



Anaheim Rapid Connection

CLIENT:

City of Anaheim

ROLE:

Public Outreach Consultant

Situation:

- Anaheim Rapid Connection (ARC) is a proposed streetcar system that will connect Anaheim-area destinations with regional rail over a 3.2-mile corridor (approx. 6.4 miles of track)
- ARC would provide seamless connections between Metrolink, Amtrak, bus and future high-speed train service at the Anaheim Regional Transportation Intermodal Center (ARTIC) and major activity centers in The Anaheim Resort and Platinum Triangle
- This system is envisioned to improve mobility for Anaheim's growing number of residents and workers by providing transportation to home, work and regional transit

Approach:

- Coordinated logistics and facilitated scoping and public information meeting
- Attended team meetings and project conference calls
- Created notices and secured space in local publication
- Developed collateral and updated as needed
- Created comments matrix
- Developed and currently maintain project website



Project Highlights:

- Six to seven stations plus one potential interim station
- Streetcars would arrive at stations every 10 minutes during peak and 20 minutes during non-peak times, with the ability for more frequent service to respond to major events
- Low-floor design of streetcars, combined with wide doors and level boarding station design, offers easy accessibility for wheelchairs, strollers and luggage
- Ridership – 4,200 projected daily boardings, projected to increase to 7,700 after California High-Speed Rail service is in operation

