CARTA

November 12, 2026

www.gowata.org

WATA
Williamsburg Area Transit Authority

AGENDA

WATA by the Numbers

Service Details

History of WATA

State Charter

Organizational Structure

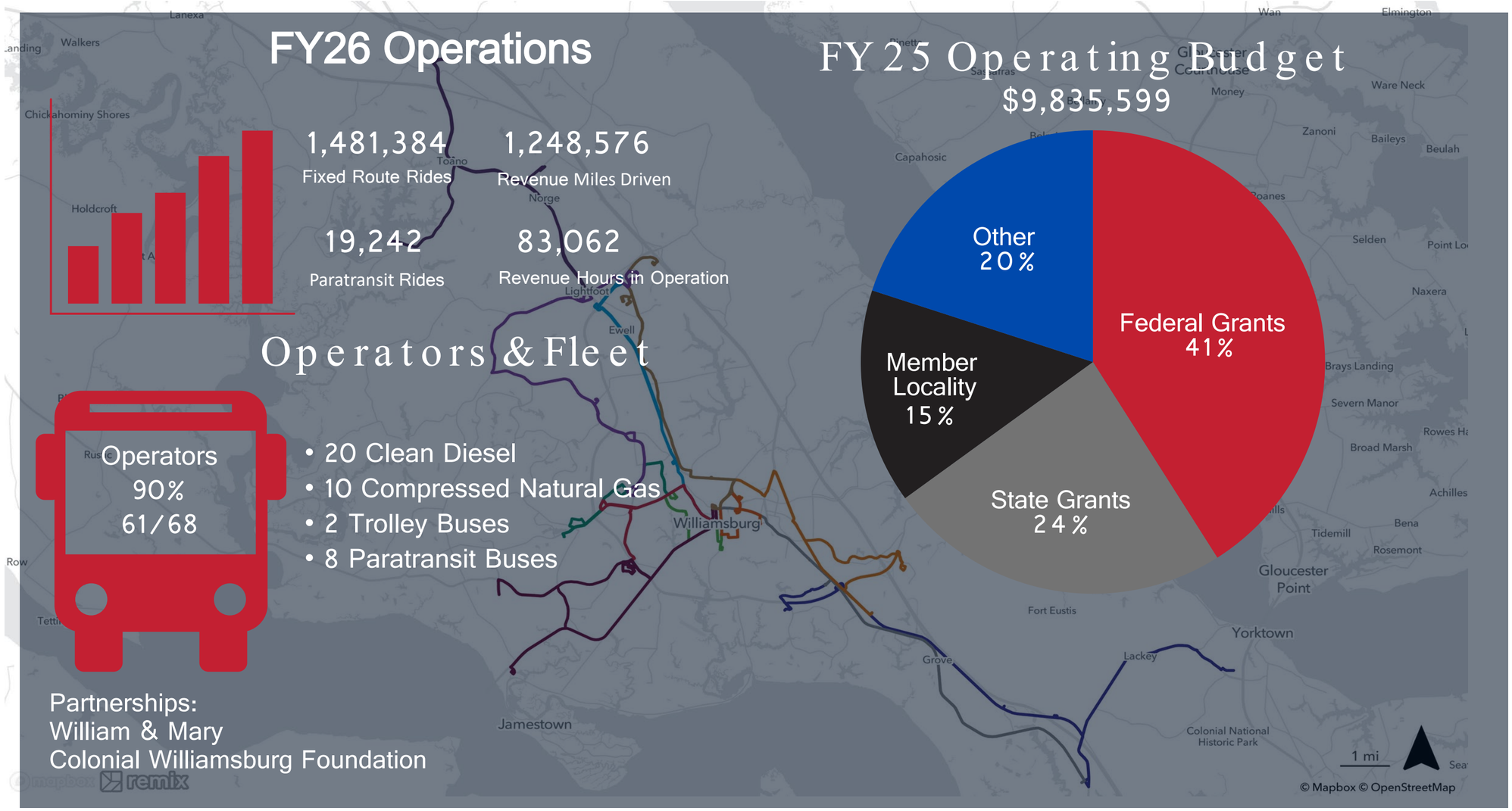
Budget & Funding Structure

Separate Service Agreements

Service Expansion Considerations

Friction Points / Lessons Learned

WATA by the Numbers

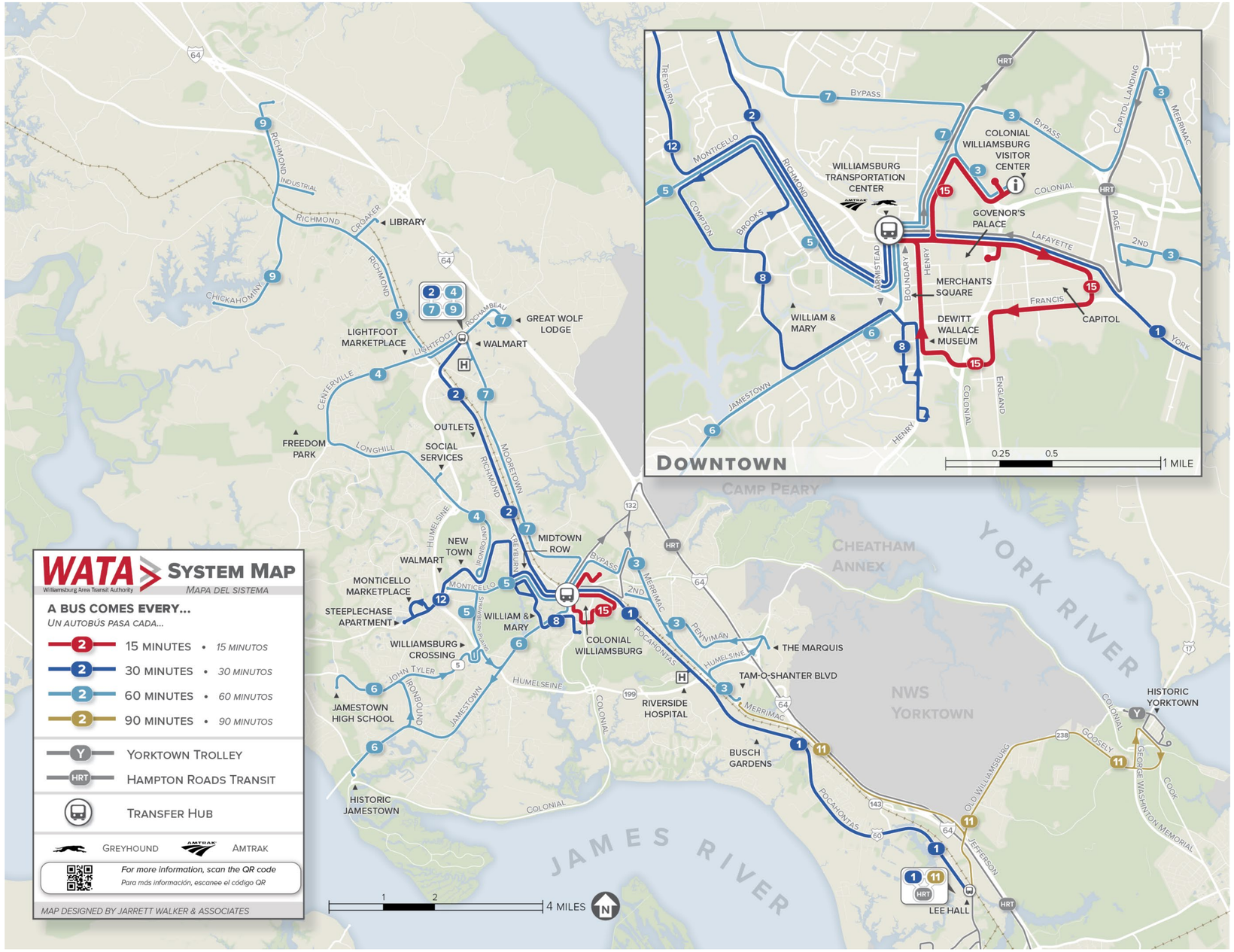


Who We Serve	Population Supported	Jobs Reached	Square Miles Covered	Routes	Bus Stops
James City County Williamsburg York County	>110.000	37,000	75	12	288

SERVICE

WATA provides service to residents and visitors of James City County, the City of Williamsburg, and north York County.

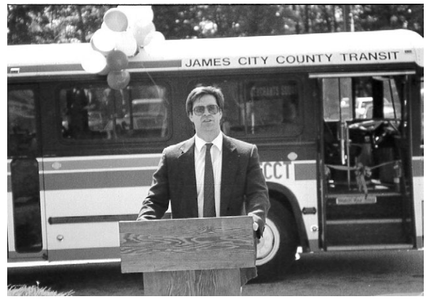
- 12 routes total
  - 10 core routes
  - 2 specialty routes
- Paratransit Service (PTS)
  - Within ¾ of a mile bus routes
- Hours of Operation
  - Mon – Sat: 6:00am – 9:00pm
  - Sun: 8:00am – 6:00pm
  - Route 8 (W&M): Mon - Fri, 7am-9pm)
- Fare:
  - $1.50 per ride ($3 PTS)
  - $3 all day
  - Student Liberty Fare
  - Reduced weekly & monthly rates



History of WATA: JCCT and WAT

1977

James City County Transit (JCCT) established





1996

JCCT renamed Williamsburg Area Transport (WAT); incorporates Williamsburg and York County





2002

Contracted services with W&M begins

2006

General Assembly creates WATA as a political subdivision of the Commonwealth

Member Organizations:

- James City County
- York County
- City of Williamsburg

2008

WATA begins operations

Contracted Services:

- Colonial Williamsburg Foundation
- William & Mary



WATA
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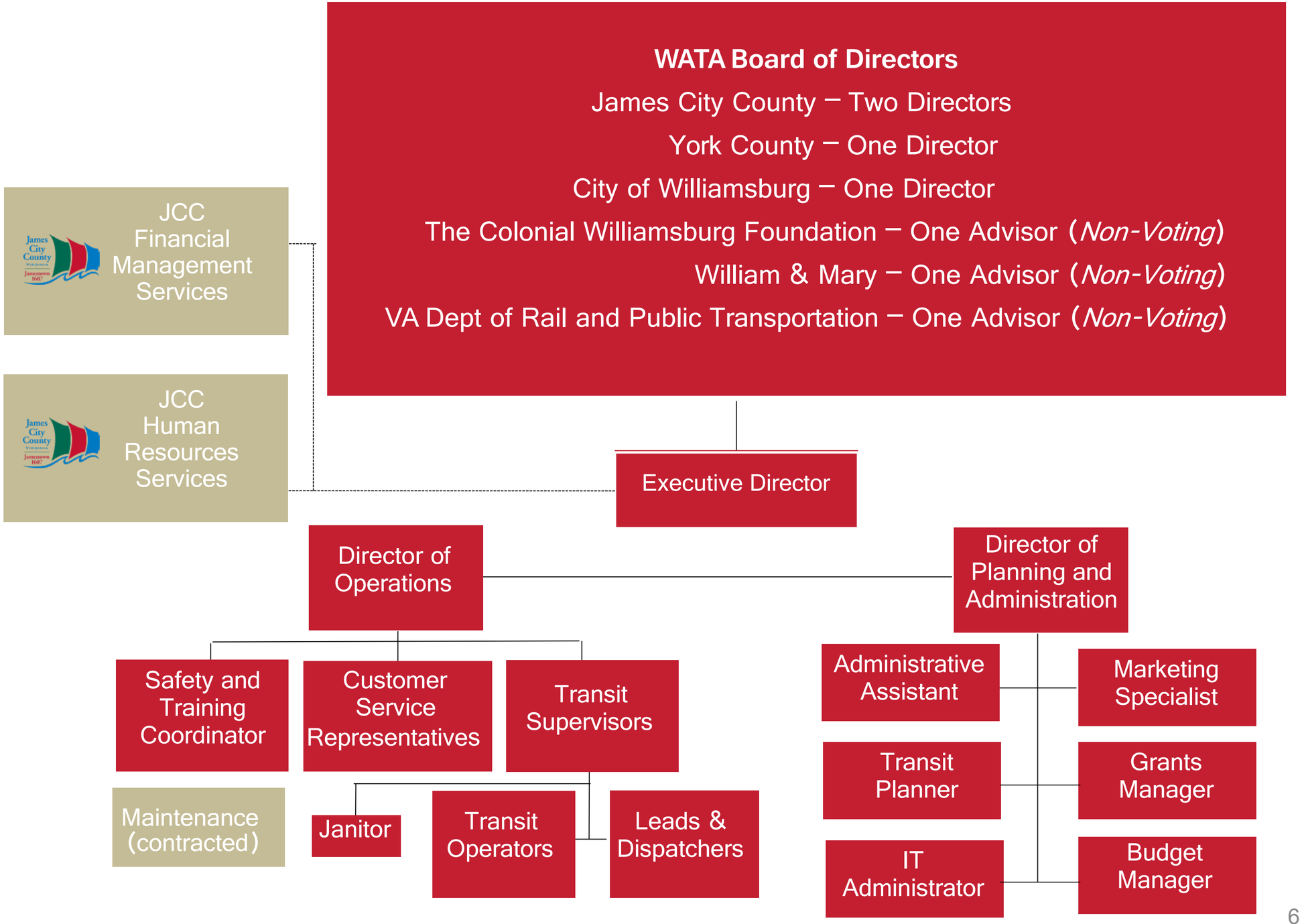
State Charter &
Cooperative Service Agreement

Code of Virginia, Title 33.2. Subtitle IV

Chapter 33 Williamsburg Area Transit Authority

- There is hereby created a political subdivision of the Commonwealth known as the Williamsburg Area Transit Authority, hereinafter known as "the Authority.“
- The Authority shall prepare a regional transit plan for all or a portion of the areas located within the jurisdictional boundaries of each member locality. The regional transit plan may include all or portions of those areas within the City of Williamsburg, the County of James City and such portions of York County as its governing body desires to have covered, and the areas owned or operated by the College of William and Mary in Virginia and the Colonial Williamsburg Foundation, including transit improvements of regional significance, and those improvements necessary or incidental thereto, and the Authority shall from time to time revise and amend the plan.
- Two members representing James City County; One member representing York County; and One member representing the City of Williamsburg.
- In addition, the county and municipal corporation members may elect up to three additional members to represent the interests of higher-education facilities and private, nonprofit tourist-driven agencies in the Williamsburg area, provided that such member facilities and organizations contribute significant financial resources to the Authority.

Organizational Structure

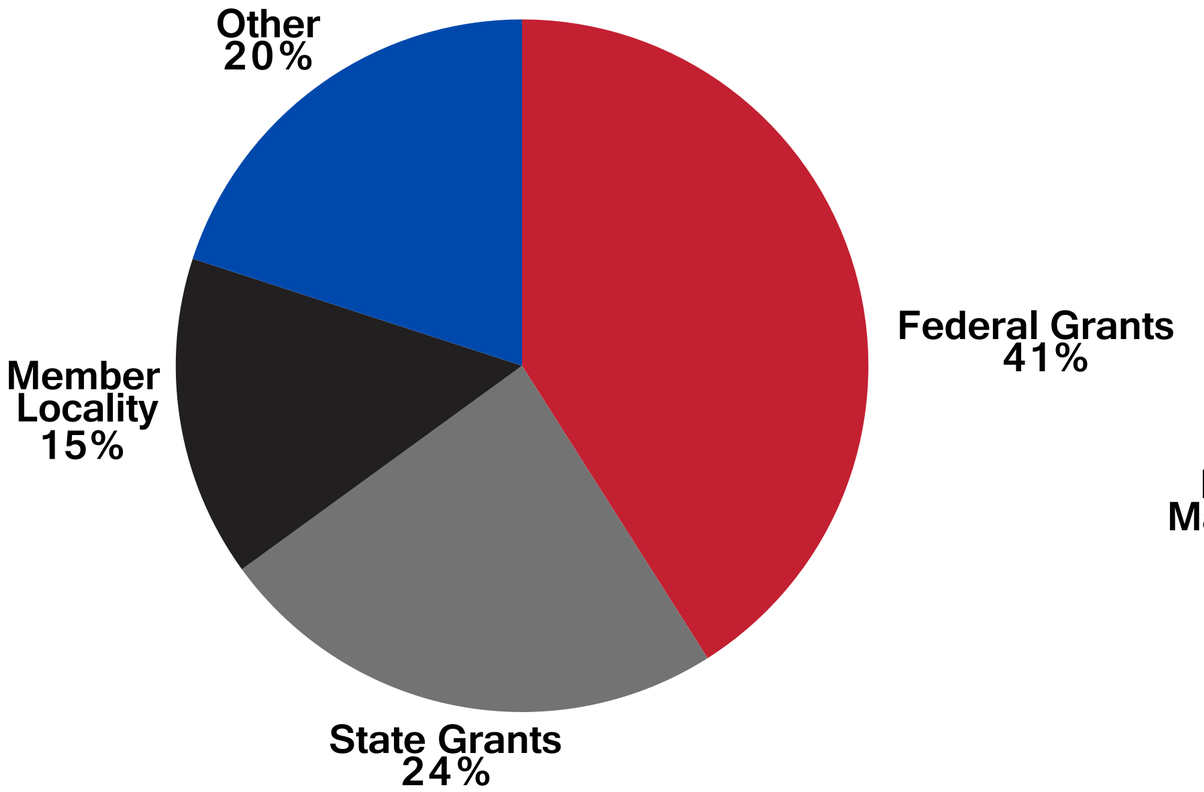

WATA Board of Directors
James City County – Two Directors
York County – One Director
City of Williamsburg – One Director
The Colonial Williamsburg Foundation – One Advisor (*Non-Voting*)
William & Mary – One Advisor (*Non-Voting*)
VA Dept of Rail and Public Transportation – One Advisor (*Non-Voting*)
JCC Financial Management Services
JCC Human Resources Services
Executive Director
Director of Operations
Director of Planning and Administration
Safety and Training Coordinator
Customer Service Representatives
Transit Supervisors
Maintenance (contracted)
Janitor
Transit Operators
Leads & Dispatchers
Administrative Assistant
Marketing Specialist
Transit Planner
Grants Manager
IT Administrator
Budget Manager

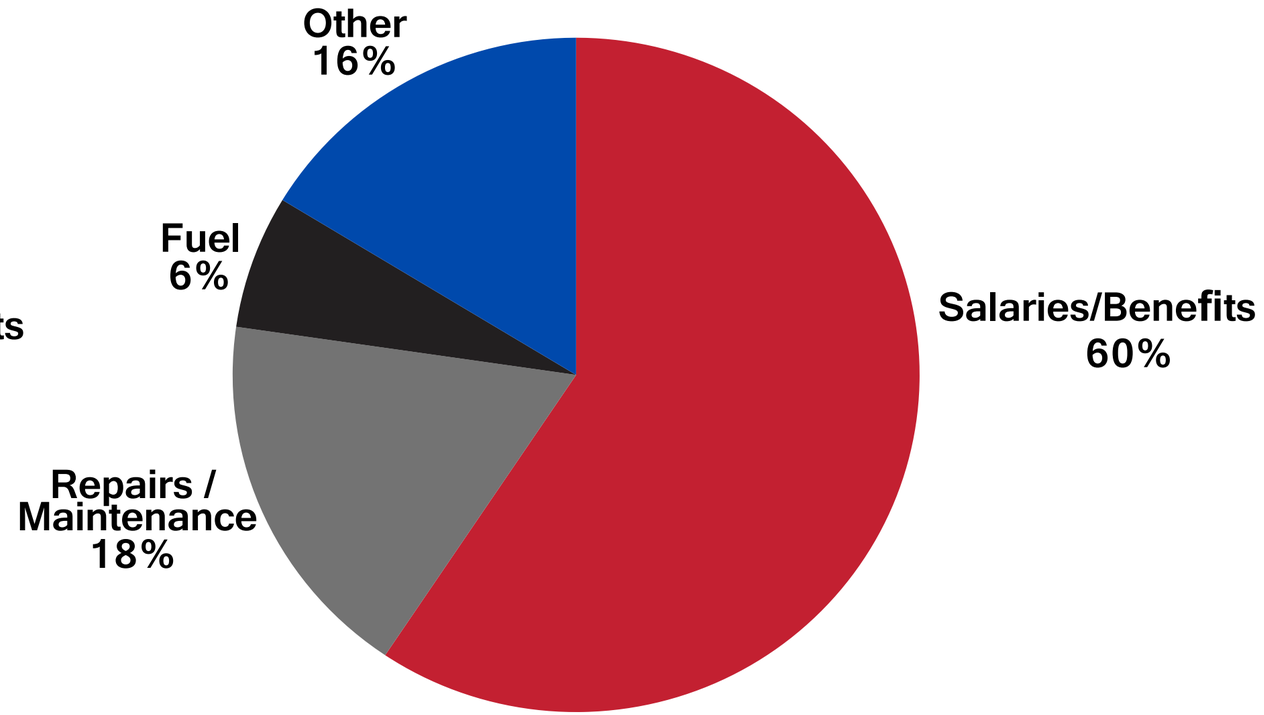
Budget & Funding Structure

- Operating Budget (Revenues & Expenses)
- Cooperative Service Agreement
- Transit Strategic Plan

FY25 Operating Budget

$9,835,599





- Federal/State grants require a local match between 4-50%
- Managing the local match is both a science and an art

Cooperative Service Agreement

By and among WATA, James City County, York County and the City of Williamsburg

- The Authority shall perform once every five (5) years, a comprehensive operation analysis which will be used to determine the percentage of operations that is attributable to each Member Jurisdiction.
- The Operation Analysis shall take into account, but not be limited to the following factors:
  - number of resident riders in each Member Jurisdiction
  - number of visitor riders in each Member Jurisdiction
  - entry and exit points of riders,
  - lane miles in each Member Jurisdiction,
  - hours of service in each Member Jurisdiction,
  - and any other factors the Board deems to be reasonable in determining the composition of ridership and actual service provided to each Member Jurisdiction.
- The Authority shall adjust the allocation of costs among the Member Jurisdictions for any Fiscal Year based on the results of the Operation Analysis.

2024 Transit Strategic Plan

Operational Analysis for Local Funding / Cost Sharing

The TSP process reviewed the old funding formula (based on route miles/jurisdiction) and developed a new cost allocation formula primarily based on **revenue service hours**.

The new formula calculated using the following methodology:

1. The distance that every route runs in each jurisdiction was measured.
2. The percentage of each route in each jurisdiction was calculated.
3. This percentage was applied to the total annual revenue hours of every route to determine how many revenue hours are in each jurisdiction for every route.
4. Revenue hours were added by jurisdiction.
5. The total percentage of revenue hours per jurisdiction was calculated and applied to the local funding needed.

Route 15 (Colonial) is a specialty route with a funding allocation based on route purpose. (50/33/17%)

Service Agreements with W&M and CWF

William & Mary:

- Route paid for by W&M to serve campus
- Requests level of service, reviewed and updated annually
- WATA bills separately for student/faculty/staff use of other routes

Colonial Williamsburg Foundation:

- Seven-year agreement approved in 2023 set service levels and route
- Addition of a stop to connect with other WATA routes
- CWF's financial contribution reduces annually to $0 by final year
- Localities share remaining costs of the service

Service Expansion Considerations

- Proposal initiated by:
  - Public interest
  - Request by Member jurisdiction
- Planning to include:
  - Draft service plan (route, frequency, hours)
  - Public survey and comment of draft plan
  - Resource requirements & costs
- Board Approval
- Acquisition of Resources
  - Operators / staff
  - Funding

Lessons Learned & Friction Points

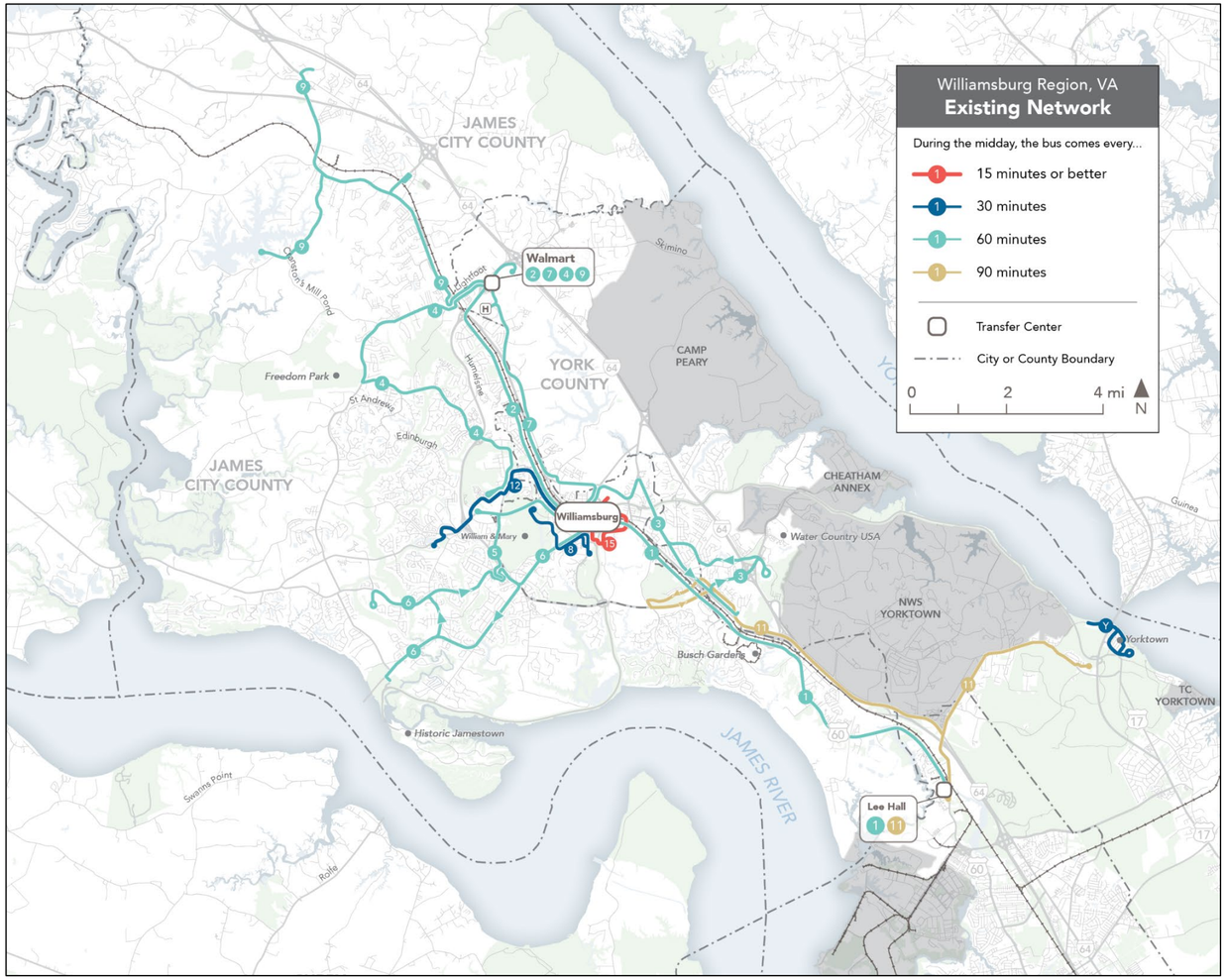
- Four localities, four separate visions/priorities, four budget requests
  - vs. WATA's Transit Strategic Plan
- Urban vs. Rural Service Area
  - Federal 5311 (Rural) < 50,000 population ≤ 5307 (Urban) funding
  - Red vs. Blue
- Lack of dedicated local funding source

Questions

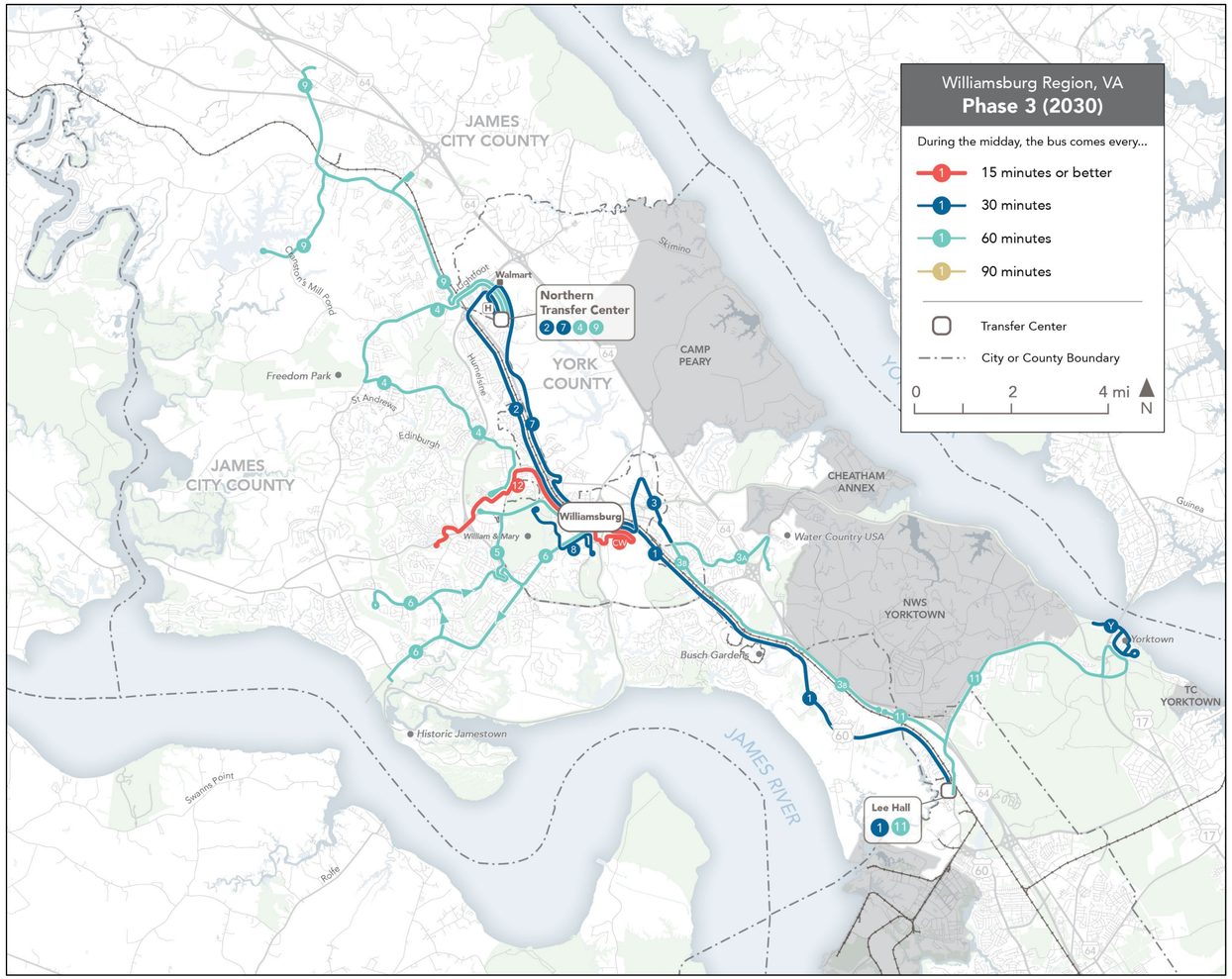
TRANSIT STRATEGIC PLAN

3 Phases, 2027-2030

Previous Network



Future Network



Details:

Increased frequency of 5 routes:

- 2 Routes of 15-min frequency (+1)
- 5 Routes of 30-min frequency (+3)
- 5 Routes of 60-min frequency (+1)

Benefits:

- 97% more jobs reached in 45 minutes
- Frequency → Access → Expanded Opportunities → Ridership → Economic Stimulus