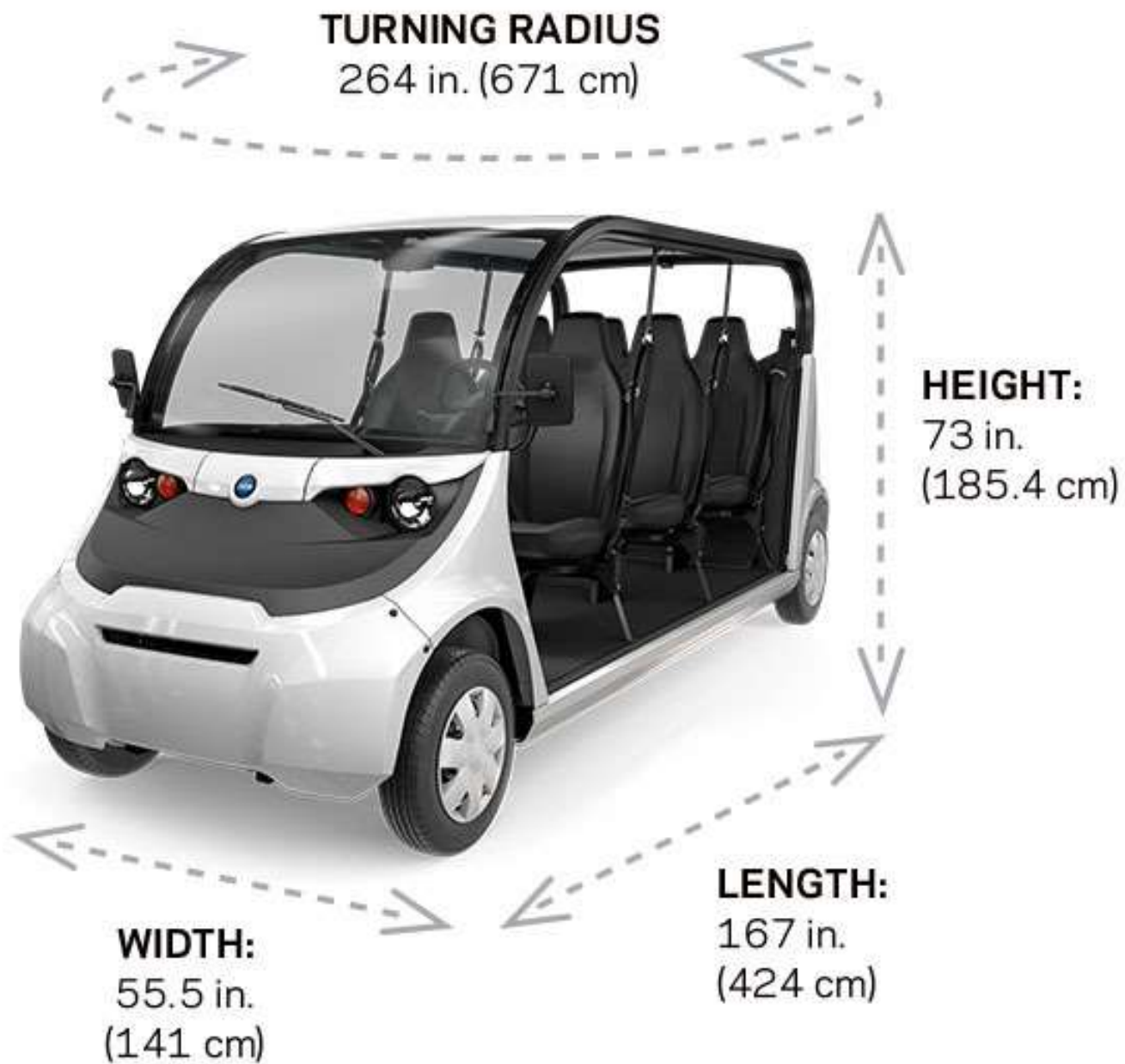
Creating memorable  
experiences that  
**connect** people.

ART



**CtrCity**  
ANAHEIM

# Polaris GEM e6



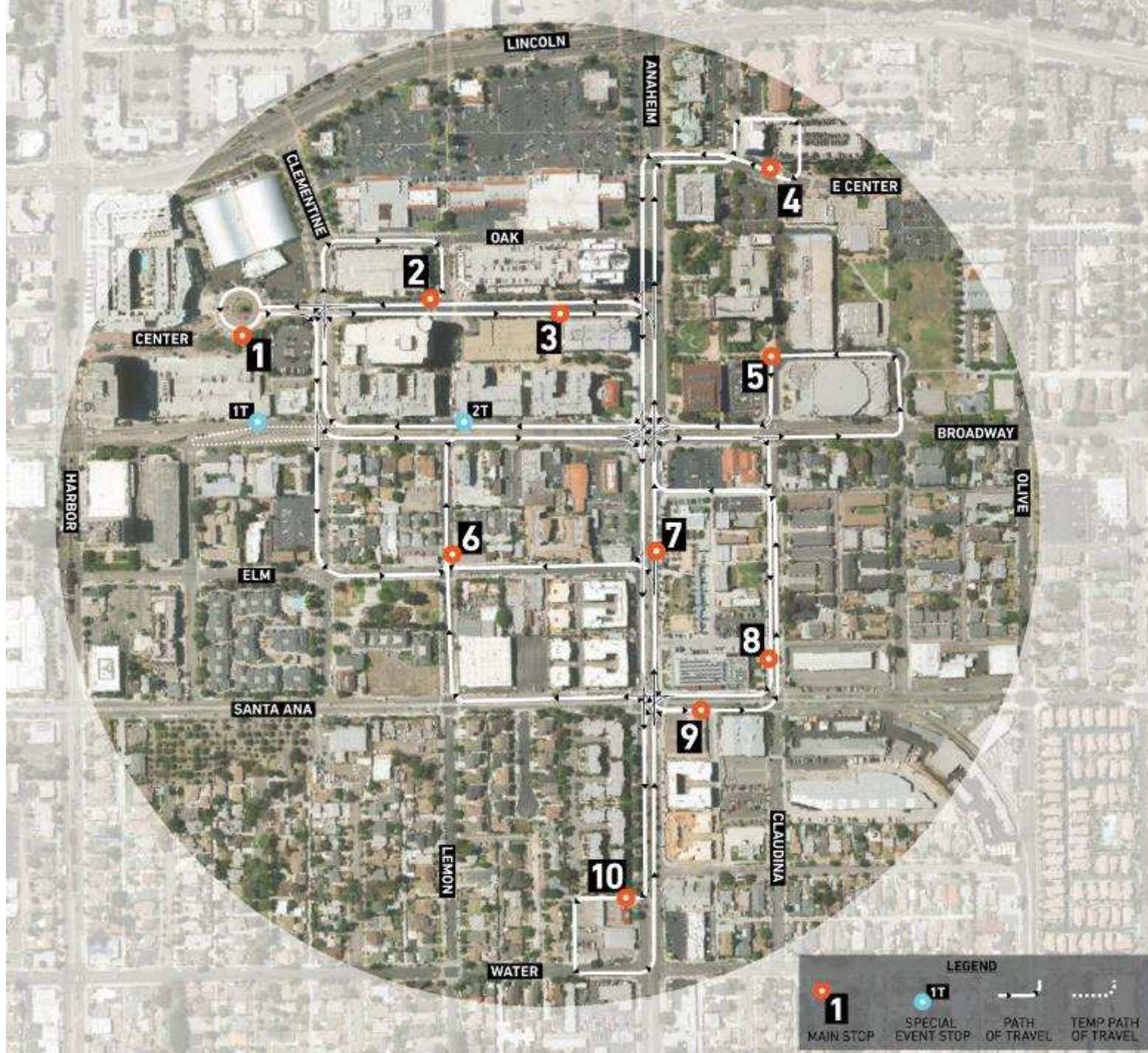


# FRAN

Free Ride Around the Neighborhood

## Stops

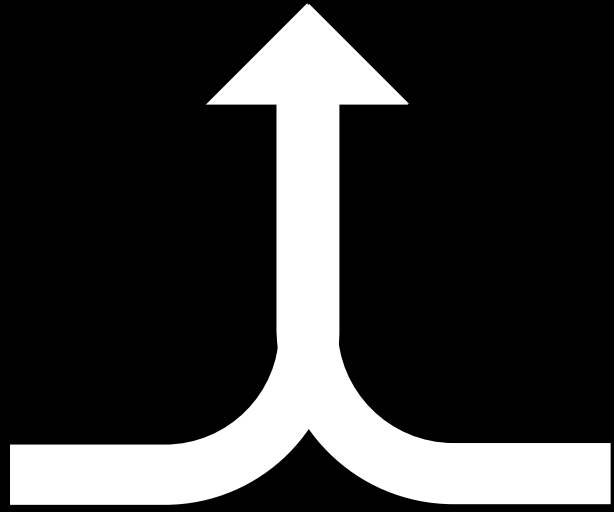
- 1 - The Circle Stop**  
(BARN/CP7/Anaheim ICE/Harbor Lofts/  
RARE/Wells Fargo)
- 2 - Center Ctr St Stop**  
(CP4/GOOD FOOD/St. Joseph's/Disney Travel/MiX)
- 3 - Carnegie Plaza Stop**  
(CP3/Ctr St/Anaheim West Tower/MiX/MUZE0)
- 4 - Kraemer Stop**  
(Kraemer Building/CP2/Community Center)
- 5 - City Hall Stop**  
(City Hall/CP1/River Arena)
- 6 - Electrica Stop**  
(Electrica/Little People's Park)
- 7 - Farmer's Park Stop**  
(Packard Building/Farmer's Park/  
Greenhouse/Farmhouse)
- 8 - Packing House Stop**
- 9 - MAKE Stop**
- 10 - Leisuretown Stop**  
(Leisuretown/Tony's Deli)



<b>Day</b>	<b>Hours</b>	<b>Operating Vehicles *</b>
Monday – Thursday	11 AM – 10 PM	2 vehicles
Friday & Saturday	11 AM – Midnight	4 – 5 vehicles
Sunday	11 AM – 11 PM	3 – 4 vehicles

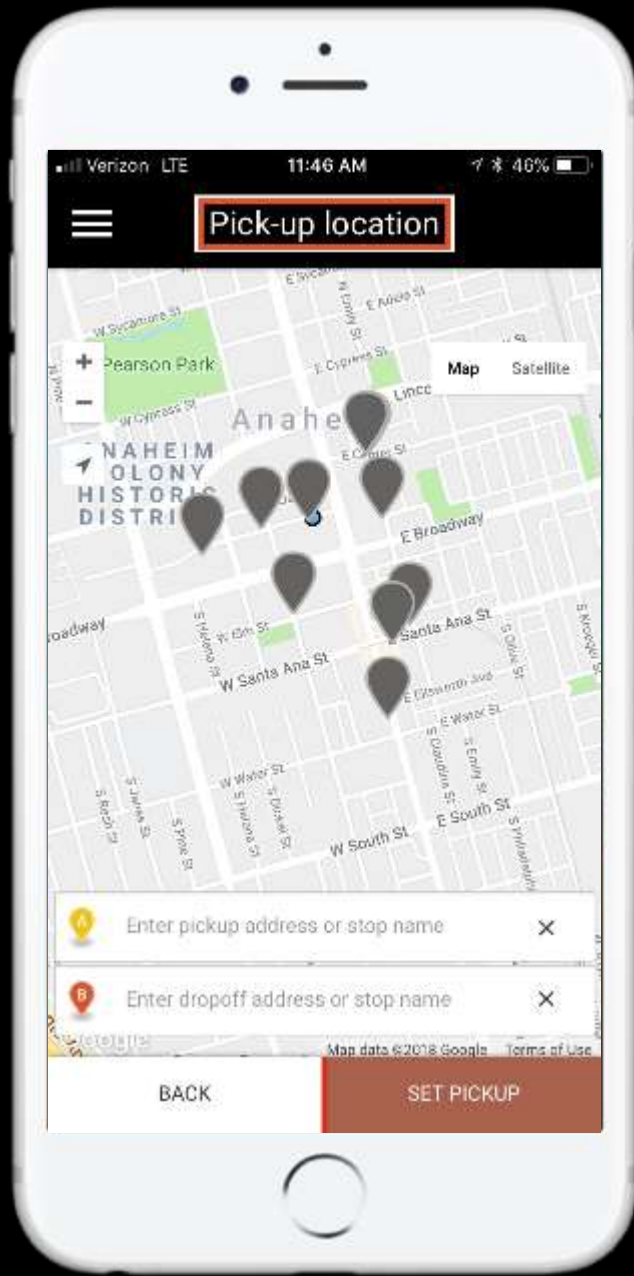
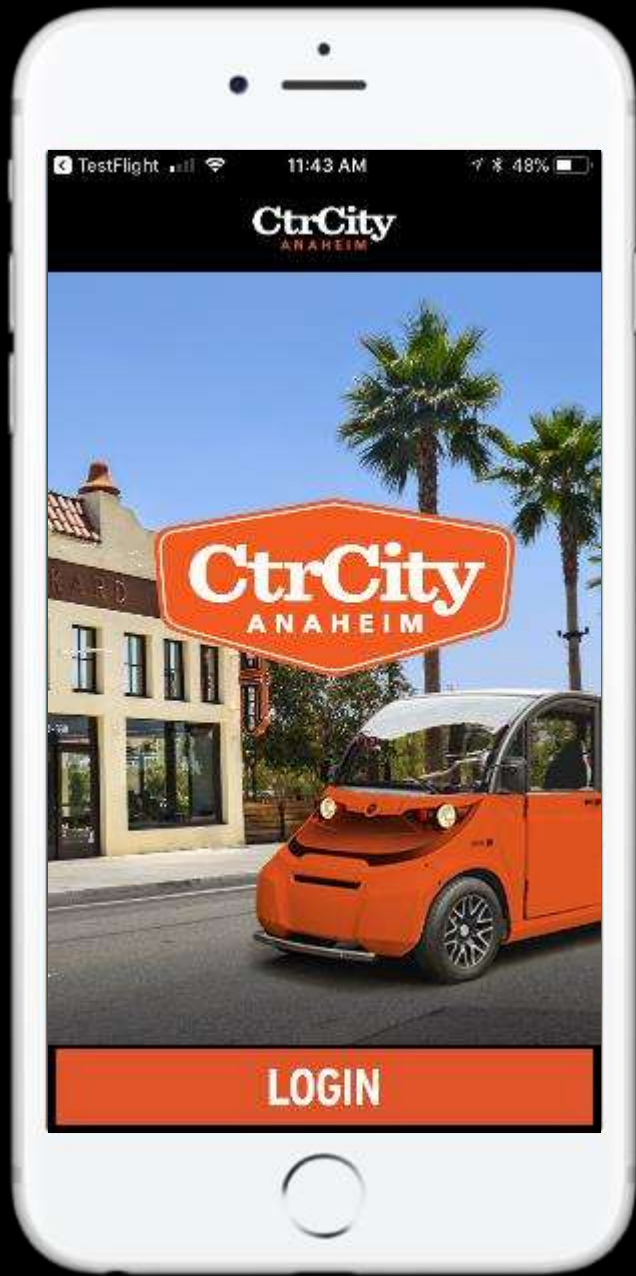
\* Swap-out ADA vehicle available

**Max 10 minute wait time**





**APP**











## **THE AVILA ADOBE**

THIS IS THE OLDEST AND MOST HISTORIC BUILDING IN LOS ANGELES. BUILT IN 1818 BY DON FRANCISCO AVILA, IT WAS OCCUPIED AS AMERICAN HEADQUARTERS IN 1847. THE ROOMS ARE FURNISHED IN THE PERIOD OF EARLY CALIFORNIA. OLVERA STREET IS THE FIRST MAIN THOROUGHFARE OF LOS ANGELES.



MATILDA



EDWARD



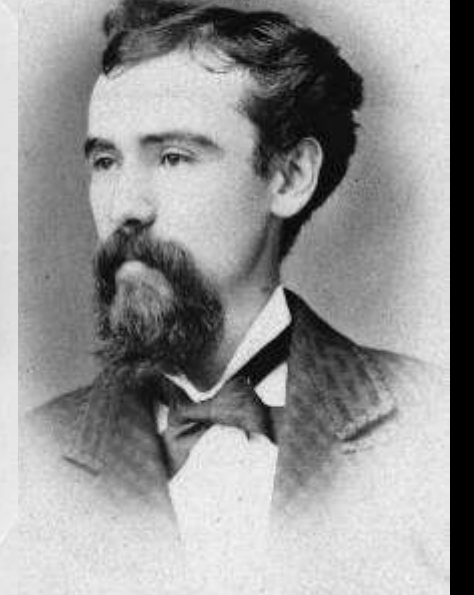
BENJAMIN



MARIA



ADOLPH



ALBERT



CLAUDINA



FRED



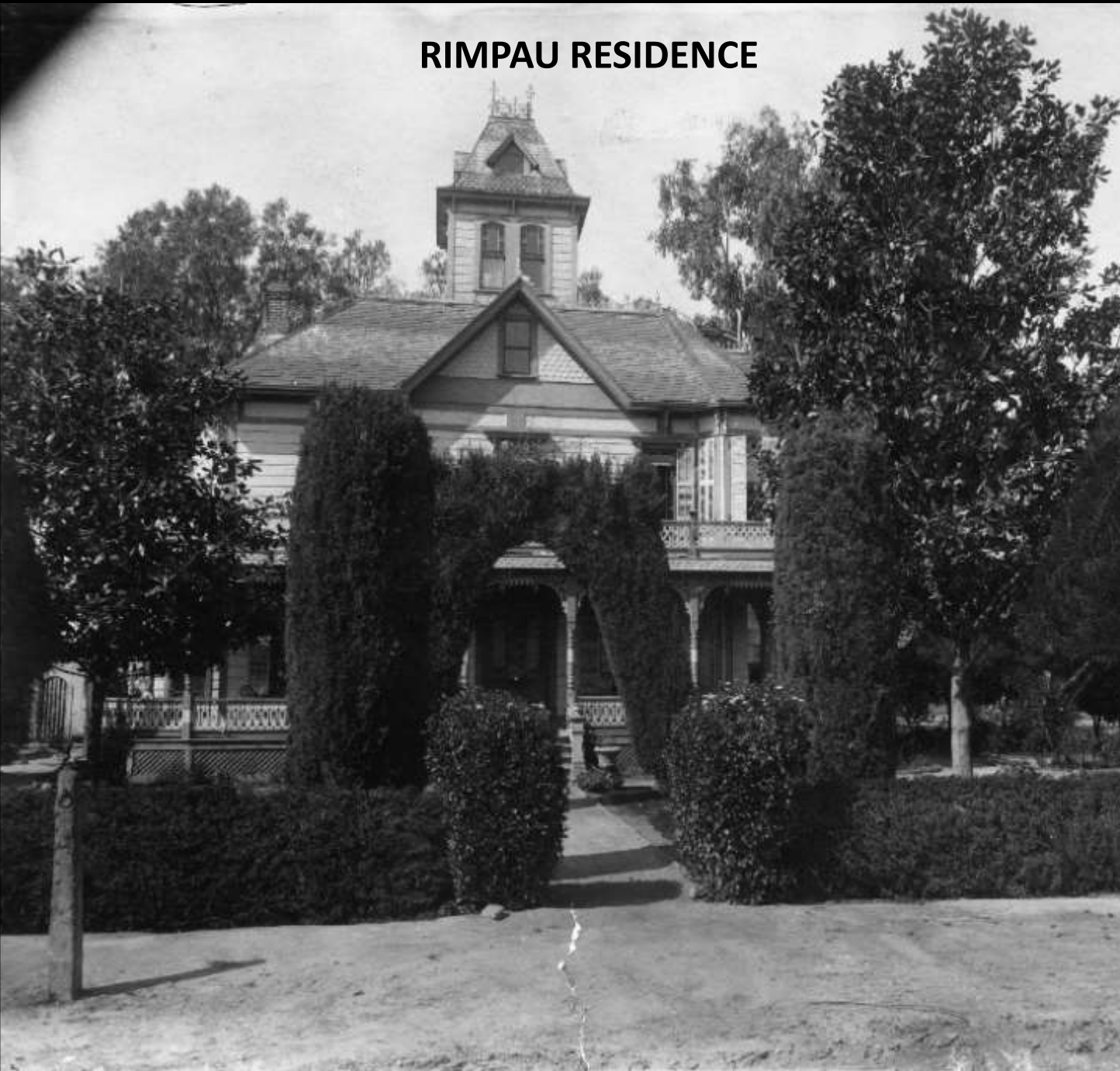
JAMES



AGNES



RIMPAU RESIDENCE



GOODMAN & RIMPAU





MATILDA



MARIA

**connecting**



**F**ree

**R**ides

**A**round the

**N**eighborhood



# FRAN

Free Rides Around the Neighborhood





PACKARD

336-338

CtrCity  
ANAHEIM



CtrCity  
ANAHEIM

FRAN

Free Rides  
Around the  
Neighborhood



**Claudina**

**Agnes**

**Margarete**

**Rosabelle**

**Matilda**

**Sophia**

**Genevieve**

**Annette**

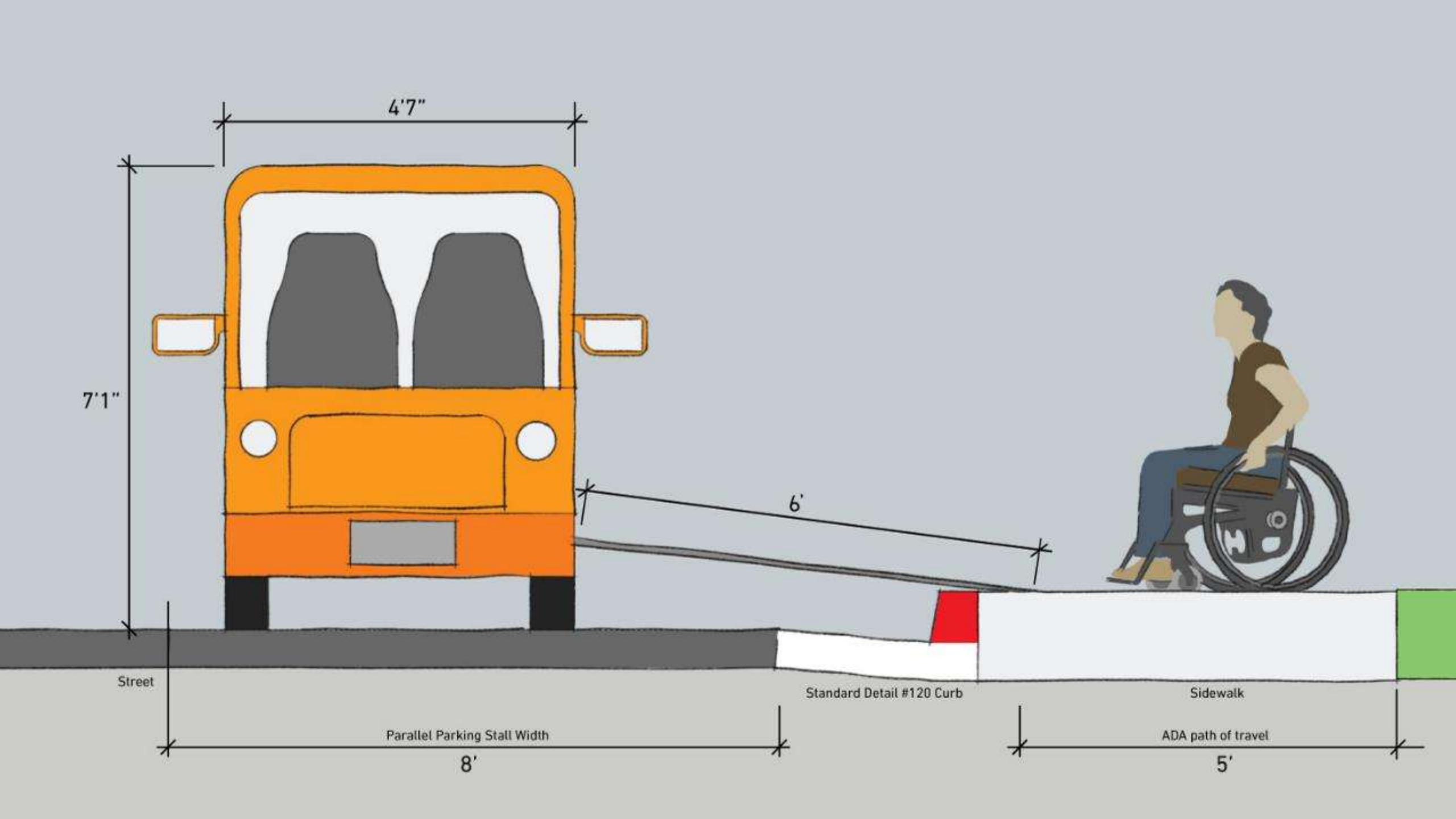
**Maria**

**Constance**

# Funding

SOURCES	AMOUNT
Mobile Source Reduction Committee (MSRC) Grant	\$90,000
Transit and Intercity Rail Capital (TIRCP) Grant	\$443,000
Association & Owners Dues	\$88,000/year
Advertising	\$85,000 (Year 2)
<b>Total (Two Years)</b>	<b>\$794,000</b>

USES	AMOUNT
Vehicles (10 GEMs)	\$250,000
In-Vehicle Equipment	\$25,000
<u>CtrCity</u> APP	\$49,000
Operations (2 years)	\$386,000
Real Time Signage	\$40,000
Contingency	\$44,000
<b>Total</b>	<b>\$794,000</b>



**OCT**

**NOV**

**DEC**

**JAN**

**FEB**

Finalize Logistics

Vehicle Procurement

Marketing Roll-Out

**LAUNCH**

Refine  
Operations



**FRAN**

**COMING  
JANUARY 2019**







Anaheim

Mobility Innovator



# **Kevin Clausen-Quiroz, AICP**

**Project Manager II**

**City of Anaheim**

**Community & Economic Development Department**

**(714) 765 - 4306**

**[kclausen@anaheim.net](mailto:kclausen@anaheim.net)**