

AT THE MEETING OF THE BOARD OF DIRECTORS OF THE WILLIAMSBURG AREA TRANSIT AUTHORITY (WATA), HELD ON THE 15th DAY OF FEBRUARY 2023, AT 10:00 A.M. IN THE STRYKER CENTER, CITY COUNCIL CHAMBERS, 412 N. BOUNDARY STREET, WILLIAMSBURG, VIRGINIA 23185.

A. CALL TO ORDER

Chair Paul Holt called the February 15, 2023 WATA Board of Directors meeting to order at 10:00 A.M. where a quorum was established. Mr. Holt called the roll.

B. ROLL CALL

Members of the Board Present:

Paul Holt, James City County
Tim Cross, York County
Sarah Jones, CWF
Denise Kirschbaum, James City County
Michele DeWitt, City of Williamsburg
Bill Horacio, William & Mary
Steven Hennessee, DRPT

Staff Present:

Sanford Wanner, Interim Executive Director
Iyanla XO, Marketing and Admin Specialist
Ben Goodill, Acting Director of Planning and Admin
Karen Davis, Director of Operations
Hank Lewis, IT Administrator
Tim Sullivan, Budgets and Grants Specialist

Others Present:

Ricky Angueria, Jarrett Walker and Associates
(Virtual)
Alan Saunders, Virginia Department of Rail and
Transportation (DRPT)

Absent:

Mark Bellamy, York County

C. PUBLIC COMMENT

As no one from the public was present, Mr. Holt closed this section of the meeting.

D. BOARD MINUTES

Mr. Holt asked for a motion for approval of the minutes from January 18th, 2023. Mr. Cross made the motion. Ms. DeWitt seconded the motion. The Board voted in favor of the motion.

E. REPORTS

1. Executive Director Report

Mr. Wanner said he and Ms. DeWitt attended the Virginia Transit Association (VTA) Legislative Advocacy Day in Richmond on January 23, 2023. They received a briefing from the Virginia Department of Rail and Transportation (DRPT) on HJ542 Virginia Transit Equity and

Modernization Study, which goes over different topics to advance transit equity and modernization efforts. Mr. Wanner pointed out the findings in the report that many bus stops in Virginia are poorly placed and not well connected to sidewalks, basic transit infrastructure is inconsistent, and the permitting process for installing transit infrastructure can be difficult for counties in Virginia working with VDOT. They also visited the offices of the Virginia General Assembly delegation regarding transit bills in the Virginia General Assembly.

He said WATA staff have submitted operating assistance grants to DRPT for FY24 funding and met with James City County on February 13th to discuss the budget. WATA staff intends to present a proposed budget before the Board of Directors at the March meeting.

He said WATA staff has released Request for Proposals for Construction Management services related to projects at the Operations & Maintenance facility, as well as the Northern Transfer facility. An RFP was also released for Value Engineering services on the Northern Transfer facility.

2. Capital Projects Report

Mr. Goodill gave a presentation on WATA's Capital Projects. Before he started, he let Alan Saunders from DRPT introduce himself, who has been helping WATA with many of the construction projects currently happening. Highlighted below are the topics from the presentation:

Bus Amenities

To start, Mr. Goodill briefly touched on the bus amenities, as it was already discussed in detail at the January Board meeting. He said he has been in contact with the City of Williamsburg already and is continuing to update all the localities on where WATA is with the amenities.

Computer-Aided Dispatch/Automatic Vehicle Location (CAD/AVL) Project

Mr. Goodill talked about the new Computer-Aided Dispatch/Automatic Vehicle Location (CAD/AVL) systems being installed on WATA's buses. The estimated project cost is \$1.2 million. He said this project is a full revamp of the technologies on the buses. This includes the video surveillance system, new CAD/AVL systems for the fixed route buses and paratransit vehicles, adding infotainment to the fixed route buses, and the introduction of mobile ticketing. He said WATA is wrapping up the first phase of the project, which is testing the systems. The Equans team will be on-site starting next week to complete the installations so WATA can go into the final testing phase. He said there have been a few issues along the way, but they have been resolved. As the installations enter the final phase, there will be a hard marketing push to inform the riders on how these systems will impact their trip planning.

Privacy Policy for VIA

Mr. Goodill said WATA's legal counsel, Pender and Coward, are preparing a privacy policy and terms of use agreement prepared for the Via Rider App, which will allow WATA's paratransit

riders to request services through a mobile app, manage their trips, and be able to have additional contact and notifications about their trip. It should be on the website soon.

Mr. Holt asked how this system will work with the OneCall system. Mr. Goodill said WATA is currently working with the OneCall staff to train them on the system and make sure they understand how the systems will work together.

Mobile Ticketing

Mr. Goodill said as of July 1, 2023, WATA will go live with its mobile ticketing system. With the Transit App, riders will be able to purchase a ticket directly on the app. As a part of this project, riders will receive Transit App's Royale premium subscription. The subscription gives riders additional trip planning information such as seeing more route information, geographically and timewise. There will also be some fun features, such as a leaderboard and customizable avatars.

Rolling Stock

Mr. Goodill said as of January 2023, WATA has funding for vehicle replacements as well as potential funding for Compressed Natural Gas (CNG) and Trolley replacements. He said he had a conversation with York County about their trolley service. The conversation consisted of their interest in acquiring electric trolleys and a possible trolley route expansion with the new cruise line stopping in the port of Yorktown. WATA staff is continuing conversations with them and will plan to have a face-to-face meeting to discuss more.

He said WATA is set to replace Bus 805, which is the oldest in WATA's fleet. There are also two 1700 buses and two support vehicles ready to be replaced. WATA staff is looking into what is available on the market. He acknowledged there are some market challenges, as the buses will take between 18-36 months to arrive and are more expensive. He also said WATA staff is looking for guidance from the Board in terms of the Colonial Williamsburg Foundation agreement and replacing their vehicles.

Mr. Holt said until WATA gets into the electric world, WATA should maintain enough CNG and Diesel buses in terms of the Colonial Williamsburg Foundation agreement.

Ms. DeWitt said Senator Warner asked WATA staff to look into a grant about low emission buses.

Northern Transfer Center

Mr. Goodill said WATA contracted with Wendel in December 2022, for architect and design services. The current estimated cost is about \$5.5 million. There was a concept created by Kimley Horn in 2021 that called for 5 bus bays at minimum, a small office footprint, and regulatory greenspace. WATA and Wendel are currently exploring possible adjustments to the special use permit which would allow for greater flexibility in the design. He said the next major milestone will be the Value Engineering contract which we intend to contract in late March 2023.

Mr. Holt said the Board has talked about wanting to have ticket kiosks at the Center. Mr. Goodill said they are still an option.

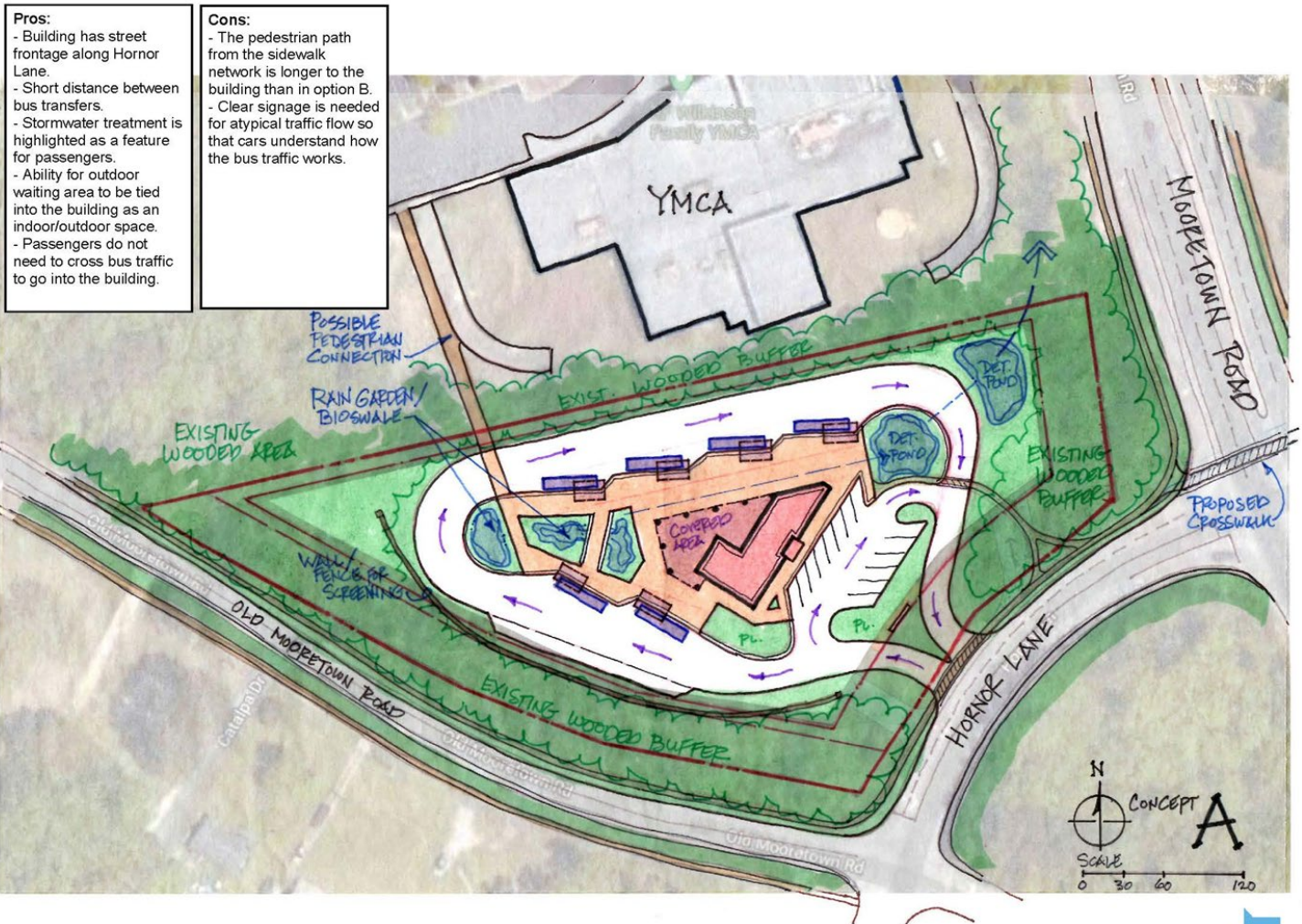
Mr. Holt asked if the facility will have surveillance cameras. Mr. Goodill said yes.

Mr. Holt said the Board has also mentioned having bus racks, bike lockers, bike repair station, etc. Mr. Goodill said there have been conversations, and he will make sure to bring the ideas to the design team.

Ms. DeWitt asked if riders can buy monthly passes on the app. Mr. Goodill said yes. He said if riders still want a physical pass, they will still have to go to the station.

Mr. Goodill presented to the Board two design concepts for the Board to choose from. He said the WATA staff is working with Wendell on a third concept. Attached are the designs below:

Concept A.



Concept B.

<p>Pros:</p> <ul style="list-style-type: none"> - Building has street frontage along Mooretown Road and can tie into proposed sidewalk connection - Short distance between bus transfers. - Stormwater treatment is highlighted as a feature for passengers - Typical traffic flow for cars to understand - Potential tie-in with the "Y" as part of a plaza. 	<p>Cons:</p> <ul style="list-style-type: none"> - Passengers need to cross bus traffic to get to building amenities - Special approval is needed for the extra curb cut off of Hornor Ln.
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WATA NORTH TRANSFER CONCEPT PLAN
02.06.23

Mr. Cross asked for copies of the concepts to share with York County's Zoning administrator. Mr. Goodill said yes.

Mr. Holt said Concept B will be more expensive because of the asphalt. He also said Concept B will have many issues for drivers coming to the parking lot. Even with good signage, he expressed his concerns about customers possibly going into the entrance for the buses. Ms. DeWitt agreed with Mr. Holt.

Mr. Holt said the third option has some potential with an emergency entrance paved with dirt or gravel, which could be beneficial in the long run. Mr. Goodill said Wendell is doing research on

what York County would require to make the entrance possible. Mr. Cross said York County's Fire Department isn't keen on those kinds of paths, but they approved them in the past.

Pocahontas Trail

Mr. Goodill said WATA contracted with Wendel in April 2021, for architect and design services. The current estimated cost is \$15.5 million. Wendel is currently working to incorporate agreed-upon changes from the value engineering process. Features for this facility include a new wash bay located in the service building, a vault for fare collection, better parking, outdoor storage, a full facility generator, a private dispatch area, a reception area, improved security for all staff, above-ground fuel tanks, two expansion bays with room for two more in the future, better equipment for vehicle maintenance providers, and 8,000 sq ft expansion for operations. The expansion includes an improved operator break area, locker rooms for all staff, 12 additional offices (of flex space), a server room, and two conference rooms. Attached are images from the current plans from Wendell.

Mr. Goodill noted has budgeted \$50,00 for WATA's moving expenses. He said WATA staff will continue to look into the cost as they search for temporary office space regarding operations. WATA staff has been reviewing possible office space and can consider trailers as an option. He said WATA staff will discuss this with the architects but wants to bring on the construction management contractor first so they can be a part of the discussions. Attached are the designs:

Ms. DeWitt asked if Room 124 is an exercise room. Mr. Goodill said yes.

Mr. Holt made a few design suggestions. For the first floor, the receptionist desk and the first-floor restrooms, Rooms 131 and 132, are not behind secure doors for security purposes. For the second-floor conference room, Room 210, he suggested having a door by the stairwell, so vendors and guests don't have to walk through the office. Lastly, he suggested changing the word "hospitality" on the cover page to something that matches the function of the building.

F. UNFINISHED BUSINESS

1. TRANSIT STRATEGIC PLAN: EVOLVING WATA – *Proposed Resolution #R23-21*

Mr. Holt said WATA staff has made some edits to Resolution #R23-21 since the last Board meeting. He asked Mr. Goodill to give a brief update. Mr. Goodill said WATA wanted the resolution to act as a direction going forward rather than an actual policy for WATA. He said he wanted the Board to address one of the shortfalls in the resolution at the last Board meeting, which is the allocation of WATA resources to ridership and coverage concepts. He introduced Ricky Angueira from Jarrett Walker and Associates (JWA) to give a refresher presentation to the Board.

Mr. Angueira briefly discussed WATA's current resource allocation, which is 60% towards coverage and 40% towards ridership. He also discussed the public's feedback on where resources should be allocated, which indicates a focus on ridership rather than coverage, and the Board agreed. Specifically, 70% towards ridership and 30% towards coverage. He said the Board expressed allocating WATA's existing resources to ridership in the short term. He said JWA came up with a short-term ridership concept. This concept would move WATA towards frequency. In the concept, WATA would remove the least productive routes, meaning the routes providing the least amount of access to residents, and allocate them to routes where there can be frequency to create access. Those routes were Route 11 and Route 6. By removing those routes, they put the resources into Route 1 and Route 2 to create a 30-minute service for each of them. He noted it's not good practice to remove routes in the short term, only to bring them back in the long term. He ended his presentation by asking Mr. Goodill if they should move on to the resolution. Mr. Goodill noted with the new demonstration route for York County, removing Route 11 would reduce the connection the demonstration route would have to the rest of the county.

Mr. Angueira read the "BE IT FURTHER RESOLVED" section of the resolution below.

Mr. Holt clarified to the Board this resolution doesn't mean WATA will be making any changes to service at this meeting or after the resolution is signed, but more of an aspirational statement of what WATA would like to do in the future.

With there being no further discussion, Mr. Holt asked for a motion to approve the resolution. Ms. Kirschbaum made the motion. The resolution was adopted by a Board roll call vote:

Mr. Holt – AYE
Ms. Cross – AYE
Ms. DeWitt – AYE
Ms. Kirschbaum – AYE
Ms. Jones – AYE

RESOLUTION #R23-21

TRANSIT STRATEGIC PLAN: EVOLVING WATA

- WHEREAS,** Williamsburg Area Transit Authority (WATA), in partnership with the James City County, York County, the City of Williamsburg, and other partners, initiated the Transit Strategic Plan, Evolving WATA, in May 2022 to study the entire transit system and recommend changes for the next 10 years to better align the transit system with the values and goals of the region; and
- WHEREAS,** through Evolving WATA, the region has assessed the existing transit system, existing transit ridership patterns, population, employment and other demographic patterns and has distilled the major trade-offs and challenges with the existing transit system into two choices, improve ridership and broaden coverage; and
- WHEREAS,** transit operations can serve many goals, but within a finite budget certain of these goals come into conflict with one another and in particular the goals of maximizing ridership and providing broad geographic coverage; and
- WHEREAS,** WATA created two transit network concepts to help the general public, stakeholders and elected officials visualize how different goals would result in different transit system designs, published a report (“Transit Choices Report”) describing these concepts and their outcomes, and has discussed these different concepts with the general public, key stakeholders and elected officials; and
- WHEREAS,** WATA has surveyed existing riders, the general public, and key stakeholders about their preferences with respect to the goals of maximizing ridership or providing broad geographic coverage and their preferences on investing more in transit.

NOW, THEREFORE, BE IT RESOLVED that, in the short-term, and without additional transit investment, WATA shall maintain its existing balance between ridership and coverage.

BE IT FURTHER RESOLVED:

That over the next 10 years, for purposes of developing the Transit Strategic Plan: Evolving WATA, WATA envisions allocating an increase in revenue hours of service to provide more and better service for the community and balance that investment so that 70% of the transit operating budget is spent to maximize ridership relative to cost, while 30% of the transit operating budget is spent maximizing geographic coverage.

Mr. Angueira went over the next step in the Transit Strategic Plan process, funding. He said the current system is funded by route mile, meaning what percentage of bus mileage belongs to each locality. He presented three other options. The first was funding through revenue hours,

meaning what percentage of service time belongs to each locality. The second option was a mixture of the bus mileage and revenue hours. The third option of funding was route purpose.

Mr. Holt said a blend of the options is the best option because each locality has different ideas and needs for service goals. Mr. Horacio said Route 8 (William and Mary) was created based on purpose. It is also funded through revenue hours. Mr. Holt said the Board should look at each locality's funding is set up to get a clear idea of what steps to take next. Mr. Wanner said the Board should wait until after the March Board meeting to discuss these options in order to see WATA's budget.

G. NEW BUSINESS

There was no New Business.

H. Board Requests

Mr. Hennessee said Alan Saunders will most likely be replacing him as a member of the WATA Board of Directors as Mr. Hennessee is retiring after his term ends in June 2023.

Mr. Wanner said WATA staff are scheduling tours for three of the finalists the week of February 20th.

I. ADJOURNMENT

There being no further business, Mr. Holt requested a motion to adjourn the meeting to March 3rd, 2023. Ms. Kirshbaum made the motion and the Board voted in favor of the motion. The meeting was adjourned at 11:35 a.m.