



TRANSPORTATION TO THE HAPPIEST PLACE...

The Anaheim Transportation Network (ATN) selected MV as its operator for the Anaheim Resort Transit (ART), a 365-day shuttle service catering to tourists, residents, and employees of the Disneyland Resort Main Transportation Center. MV provides the operators, and the ATN manages service daily.

Challenge

When the Anaheim Transportation Network (ATN) switched to MV as its contractor, it was with the following goals in mind: 1. Realize service upgrades; 2. Refocus service on the passenger, and 3. Improve communications. When MV began service in August of 2009, it set out to accomplish just this.

Solution

Working closely with its customer and determined to make the Anaheim Resort Transit (ART) service reliable, easy to use, and focused on the residents, visitors, and employees that use it, MV embarked on a plan for success.

During the transition, MV augmented its operator training program to include instruction on local landmarks, shopping and entertainment venues, and other unique area characteristics. The result: better service, lower turnover, and happy passengers.

MV then worked with its customer to install its TimePoint Software system, a fixed route vehicle tracking and reporting system. TimePoint provides passengers with real-time information about the ART service, complete with Expected Times of Arrival (ETA) and on-screen dispatch mapping.

Based on its positive performance in ART, MV was awarded the contract for the Toy Story Express service in 2010. This unique service is a demand-based route between the Disneyland Resort and the outlying parking facilities. This unique service fluctuates in service volume nearly daily, based on service requirements set forth by local destinations.