

AGENDA ITEM NO. E.1

**AT A WORK SESSION OF THE BOARD OF DIRECTORS OF THE WILLIAMSBURG AREA TRANSIT AUTHORITY,
HELD ON THE 14TH DAY OF DECEMBER, 2009, AT 10:00 A.M. IN THE QUARTERPATH RECREATION CENTER,
MULTI-PURPOSE ROOM 2, 202 QUARTERPATH ROAD, WILLIAMSBURG, VA 23185.**

A. CALL TO ORDER

Ms. Jodi Miller (Chair) called the Work Session of the WATA Board to order, and requested Mr. Mark Rickards, Secretary to the Board, to call the roll.

B. ROLL CALL

Members of the Board

Present:

Ms. Jodi Miller
Mr. J. Mark Carter
Mr. Larry Foster
Mr. Danny McDaniel
Mr. Doug Powell

Absent:

Wade Henley, College of William
and Mary

Staff Present:

Mr. Leo Rogers, WATA Counsel
Mr. Mark Rickards, WATA Executive Director
Mr. Richard Drumwright, WATA Planning and Development Director
Ms. Barbara Creel, WATA Budget and Grants Administrator
Mr. Leon Sisco, WATA Operations Director
Mr. Gary Cosman, WATA Communications Specialist
Ms. Lisa Judkins, WATA Administrative Services Coordinator

Others:

Mr. Darrel Feasel, Ex Officio, VDRPT
Mr. Chad Edison, AECOM, Inc.
Mr. David Cheeney, AECOM, Inc.

C. PUBLIC COMMENT

Ms. Miller opened the floor for Public Comment. As no one wished to comment, Ms. Miller closed this section of the meeting.

D. BOARD DISCUSSIONS

1. Feasibility For Facility Study Update

- a. Presentation – AECOM, Inc.

Mr. Mark Rickards introduced Mr. Chad Edison and Mr. David Cheeney from AECOM, Inc. Mr. Edison began the presentation by providing background information on the purpose of and approach taken in the study. Mr. Cheeney summarized current and future space needs based on industry standards and

fleet growth assumptions. Based on a move-in date in 2015, five alternative sites were evaluated for location, capacity, developability, development cost and infrastructure. AECOM representatives and WATA staff met with WATA Board members individually to determine possible site preferences. Proposed site #3 had the highest weighted score; therefore, this site was targeted for further evaluation and comparison with WATA's current location. Mr. Cheeney presented a comparison between the existing site and proposed site #3 in the following areas: zoning, consistency with adjacent development, future expansion, acquisition and construction cost, and LEED certification. He pointed out the current site would need to be rezoned as industrial, as well as the limitations in developing the parcel in front of the current property which belongs to James City County. Mr. Cheeney described the Riverside Development Plan and its relevance in the decision-making process for the existing site purchase and renovation.

Mr. Edison summarized funding sources and approaches based on a 2015 move-in date. He presented acquisition and construction costs for the existing site as well as proposed site #3, stating costs were conservative. He described issues with the existing site, including the risks involved in getting the property rezoned to industrial due to the Pocahontas Trail corridor development plans. Based on all data collected, AECOM's preliminary recommendation was to purchase proposed site #3 and to develop a funding plan which includes the construction of a facility in phases. The recommendation included WATA operations and administration to move in 2015, and Colonial Williamsburg Foundation's buses to move in 2020. Mr. Edison concluded the presentation by presenting a timeline of next steps and then asked Board members for any questions.

Mr. Rickards explained that Board action was necessary in January to approve grant application and secure funding. Mr. Feasel recommended that members make a decision in January on whether to move forward with phase one of the facility. Mr. Rickards stated the purchase of proposed site #3 had less challenges to overcome in fiscal year 2011. Mr. Edison added there are limited parcels for sale suitable for a transit facility. Mr. Powell inquired about the size of the existing parcel (37 acres) and the rezoning issues (facility plan not compatible with the plan for the corridor). Mr. Powell questioned the cost of temporary office space; Mr. Edison described those items included in this category: relocated offices, storage, public service area and costs for moving in/out of existing facility, temporary facility and new facility. Mr. Feasel inquired about the current lease costs to which Mr. Rickards responded it was approximately \$48,000 annually.

Mr. Powell asked whether the cost in the Bus Maintenance category included new bays. Mr. Cheeney responded that renovation and expansion of existing bays were included, as was operations office space and storage. Mr. Drumwright explained the need for parts storage and inventory control, both of which were lacking in the current facility. Mr. Foster asked about the formula in determining fleet growth and was told it was based on population growth in the localities served by WATA. Mr. Foster asked if traffic was considered when the evaluation was completed for proposed site #3. Mr. Edison stated that a traffic study was completed when the parcel was developed and an additional impact study is not required.

Ms. Miller and Mr. Powell expressed concerns with the facility costs as presented and inquired whether they could be reduced. Mr. Feasel recommended that AECOM and WATA staff examine transit facilities which are close in size to WATA, for example Charlottesville, Roanoke, and Blacksburg. Mr. Rickards stated that most transit systems have property ownership; WATA leases all its properties including the hub.

Board members discussed DRPT grant funding and decided to apply for funds to continue Technical Assistance. Mr. Feasel suggested that WATA consider hiring a project manager. In conclusion, Ms.

Miller directed Mr. Rickards and staff to prepare a DRPT grant application to continue facility planning and a timeline of next steps for the January Board meeting. In addition, she requested that property acquisition and facility construction costs be reexamined and reduced.

2. Draft Policy – Advertising and Sponsorship Program

Ms. Miller asked Mr. Rickards to present information regarding a previous Board directive to prepare a draft advertising policy. Mr. Rickards illustrated types of advertisements for shelters, transit buses and trolleys. Ms. Miller asked whether members had a copy of the draft policy and suggested that they review the policy over the next month. Ms. Miller asked that prices, sizes, and advertisement quality guidelines be incorporated in the policy. Mr. Rickards replied that these items would be included as attachments to the policy and that more specific details regarding advertising materials would be contained in the Request for Proposals (RFP) solicitation. Ms. Miller confirmed the Board's previous decision against full bus advertising wraps and received Board approval to move forward with bus interior advertisements, king and queen style sideboard ads, and back ads for WATA buses, and interior ads for the Williamsburg Trolleys. Mr. Feasel recommended advising the public of the reason for adding advertisements, namely, to limit local contribution. Ms. Miller instructed Mr. Rickards to ascertain whether the advertising policy is consistent with local sign ordinances and regulations.

3. Draft Policy – Fund Balance

Mr. Rickards informed members that Treasurer Ann Davis was unable to attend the meeting. Mr. Rickards reviewed fund balance information contained in a handout provided to Board members. He discussed a Capital Reserve Fund and suggestions on how to fund it, along with the difference between unreserved and reserved funds. Unreserved funds in the general account would provide cash flow during the fiscal year. Mr. Rickards provided actions needed to develop reserve accounts and a line of credit. Ms. Creel stated that unspent locality share amounts totaled approximately \$90,000. Ms. Creel stated that she had requested approval to revise budgets on capital grants, which may increase local share another \$30,000.

Ms. Miller recommended that WATA staff examine the fund balance processes of other regional authorities such as the library and the jail. She asked Board members to consult with their respective financial departments regarding reserve accounts and lines of credit. Ms. Miller stressed the importance of contingency plans. She asked Mr. Rickards to prepare another draft, taking into account additional information gained from the localities, for consideration during the January Board meeting, with recommended approval targeted for the February Board meeting.

E. BREAK

At 11:45 a.m., the Board broke for lunch.

F. BOARD DISCUSSIONS (continued)

1. RFP for Line of Credit

Ms. Miller asked for additional comments or questions regarding a Line of Credit. Ms. Miller closed the discussion as no one wished to comment.

2. 2011 Budgets – Reductions

Ms. Miller reminded Board members of the previous request for budget scenarios on 5%, 7%, and 10% reductions to locality funding. Ms. Creel began by outlining budget proposal changes from fiscal year 2010 to fiscal year 2011. She pointed out a 9% reduction in State Operating Assistance Funds, as well as increased costs for employee fringe benefits. She briefly described pending TEIF grant approval for a part-time employee to coordinate rideshare and the pass program. Included in the fiscal year 2011 budget proposal is estimated revenue from an advertising program. She presented proposed budgets for fiscal years 2011 and 2012, as well as adopted budgets for fiscal years 2009 and 2010 for comparison.

Mr. Rickards asked Mr. Drumwright to inform the Board on recent funding activities for the region. Mr. Drumwright announced that, at a recent meeting of the Congested Mitigation Air Quality (CMAQ) and Regional Surface Transportation Program (RSTP) Subcommittee, the following allocations were recommended for approval for WATA:

- \$6.1 million to replace 12 buses spread over fiscal years 2013, 2014, and 2015. Six replacements will be 35 feet Clean Diesel buses and the other six will be 35 feet Electric Hybrid buses.
- \$315,000 to replace one trolley for the Yorktown Shuttle in fiscal year 2011.
- \$823,000 for a demonstration route in the Jamestown/Route 5 corridor (i.e. Jamestown Road) spread over fiscal years 2011, 2012, and 2013.

Mr. Drumwright thanked Board members and WATA staff for their support of these initiatives.

Ms. Creel continued her presentation, stating that \$1.5 million dollars was included in fiscal year 2011 capital expenditures for acquiring property for the purpose of building a WATA maintenance and office facility. Mr. Feasel commented that grant applications could be changed up until May 2011, and suggested that funds for land acquisition remain in the budget. Ms. Miller asked Board members for input; after a brief discussion, it was decided to keep the request for funds allocated in the budget for phase one of the facility purchase; however, the Board agreed that its primary focus in fiscal year 2011 would be further technical assistance and planning efforts for a new and/or expanded facility.

Mr. Rickards described the implementation of a Jamestown and Route 5 corridor route which would begin in fiscal year 2011 utilizing CMAQ funds. Mr. Feasel questioned whether funding sources exist to sustain the new route after the Federal funds are no longer available. Ms. Miller stated that before implementing a new route, WATA should examine whether other service cuts will take place due to reduced funding. Ms. Creel and Mr. Rickards detailed the effects of locality funding cuts to WATA operations. Bus routes would be reduced or eliminated, as would WATA staff positions. Ms. Creel highlighted the revenue miles which would be reduced, passengers affected, and the impact these reductions have on future state and federal funding. She reminded members that fiscal year 2010 was the fourth year of level funding. Ms. Miller suggested sharing the information with local boards and councils in order to inform them on the impact of funding cuts to WATA operations. She recommended the inclusion of this information, stated simply, in locality funding requests.

Ms. Miller requested Mr. Rickards and staff to prepare a grant application for the continuation of technical assistance for facility development and secure funding for fiscal year 2011 budget proposal for approval at the January Board meeting.

G. PUBLIC COMMENT

Ms. Miller opened the floor for Public Comment. As no one wished to comment, Ms. Miller closed this section of the meeting.

H. ADJOURNMENT

There being no further business before the Board, Ms. Miller called for a motion to adjourn. Mr. Foster moved for adjournment. Ms. Miller adjourned the meeting at 1:00 p.m.

Larry M. Foster
Vice Chair

LJCJ
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