



**York County
Board of
Supervisors**

January 16, 2018

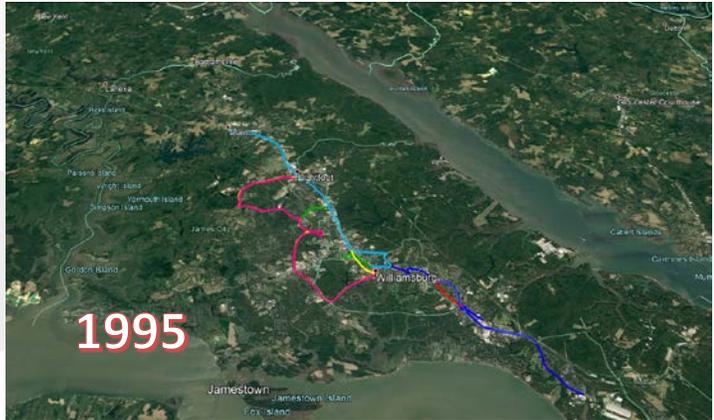
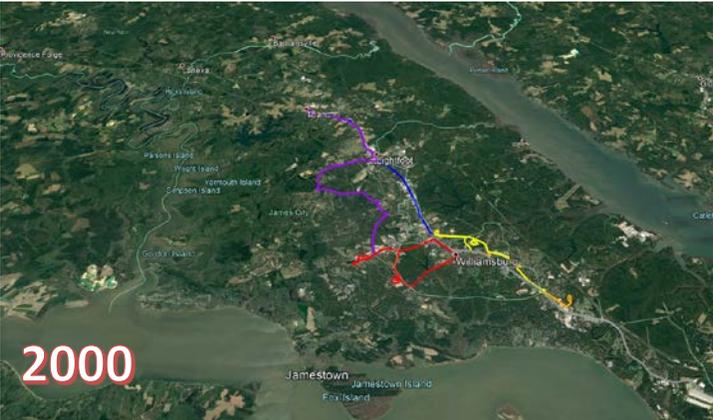
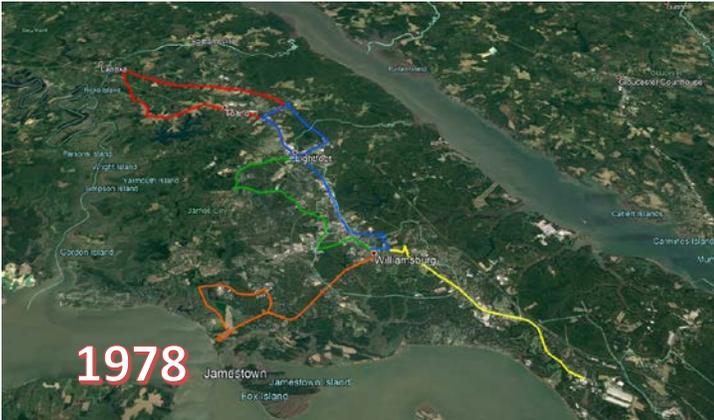
Williamsburg Area Transit Authority

- James City County Transit - 1977
- Williamsburg Area Transport - 1996
 - James City & York Counties, City of Williamsburg, and W&M
- General Assembly created Authority - 2006
 - The Colonial Williamsburg Foundation
- WATA began operations in 2008
 - Political subdivision with governing body composed of representation by localities and CWF
 - W&M and DRPT represented by non-voting members

Funding Sources

- Federal
- State
- Local
- Farebox and Other

WATA Over the Years

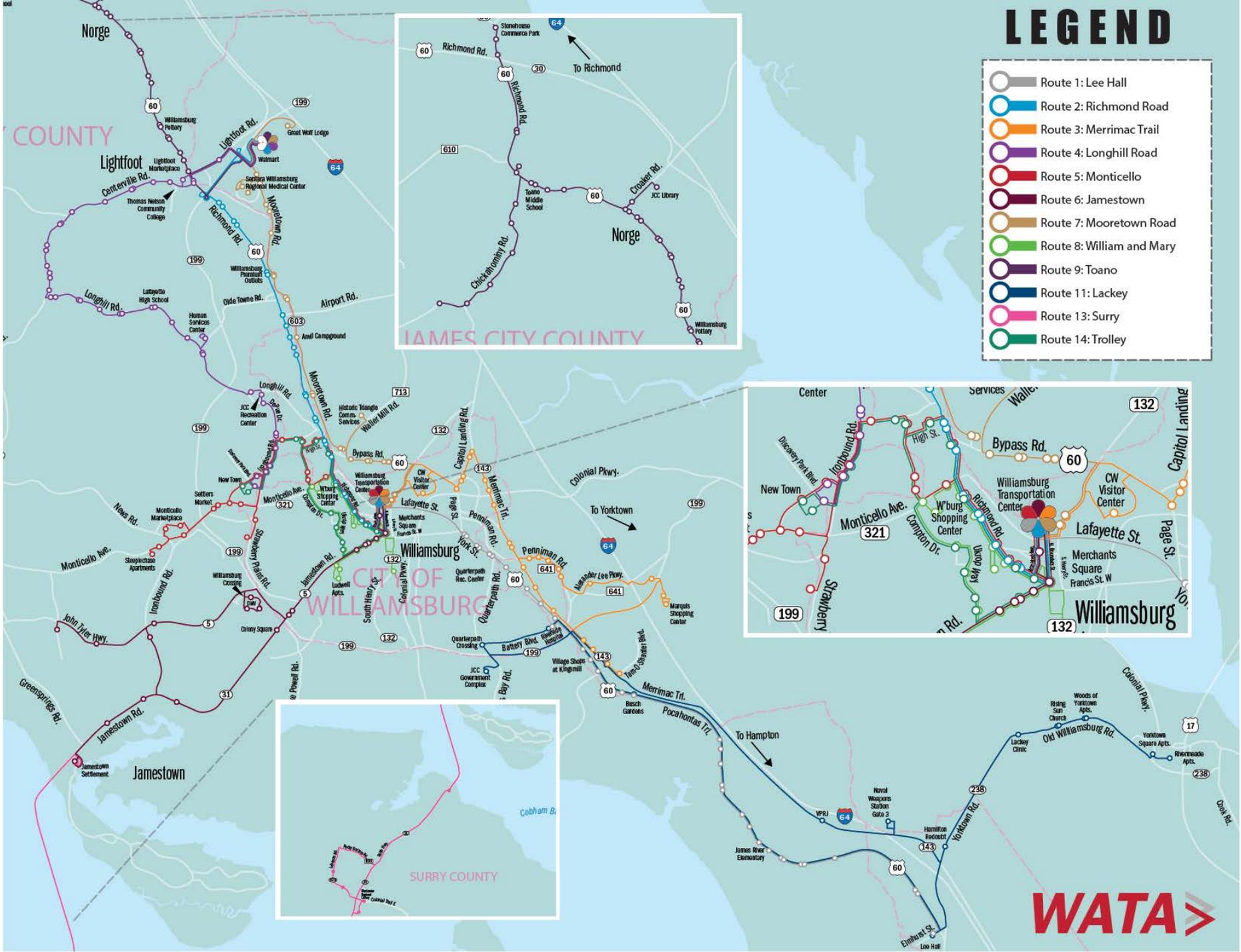


Fixed Routes

- Gray
- Blue
- Red
- Tan*
- Orange*
- Green
- Purple 1
- Purple 2
- Trolley
- Jamestown
- Mounts
Bay/Lackey*

LEGEND

-  Route 1: Lee Hall
-  Route 2: Richmond Road
-  Route 3: Merrimac Trail
-  Route 4: Longhill Road
-  Route 5: Monticello
-  Route 6: Jamestown
-  Route 7: Mooretown Road
-  Route 8: William and Mary
-  Route 9: Toano
-  Route 11: Lackey
-  Route 13: Surry
-  Route 14: Trolley



Route Changes

- About 30 changes were recommended in June 2016, and all but 4 have been implemented.
 - Routes haven't significantly changed over the course of WATA's history
 - More development is occurring further out, stretching the running time limits of the routes
- Changes have been generally accepted as positive by customers due to better on-time performance
 - Most of the route changes were for on-time performance and to reduce the strain on the drivers as the routes didn't allow for breaks



Technology

- Automated Vehicle Locator (AVL) system starting in 2012 (Clever Devices)
- Real-Time Passenger Information System
 - BusTime website
 - Informational text via gowata.org



WATA
Williamsburg Area Transit Authority



Text goWATA **1000** to 41411 for estimated arrival times. | goWATA.org | 757-220-5493



≡ MENU (BusTime Mobile)

WATA 

enter bus stop # FIND

(BusTime Text)

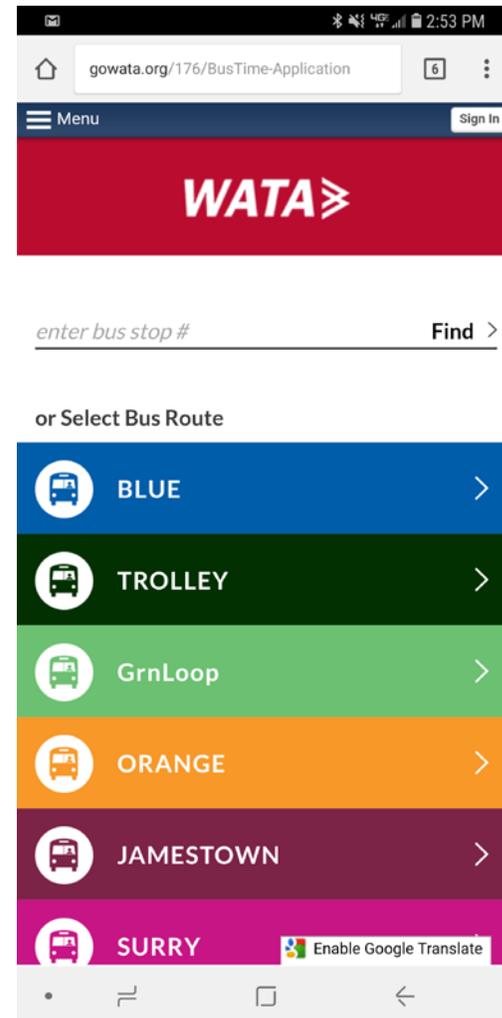
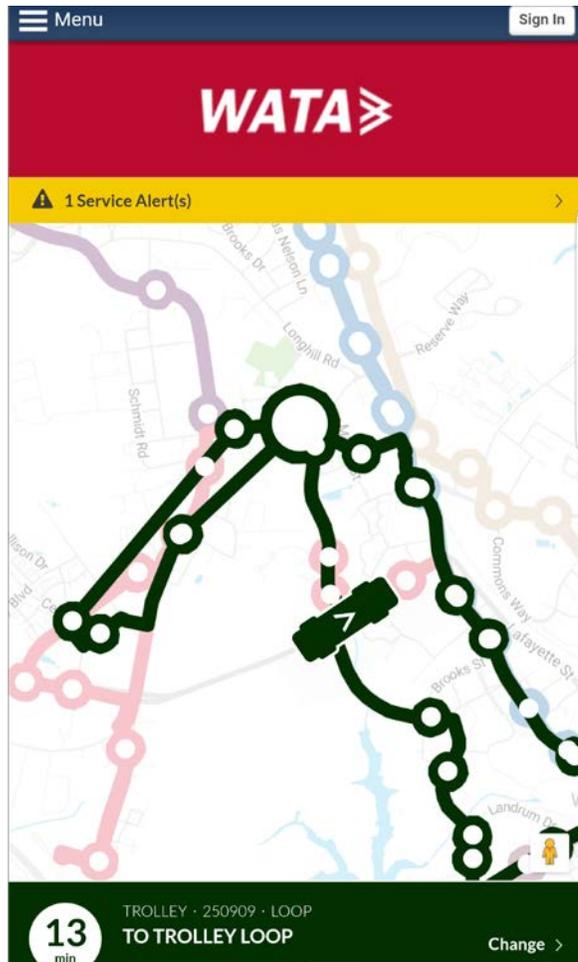
or Select Bus Route

- BLUE
- TROLLEY
- WILLIAM & M
- ORANGE
- JAM
- F

goWATA 1000

11:45 AM
1000)WATA OB
Gray)TO LEE HALL
22 MIN

<http://www.gowata.org/176/BusTime-Application>



Looking Ahead

Opportunities

- Amenities (shelters, stops, rider technology)
- Continue Coordination with Partners
- Capital Projects/Facilities
- Improved Planning (D.A.T.A.)

Challenges

- Staffing
- Ridership
- Funding Streams



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