

WATA

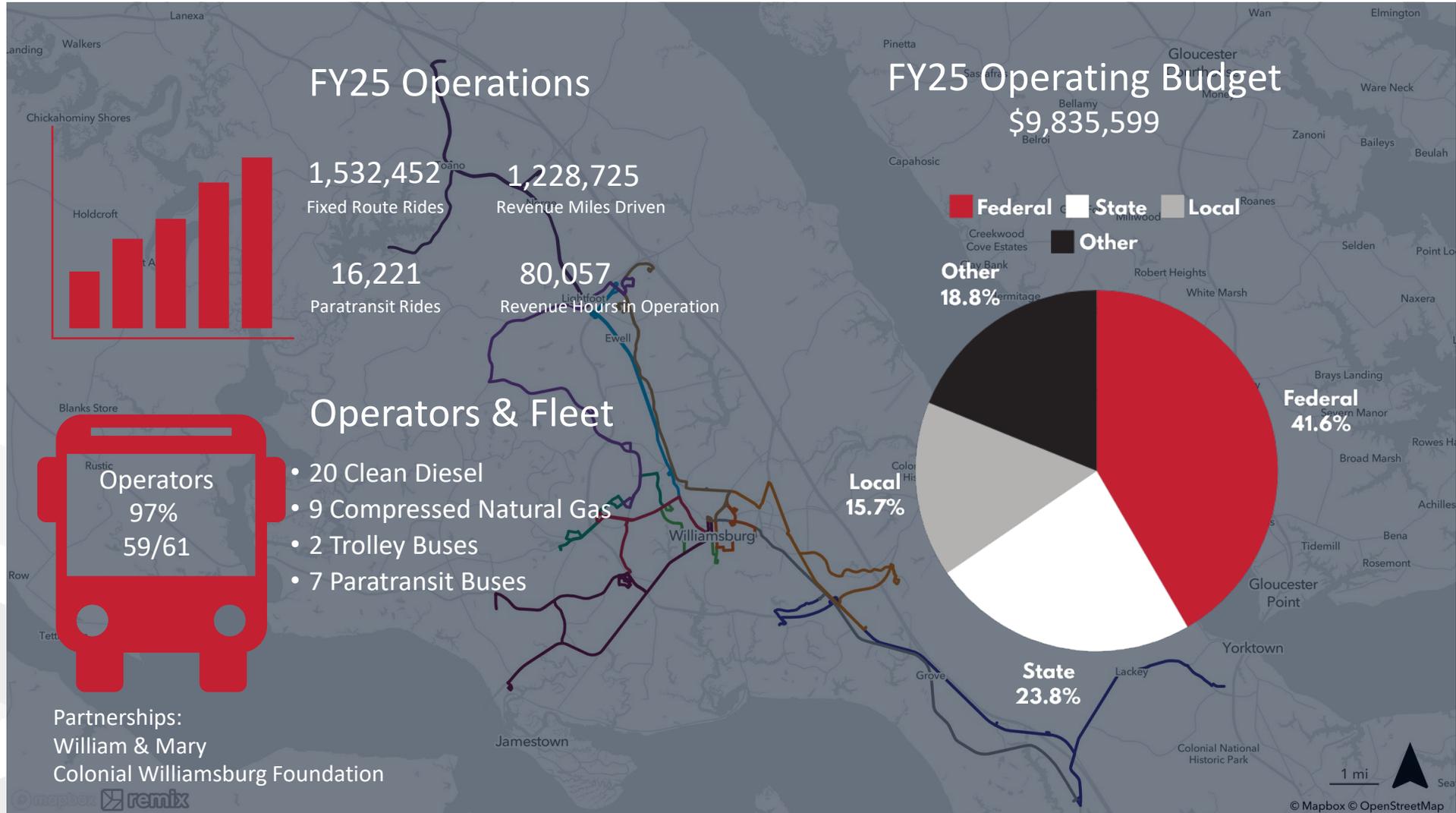
Williamsburg Area Transit Authority



Agenda

1. WATA's FY25 Performance and Numbers
2. Customer Experience Improvements
 - Mobile Ticketing
 - Bus Stop Improvements
 - Construction Updates
3. Transit Strategic Plan Review
4. Questions

WATA by the Numbers



Who We Serve
James City County
Williamsburg
York County

Population Supported
81,100

Jobs Reached
36,300

Square Miles Covered
75

Routes
12

Bus Stops
288



Customer Experience Improvements

Mobile Ticketing

Plan your trip.
Pay your fare.
All with one app.

Download *Transit*



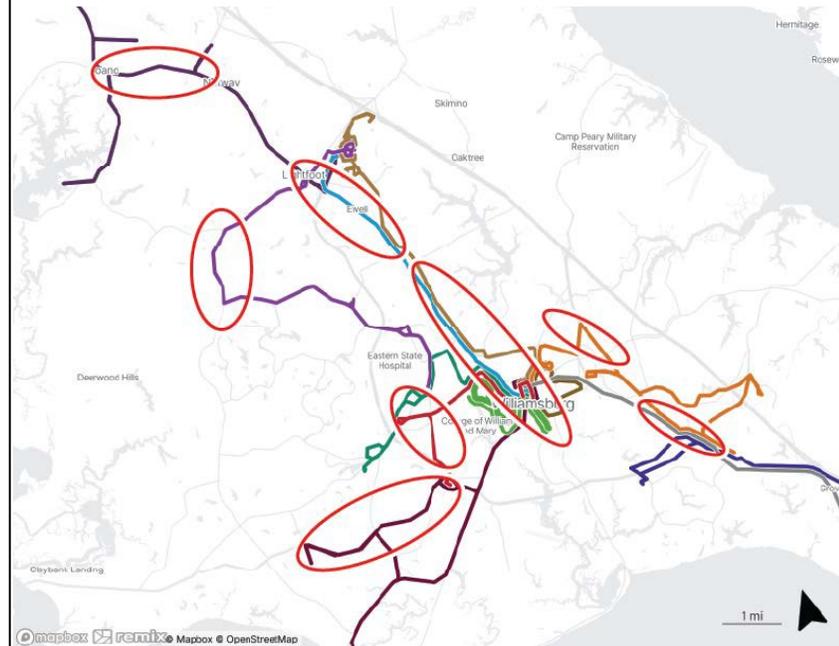
transit
PARTNER APP FOR WATA
FARES POWERED BY justride



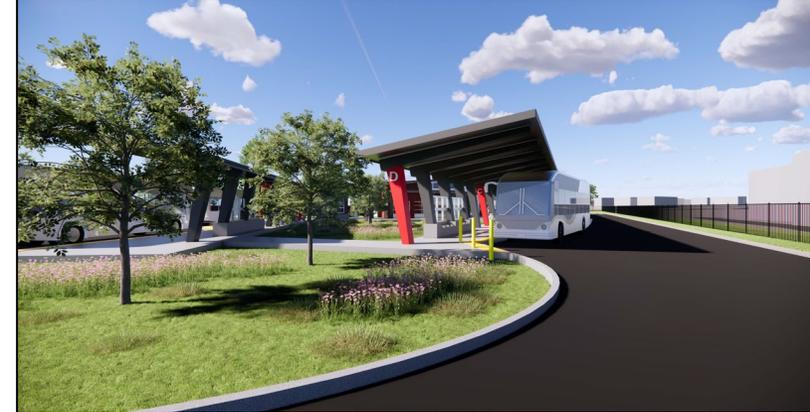
- Purchase tickets
- Fare-capping
- In-store mobile ticket purchasing coming soon!

Bus Stop Improvements

- 28 on-going improvements
- Concrete pad, bench and shade
- Greater and faster progress together!



WATA North Transit Center



- August 2026 completion
- \$11M cost; local funding ~4%
- Indoor/Outdoor waiting areas, bathrooms, safety





Purpose:

- “To be more useful to more people”
- Improve access and opportunity for employment, shopping, health, etc.
- Increased ridership improves efficiency, fares, and grants

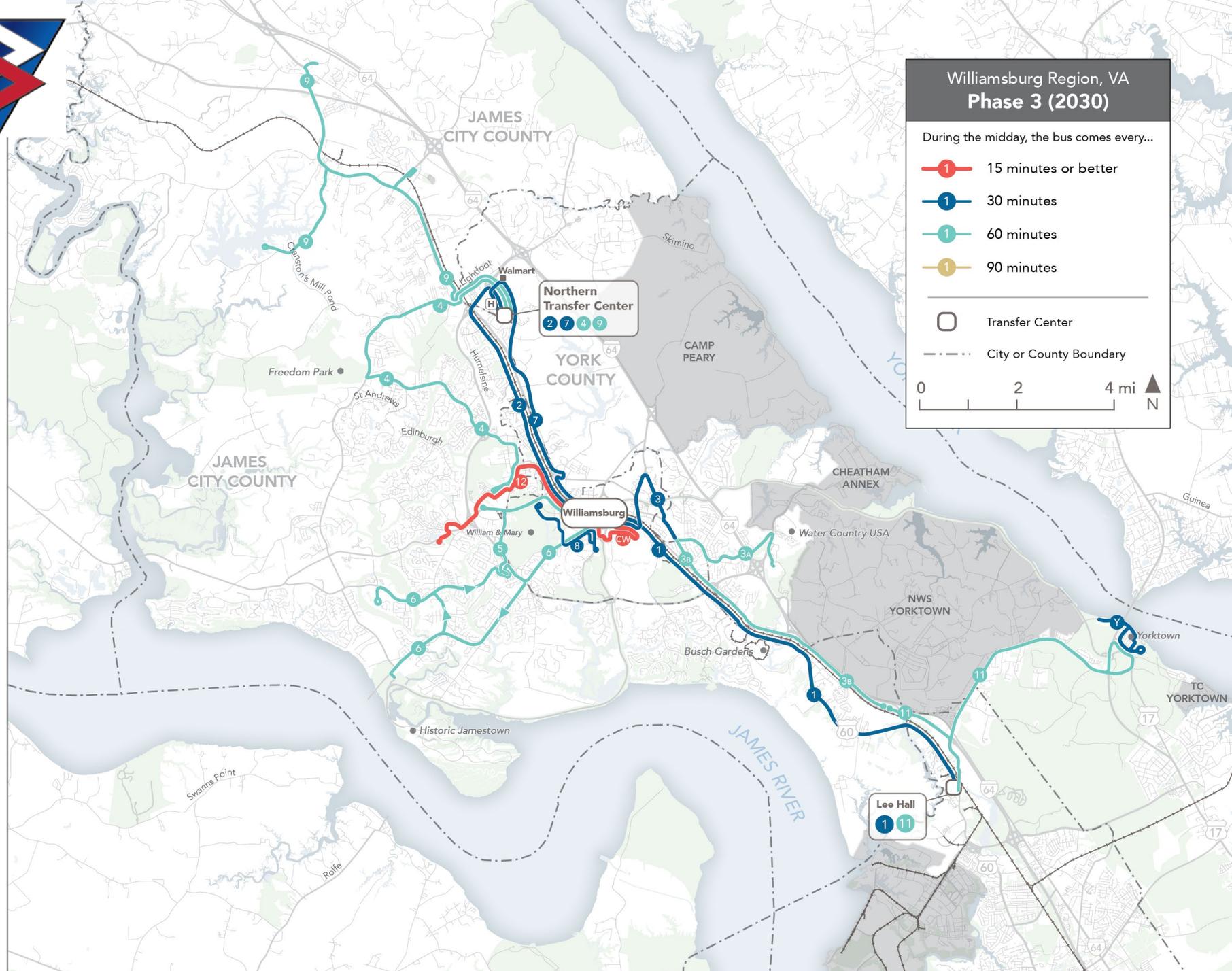
Details:

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



**Williamsburg Region, VA
Phase 3 (2030)**

During the midday, the bus comes every...

- 15 minutes or better
- 30 minutes
- 60 minutes
- 90 minutes

Transfer Center

City or County Boundary

0 2 4 mi N

Questions?



Greater Williamsburg Transportation
Assistance Fund

