

AGENDA ITEM NO. D.1

**AT THE MEETING OF THE BOARD OF DIRECTORS OF THE WILLIAMSBURG AREA TRANSIT AUTHORITY,
HELD ON THE 21ST DAY OF MAY, 2009, AT 10:00 A.M. IN THE WILLIAMSBURG MUNICIPAL BUILDING,
THIRD-FLOOR CONFERENCE ROOM, 401 LAFAYETTE STREET, WILLIAMSBURG, VA 23185.**

CALL TO ORDER

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

A. ROLL CALL

Members of the Board

Present:

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

Absent:

Staff Present:

Ms. Angela King, WATA Counsel
Mr. Mark Rickards, Executive Director
Ms. Barbara Creel, WATA Budget and Grants Administrator
Mr. Leon Sisco, Operations Director
Mr. Richard Drumwright, Director of Planning and Development

Others:

Mr. Wade Henley, College of William and Mary
Mr. Joseph Swartz, Alternate for VDRPT
Mr. Fred Fravel, KFH Group
Mr. Joel Eisenfeld, KFH Group

B. PUBLIC COMMENT

Ms. Miller opened the floor for Public Comment. With no one wishing to speak, Ms. Miller closed this section of meeting.

C. PRESENTATION – KFH Group – Cost Allocation Methodology

Mr. Fred Fravel and Mr. Joel Eisenfeld, of the KFH Group, presented a review of factors that may be considered in developing a cost allocation model. The Board requested that a cost allocation model be evaluated based on the Four Factor Formula which includes population, revenue miles, revenue hours, and Ridership. KFH has agreed to make a presentation to the Board on their findings.

D. CONSENT CALENDAR

Ms. Miller requested approval of minutes of the April Board meeting. Mr. Foster moved that the minutes be approved. The minutes were approved unanimously by the Board.

E. BOARD CONSIDERATIONS

- 1. Ms. Miller asked Mr. Rickards to present a memorandum on the Adoption of Williamsburg Area Transit Authority Strategic Plan. Mr. Rickards stated that the Plan outlines a series of goals and strategies regarding the direction that WATA will be taking over the next three years in terms of service, development, and organization. Ms. Miller requested approval of the resolution. Mr. Powell moved to approve the resolution. The resolution was approved unanimously by the Board.**

RESOLUTION

ADOPTION OF WILLIAMSBURG AREA TRANSIT AUTHORITY STRATEGIC PLAN

WHEREAS, the Williamsburg Area Transit Authority (WATA) wishes to develop and maintain a strategic plan with mission and vision statements to lay the foundation and structure of the organization during the next three years; and

WHEREAS, the WATA Board of Directors developed strategies and accompanying goals; and

WHEREAS, the WATA Board of Directors developed an action plan to implement the strategies and goals; and

WHEREAS, WATA, now as an independent outside government entity receiving federal, state and local funds is able to define the direction the organization is headed in terms of planning, management, and organizational structure.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Williamsburg Area Transit Authority hereby adopts the Williamsburg Area Transit Authority Strategic Plan.

- 2. Ms. Miller requested that Mr. Rickards present the memorandum on the Adoption of Williamsburg Area Transit Authority Disadvantaged Business Enterprise (DBE) Program. Mr. Rickards stated that the Federal Transit Administration (FTA) requested that WATA provide a DBE Program that ensures nondiscrimination in the award and administration of federally assisted transportation contracts and ensures small minority owned businesses can fairly compete for such projects. Ms. Miller requested approval of the resolution. Mr. Foster moved to approve the resolution. The resolution was approved unanimously by the Board.**

RESOLUTION

ADOPTION OF WILLIAMSBURG AREA TRANSIT AUTHORITY DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

WHEREAS, the Williamsburg Area Transit Authority (WATA) is a recipient of Federal Transit revenues in excess of \$250,000 annually and is required to meet federal regulatory requirements for Disadvantaged Business Enterprise (DBE) Program, established by 49 C.F.R. part 26; and

WHEREAS, the Federal Transit Administration (FTA) requested that WATA provide a DBE Program that ensures nondiscrimination in the award and administration of federally assisted transportation contracts and ensures small minority owned businesses can fairly compete

for such projects; and

WHEREAS, WATA developed a detailed DBE Program based on best practices that meets FTA guidelines.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Williamsburg Area Transit Authority that the Williamsburg Area Transit Authority Disadvantaged Business Enterprise Program presented is hereby adopted.

F. REPORTS OF THE EXECUTIVE DIRECTOR

1. Ms. Miller called on Mr. Rickards to present the reports by the Executive Director. Mr. Rickards requested Ms. Barbara Creel, WATA Budget and Grants Administrator, to report on Ridership and Revenues.
2. Mr. Richard Drumwright, Director of Planning and Development, stated that a Pre-Proposal Conference was held on May 19st regarding the Facility Feasibility Study RFP.
3. Mr. Leon Sisco, WATA Operations Director, stated that the College of William and Mary requested that we look at bringing the Red Line to the Law School during the summer while the Green line is closed. Beginning May 21st the Red line will accommodate this request. Memorial Day weekend through Labor Day the Yellow Line route will run between Colonial Williamsburg, Bush Gardens and Water Country through Labor Day. Mr. Sisco also stated that Virginia Department of Transportation (VDOT) is requiring an architectural review for all new bus shelters. He noted that there is national attention on the prohibition of cell phone and text messaging usage by mass transit drivers. WATA currently has a policy in place which will be reviewed.
4. Mr. Rickards stated that he had successful meetings with the Merchant Square Association, High Street Developer, and New Town Development regarding the new Williamsburg Trolley. The concept has been well received. Start up is still set for July.

G. BOARD REQUESTS AND DIRECTIVES

H. PUBLIC COMMENT

Ms. Miller opened the floor for Public Comment. With no one wishing to speak, Ms. Miller closed this section of the meeting.

I. 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 11:25 a.m.

J. Mark Carter
Vice Chair