



ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID) TRANSPORTATION COMMITTEE REPORT

City of Anaheim DEPARTMENT OF PUBLIC WORKS

DATE: JULY 21, 2022

FROM: DEPARTMENT OF PUBLIC WORKS

SUBJECT: REQUEST FOR APPROVAL OF REPRESENTATIVE TO THE ATID TRANSPORTATION COMMITTEE, RECEIVE AND FILE REVIEW OF ATID TRANSPORTATION COMPONENT REVENUES AND EXPENDITURES AND SCHEDULE UPDATE, CONSIDER NEXT STEPS FOR POTENTIAL PEDESTRIAN BRIDGES IN THE ANAHEIM RESORT, AND RECEIVE AND FILE ANAHEIM RESORT SAFETY BOLLARDS PILOT PROGRAM UPDATE

RECOMMENDATION:

That the ATID Transportation Committee, by separate Motions,

- A. Approve Kevin Gidden as the representatives to the ATID Transportation Committee as recommended by the largest single contributor in aggregate by brand (Walk Disney Parks and Resorts, U.S., Inc.);
- B. Receive and file review of ATID Transportation Component Revenues and Expenditures and Schedule update;
- C. Consider next steps for potential Pedestrian Bridge in the Anaheim Resort; and
- D. Receive and file an Anaheim Resort Safety Bollards Program Update

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 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.

ATID TRANSPORTATION COMMITTEE STAFF REPORT

July 21, 2022

Page 2 of 4

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 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 aggregate by brand to the ATID (Patrick Finnegan); and 3.) Representative of hoteliers as recommended by the Visit Anaheim Board of Directors, who shall also be an owner operator of an Assessed Facility and member of the Board of Directors of the Anaheim Transportation Network (ATN) and approved by the other two representatives on the committee (Fred Brown).

Resolution No. 2010-151 and Ordinance No. 6174 (forming the ATID) also requires the Transportation Committee to file an annual report the with the City describing the amount of Transportation Component Funds collected, the amount of funding allocated by the Transportation Committee and the types of improvements and activities completed. The report may also recommend changes to the ATID. Any modification to the ATID would be subject to City Council approval following a public hearing.

REQUESTS:

The following is a description of each of the requests followed by staff's recommendation(s):

A. Approved Kevin Gidden as the representative to the ATID Transportation Committee as recommended by the largest single contributor in aggregate by brand to the ATID (Walt Disney Parks and Resorts, U.S., Inc.)

The ATID Transportation Committee's single largest contributor in aggregate by brand (Walt Disney Parks and Resorts, U.S., Inc.) has requested that the Committee approve the appointment of a new representative to its seat on the Committee (see Attachment). Mr. Kevin Gidden, General Manager of Arrival Experience for the Disneyland Resort is recommended for this position.

B. Receive and file review of ATID Revenues and Expenditures and Schedule:

Attached for committee's reference is a copy of the ATID Transportation Component Fund summary. This summary shows actual revenues and expenditures between FY 2010/2011 through 2021/2022, with additional projected revenues through FY 2024/2025. This summary shows the following:

ATID TRANSPORTATION COMMITTEE STAFF REPORT

July 21, 2022

Page 3 of 4

- Total revenues received and projected through FY 2021/2022 \$41,803,807
- Total expenditures through June 30, 2022: \$28,568,603
- Total encumbrances in FY 2021/2022: \$8,746,362
- Remaining unencumbered balance in FY 2021/2022: \$4,488,122
- Total encumbrances in FY 2022/2023: \$0
- Remaining unencumbered projected balance in FY 2022/2023: \$10,450,624

Receipt and file of this item is recommended.

C. Consider Next Steps for Potential Pedestrian Bridges in the Anaheim Resort

As documented in the previous item, various ATID funded projects, including the Anaheim Resort Mobility Plan, are either complete (or are nearing completion). This trend coupled with strong projected revenues in the near-term, suggest that there is going to be greater capacity within the ATID Transportation Component Fund during the next few fiscal years, assuming economic conditions do not deteriorate.

Given this conclusion, staff is requesting that the ATID Transportation Committee begin discussing and considering future transportation improvement priorities in the ATID area of benefit. An option, which showed promise during the Anaheim Resort Mobility Study were pedestrian bridges at key intersections with heavy pedestrian volumes within the Resort.

D. Receive and file Anaheim Resort Safety Bollard Pilot Program Update

In 2018, the ATID Transportation Committee allocated \$2.5 million for the City to implement the Anaheim Resort Safety Bollard Pilot Program, to install safety bollards at four intersections in the Resort. The intersections included Harbor Boulevard/East Shuttle Area, Harbor Boulevard/Disney Way, Harbor Boulevard/Katella Avenue, and Harbor Boulevard/Convention Center Way. Construction at the intersection of Harbor Boulevard/East Shuttle Area was completed in March, 2022. A staff update on project status is provided for the Transportation Committee's information.

Receipt and file of this item is recommended.

Respectfully submitted,

Rudy Emami,
Public Works Director

ATID TRANSPORTATION COMMITTEE STAFF REPORT

July 21, 2022

Page 4 of 4

Attachments:

1. Anaheim Tourism Improvement District (“TID”) – Board Member Appointment
2. ATID Transportation Component Fund Summary
3. ATID Funded Projects Schedule