



ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID) TRANSPORTATION COMMITTEE REPORT

City of Anaheim DEPARTMENT OF PUBLIC WORKS

DATE: SEPTEMBER 26, 2019
FROM: DEPARTMENT OF PUBLIC WORKS
**SUBJECT: REQUEST FOR RECEIVE AND FILE UPDATE ON ATID
TRANSPORTATION COMPONENT REVENUES, EXPENDITURES
AND ATID FUNDED PROJECTS, AND APPROVAL OF ATID
TRANSPORTATION COMPONENT FUNDS IN AN AMOUNT TO
BE DETERMINED BY THE COMMITTEE**

RECOMMENDATION:

That the ATID Transportation Committee, by separate Motions,

- A. Receive and file update on ATID Transportation Component Revenues, Expenditures and ATID Funded Projects; and,
- B. Consider approval of ATID Transportation Component Funds to support the following in an amount to be determined by the Committee:
 - (1) Provide funding for preliminary activities associated with the study of a transit connection between The Anaheim Resort and the Platinum Triangle (\$350,000)

BACKGROUND:

In 2010, the City of Anaheim in collaboration with the Anaheim/Orange County Visitor and Convention Bureau (now known as Visit Anaheim) and a consortium of hoteliers formed the Anaheim Tourism Improvement District (ATID) for the promotion of local tourism and convention-related programs as well as transportation improvements within The Anaheim Resort and the Platinum Triangle. The ATID places a two percent assessment upon all the hoteliers within the ATID boundaries. Of the revenues collected from the ATID assessment, 75 percent of the funds are directed to Visit Anaheim and are dedicated to marketing, promotion and related activities that seek to bolster the City's tourism and Convention industry. The remaining 25 percent of the funds are placed in a separate transportation fund that is intended to be dedicated to transit or transportation improvements within the ATID boundary, including projects that assist with the movement of people in and around The Anaheim Resort and the Platinum Triangle.

Per the ATID Ordinance No. 6174, the ATID Transportation Fund is managed by a three member committee that identifies funding priorities and approves expenditures. The

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committee is made up of representatives from the following entities: 1) Representative of the City of Anaheim appointed by the Anaheim City Manager (Greg Garcia, Deputy City Manager); 2) Representative from the largest single contributor in the aggregate by brand to the ATID (Mary Niven); and 3) Representative of the hoteliers as recommended by the Visit Anaheim Board of Directors, who shall also be an owner or operator of an Assessed Facility and a member of the board of directors of the Anaheim Transportation Network (ATN) and approved by the other two representatives on the committee (Fred Brown).

REQUEST:

Following is a description of each of the items:

A. Receive and file update on ATID Transportation Component Revenues, Expenditures and ATID Funded Projects:

Attached for the Committee's reference is a copy of the ATID Transportation Component Fund summary (see Attachment 1). This summary shows actual and projected revenues and expenditures between FY 2010/2011 through FY 2019/2020, with additional projected revenues through FY 2021/2022 (the projected revenues are based upon an approximate two percent (2%) increase per year). This summary shows the following:

- Total revenues received and projected through FY 2019/2020: \$38,664,624
- Total expenditures to date: \$14,618,729
- Total encumbrances in FY 2019/2020: \$19,083,388
- Remaining unencumbered balance in FY 2019/2020: \$4,962,507
- Total encumbrances in FY 2020/2021: \$2,172,500
- Remaining projected unencumbered balance in FY 2020/2021: \$8,547,554

Attachment 2 provides an update on the status of projects and activities funded by ATID Transportation Component funds.

This is a receive and file update. The Fiscal Year 2018/2019 Transportation Component Fund Annual Report will be provided to the Committee for its consideration at the January, 2020 ATID Transportation Committee Meeting.

B. Provide funding for preliminary activities associated with the study of a transit connection between The Anaheim Resort and the Platinum Triangle (\$350,000):

On June 4, 2019, the City Council adopted Resolution No. 2019-052 (see Attachment 4), expressing support for the study of a fresh look at a transit connection between The Anaheim Resort and the Platinum Triangle. This Resolution allows the City to consider transit technologies and designs that provide for quick and easy loading of passengers, defined minimum hours of operation and frequency, with supplemental service to serve

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peak periods for before and after events; and consideration of how the transit option would help alleviate traffic congestion and improve the mobility for passengers. It also calls for the initial phase of any transit option to include an east/west minimum defined route connecting The Anaheim Resort and the Platinum Triangle, with stops at the Anaheim Convention Center and the Anaheim Regional Transportation Intermodal Center (ARTIC). The Resolution also rescinds two previous City Council Resolutions expressing opposition to streetcar systems in the City of Anaheim in order to allow all transit options, including updated streetcar technology, to be evaluated. At that meeting, Mayor Sidhu also established the Mayor's Transit Option Task Force to start exploring potential transit solutions.

As transportation and mobility technology continue to evolve, there is an opportunity to evaluate a variety of transit options that could move residents, employees and guests quickly between The Anaheim Resort and the Platinum Triangle without being delayed by traffic and at a lower cost than previously analyzed. This includes existing and emerging technologies such as battery operated and trackless streetcar systems.

City staff requests \$350,000 of ATID funds to conduct a number of activities associated with this fresh look at a potential transit connection between The Anaheim Resort and the Platinum Triangle. This includes, but is not limited to, research of transit options including system and vehicle requirements, potential costs and routes and other activities to support this phase of work.

Use of ATID Transportation Funds for design of a transportation system linking regional rail at ARTIC to the various ATID Assessed Facilities and collector points throughout the ATID District was identified as an allowable use of ATID Transportation Funds in the Resolutions forming the ATID.

There are sufficient ATID Transportation Funds to accommodate this request. An ATID funding summary showing the requested allocation is attached (Attachment 4).

Respectfully submitted,

Rudy Emami
Director of Public Works

Attachment:

1. ATID Transportation Component Fund Summary
2. ATID Transportation Component Funds Project Update
3. City Council Resolution No. 2019-052
4. ATID Transportation Component Fund Summary With Requested Funding