

JARRETT  
WALKER  
+ ASSOCIATES

Let's think about transit



VTA Annual Conference

# Building Stakeholder Consensus

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# Jarrett Walker + Associates

Mission:

*We foster clear conversations about transit, leading to confident decisions.*

- Evaluate existing networks.
- Advise on network changes, including whole-network redesigns.
- Advise on crafting network policies, service plans

# Building Stakeholder Consensus

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Clear, transparent conversation with

- The public
- Stakeholders
- Decision-makers (board, council, etc)

Be clear about

- Tradeoffs
- Goals and values
- Outcomes of transit

# What makes transit useful? Access

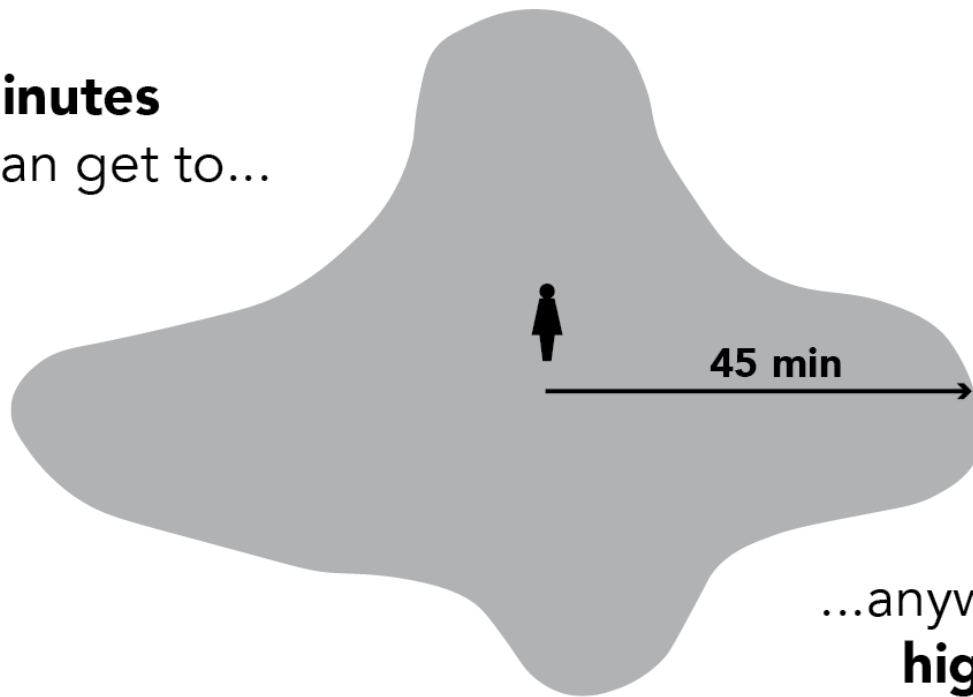
**Here is a person.**





# What makes transit useful? Access

In **45 minutes**  
she can get to...

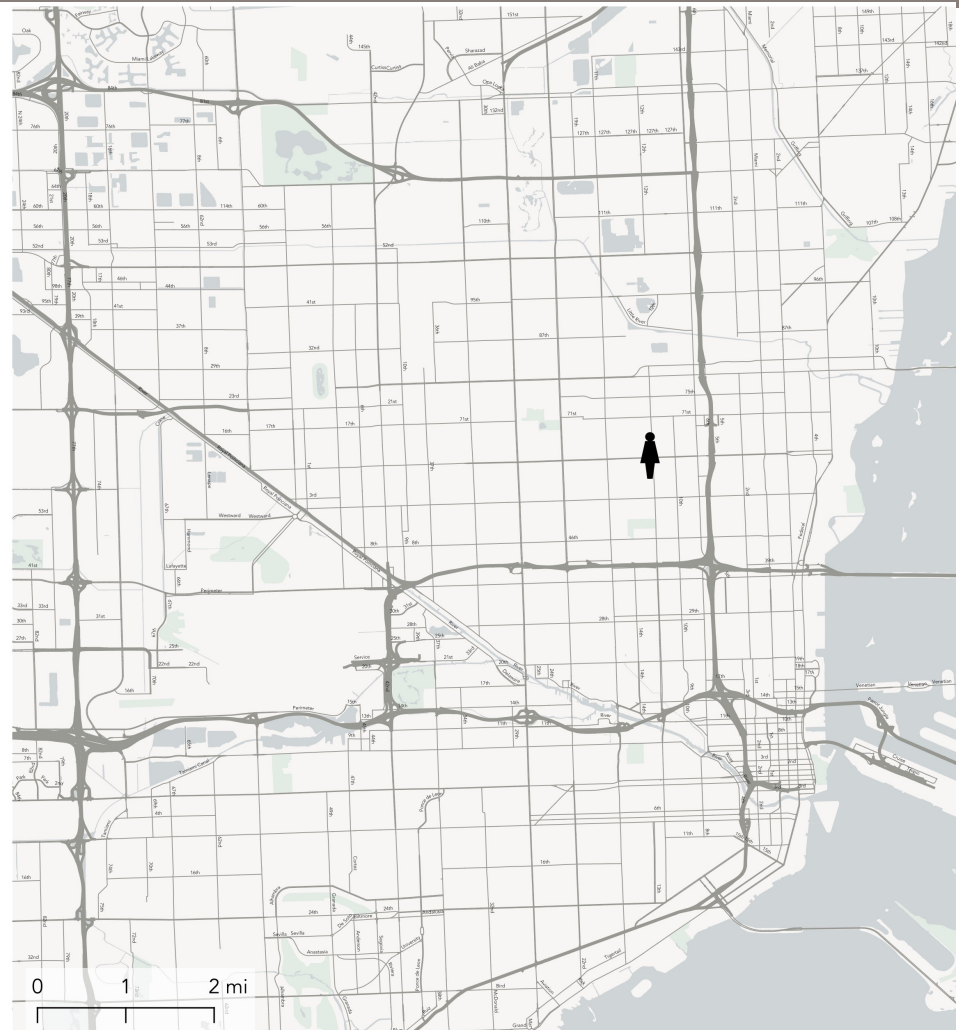


...anywhere in the  
**highlighted area.**



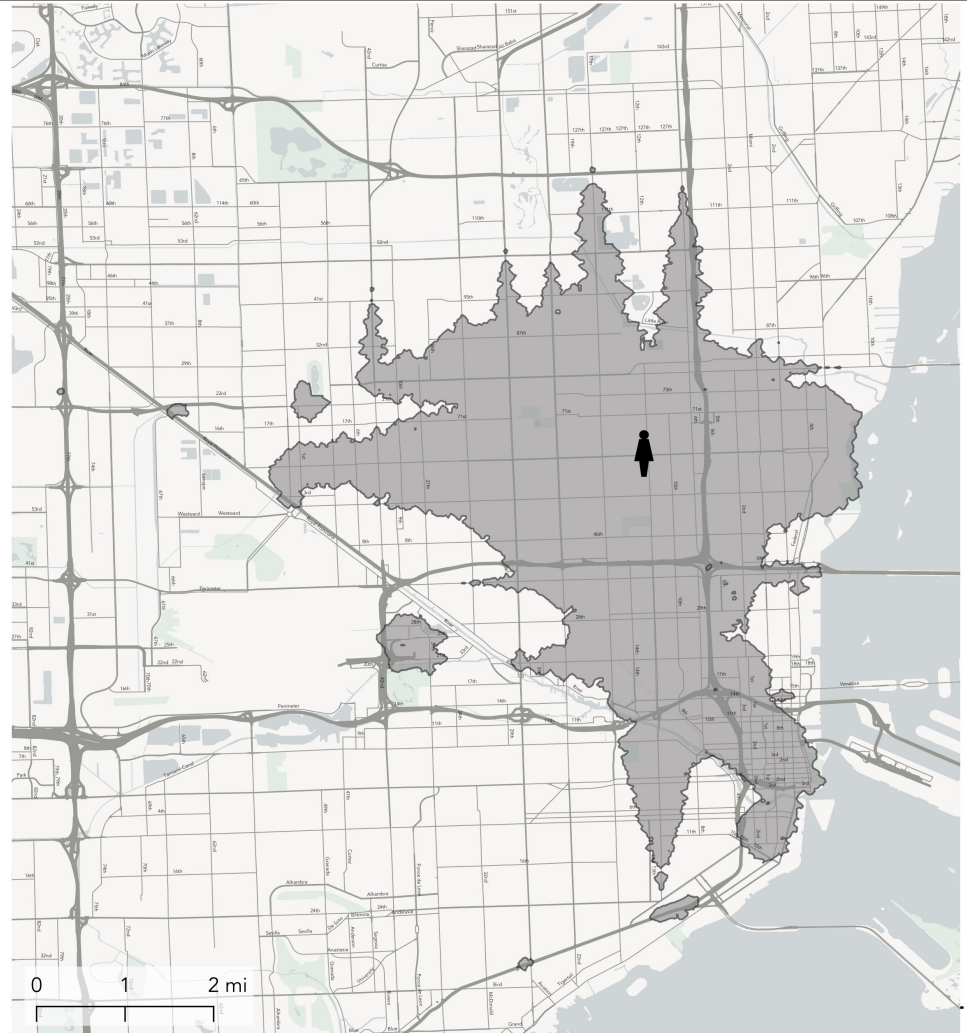
# Access Example (Miami)

Liberty Square  
(62<sup>nd</sup> St & 12<sup>th</sup> Ave)



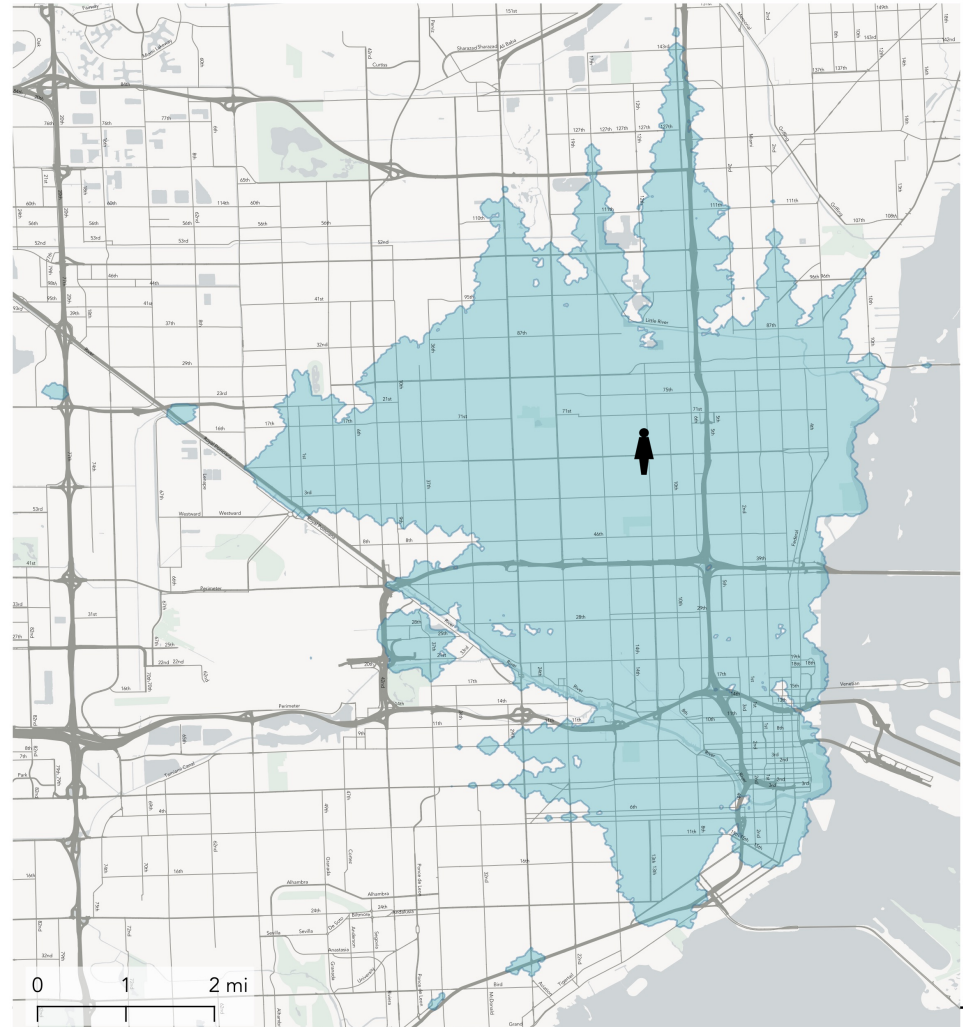
# Access Example (Miami)

Existing Network

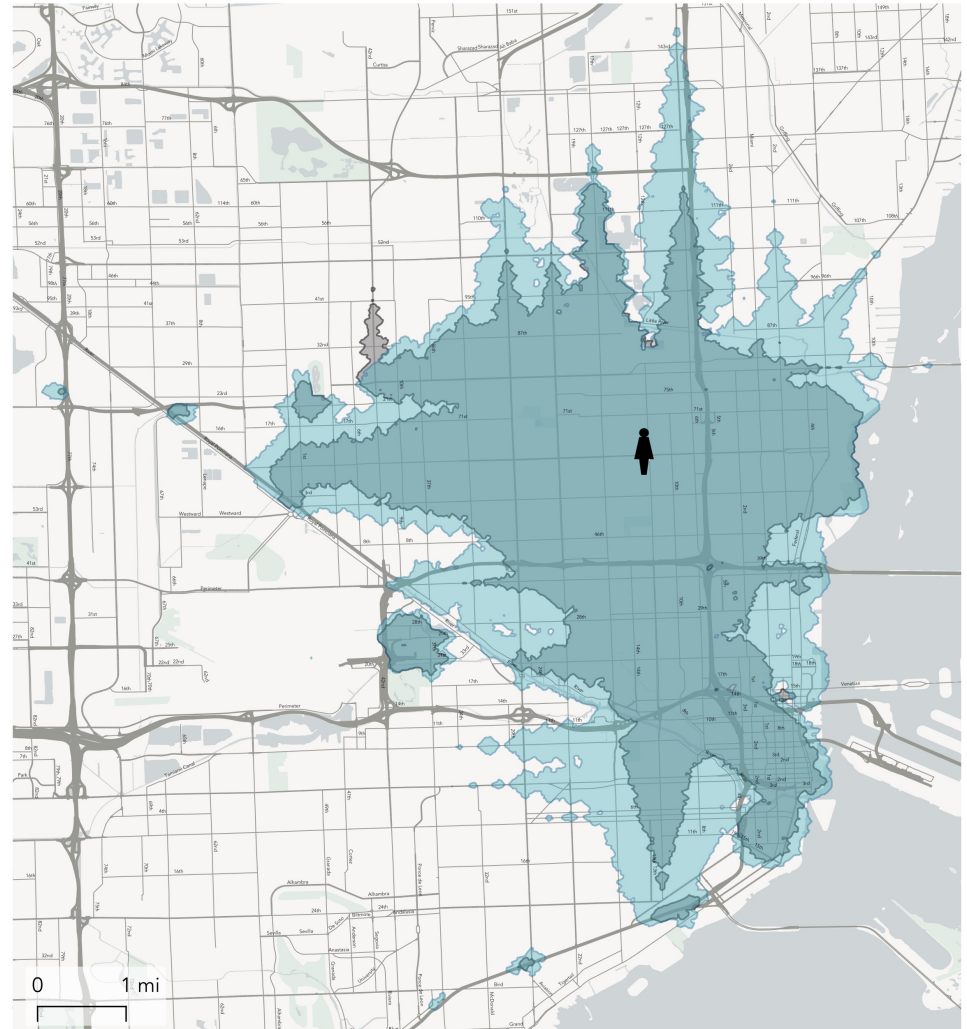


# Access Example (Miami)

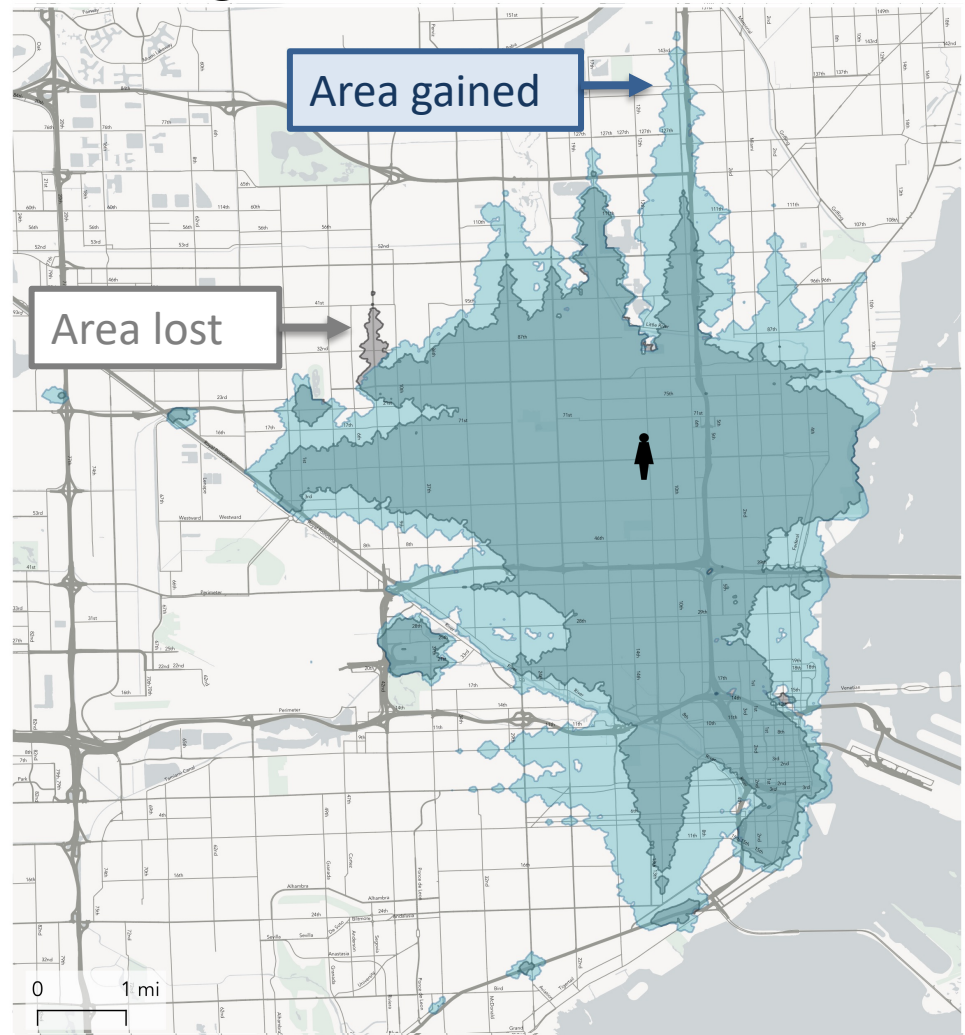
Better Bus Network



# Access Example (Miami)

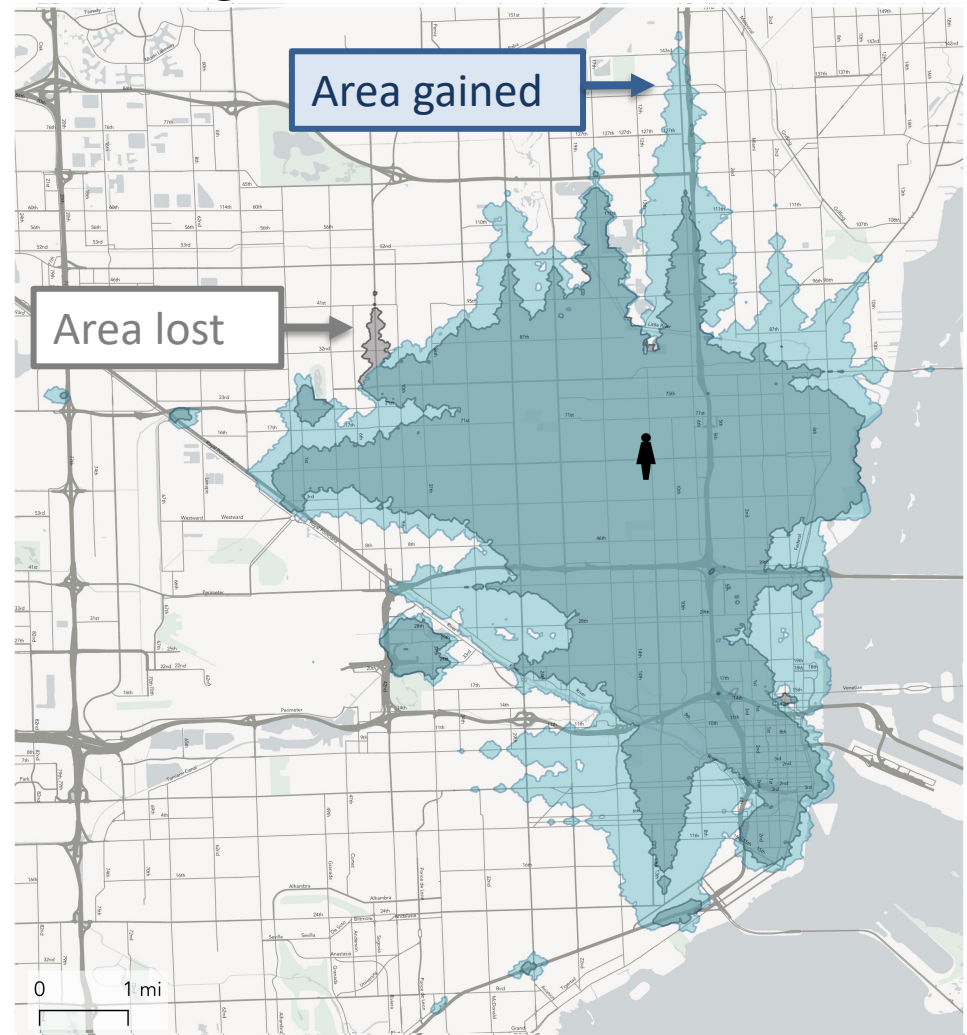


# Access Example (Miami)

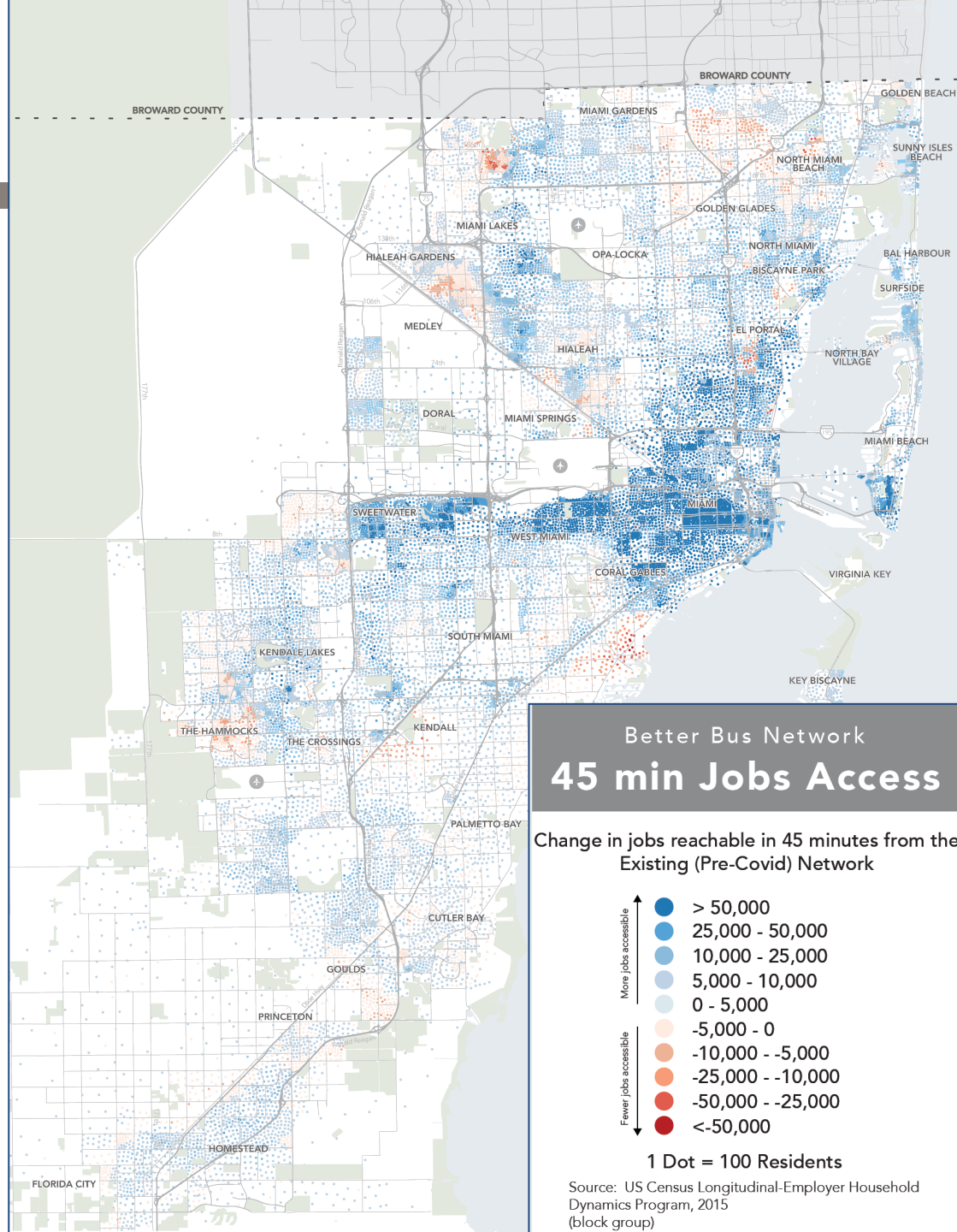


# Access Example (Miami)

**+60% jobs**  
**+55% residents**

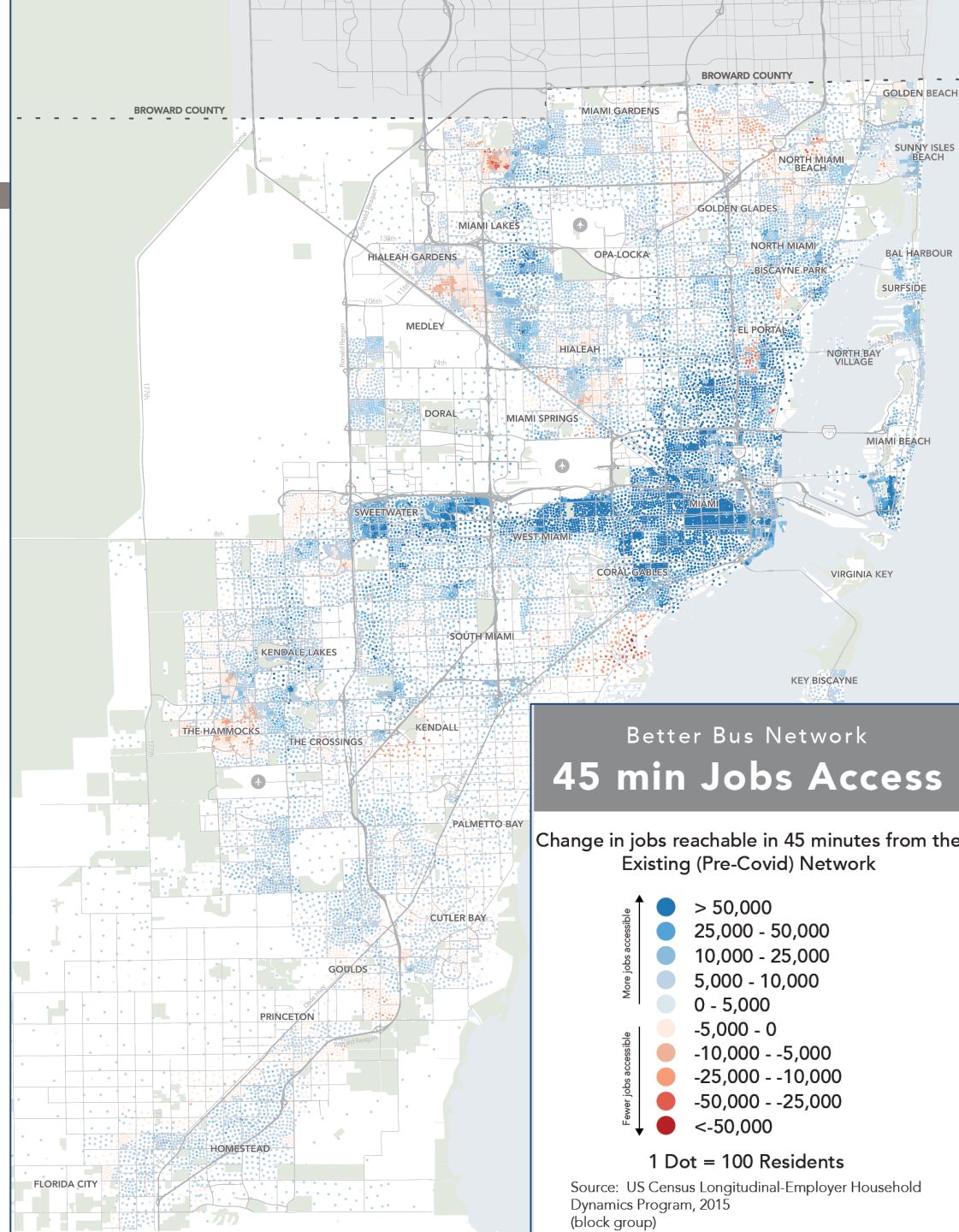


# Access Change



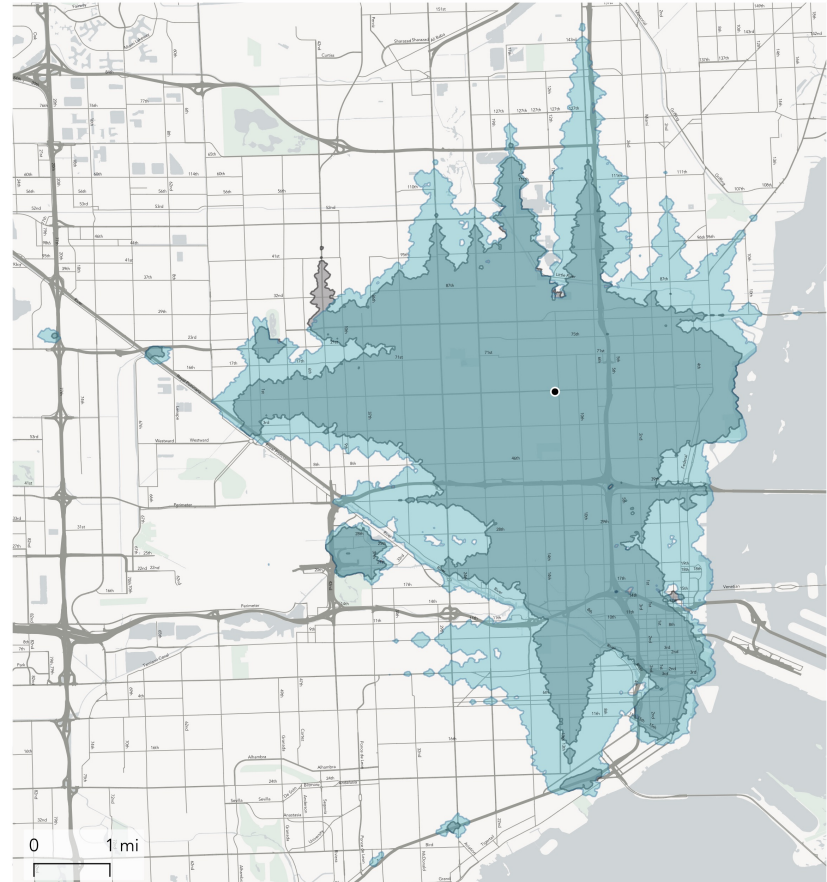
# Access Change

The average resident  
can reach  
**36% more  
destinations**  
in 45 minutes

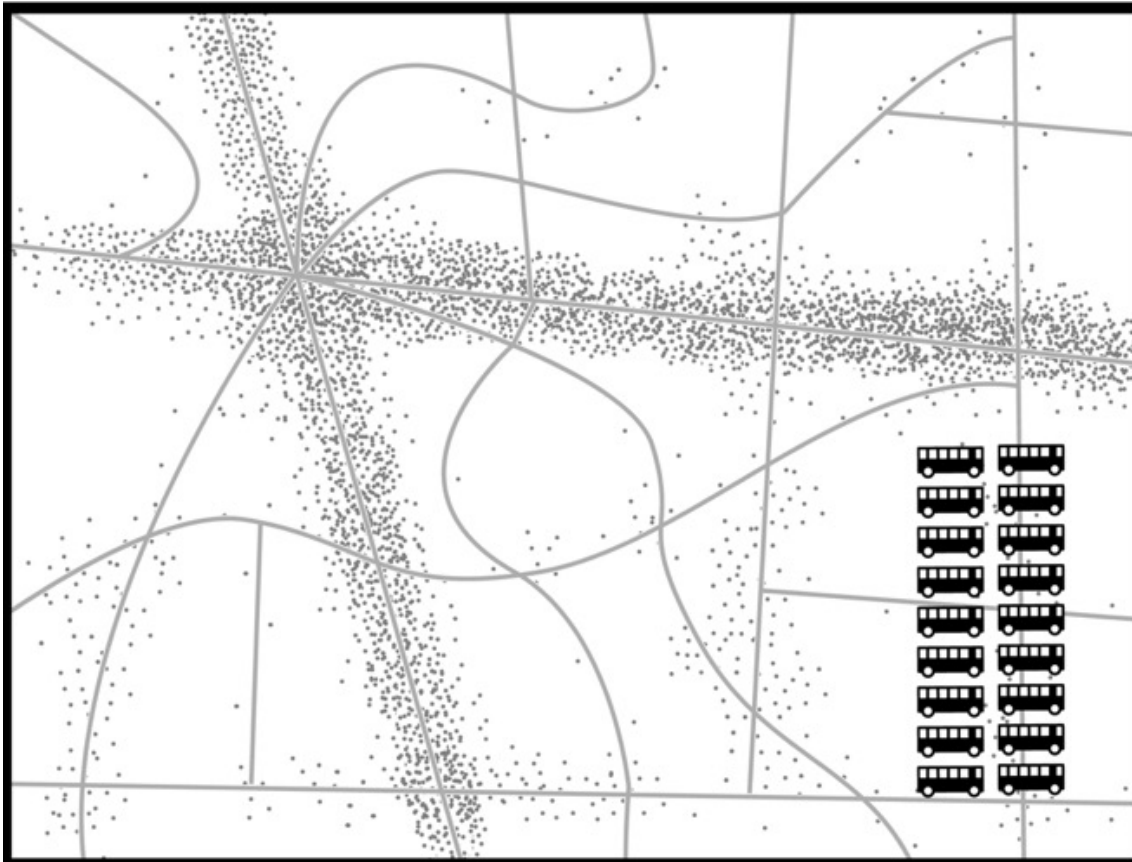


# How do we expand access?

- **Frequent** Service
- Focused on Transit Friendly Places
  - Dense
  - Walkable
  - Linear



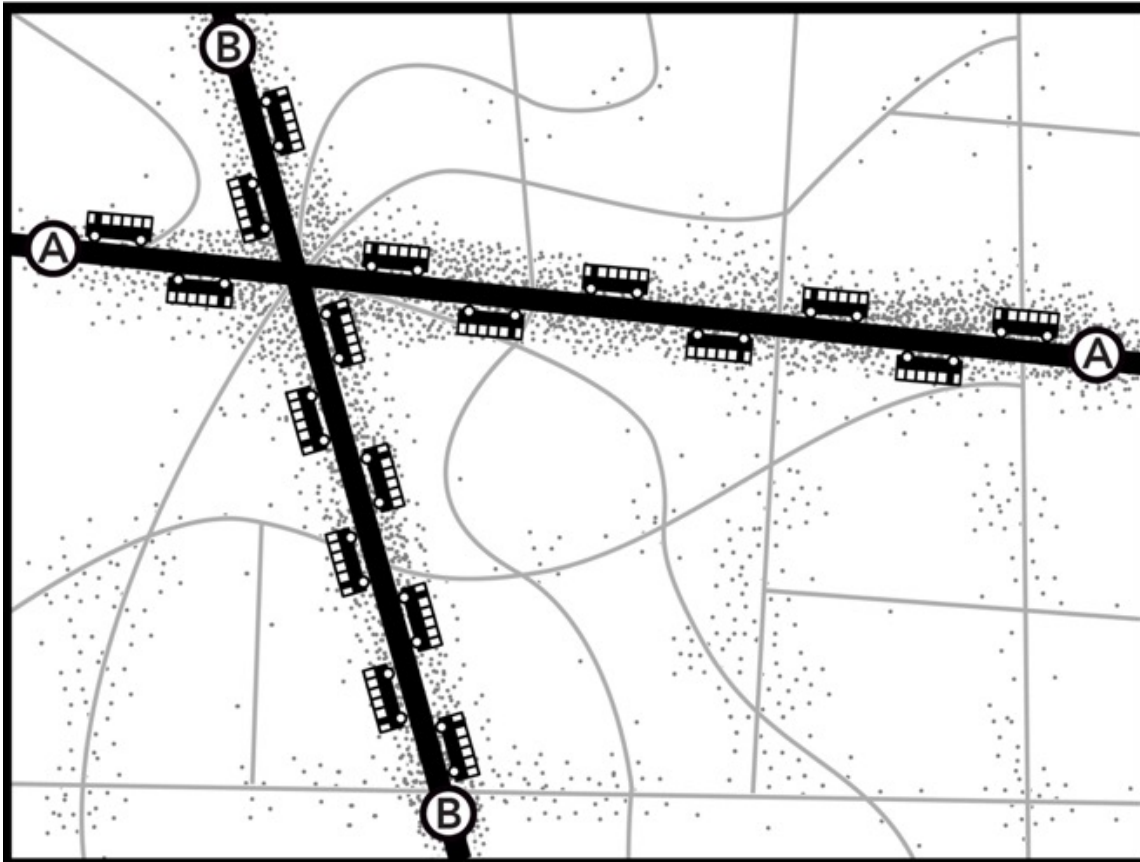
# Different Goals, Different Service



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs.

# Ridership Goal



## The Ridership Goal

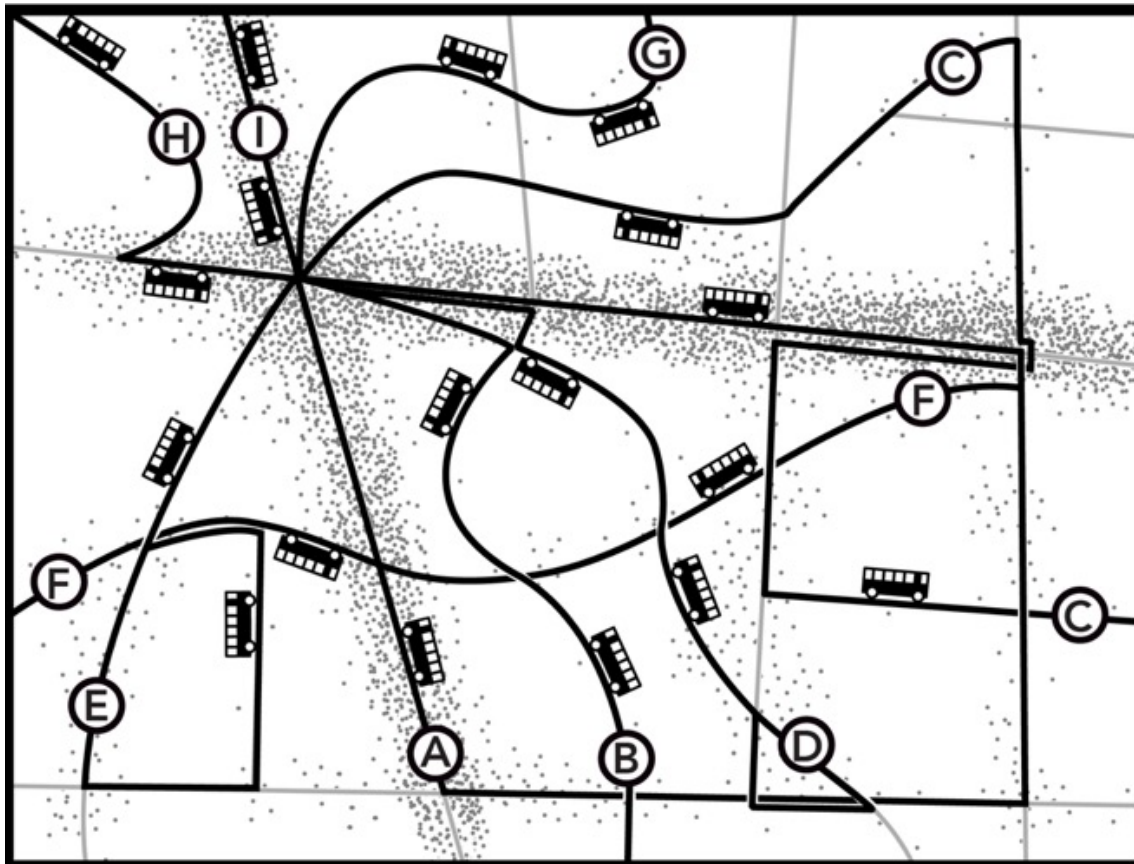
*Maximum access for the greatest possible number of people*

*But not available for everyone.*

**Performance Measure:**  
***Productivity***

*Ridership relative to cost*

# Coverage Goal



## The Coverage Goal

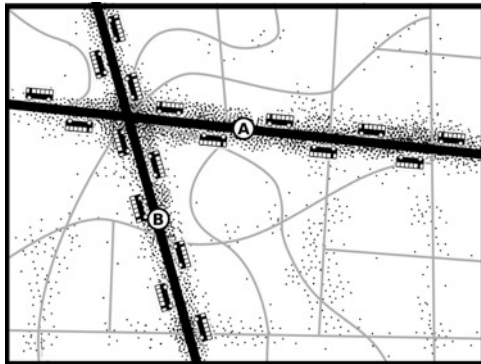
*Some service near everyone, a baseline level of access everywhere.*

But it's unlikely to be useful for many people and trips.

## Performance Measure: **Coverage**

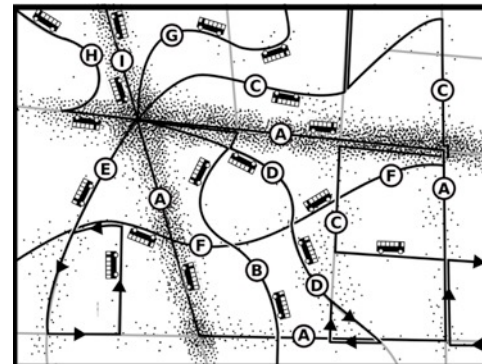
% of population and jobs near some service

# Different Goals, Different Service



## Ridership Goal

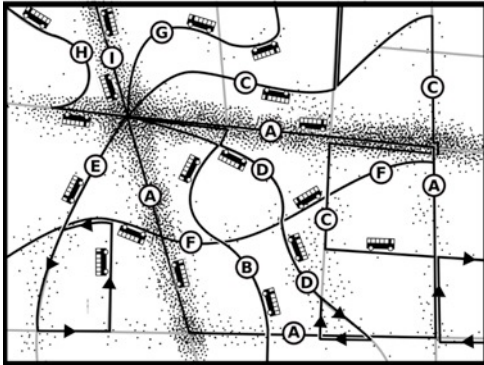
- *"Think like a business."*
- Low subsidy, higher farebox return
- Support dense/walkable development
- Maximum VMT reduction
- Protect economy from congestion



## Coverage Goal

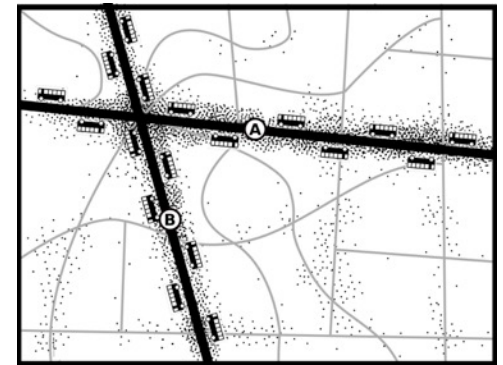
- *"Access for all"*
- Support suburban low-density developments
- Lifeline access for everyone, no matter where they live.
- Some service to every neighborhood.

# Your existing system is...



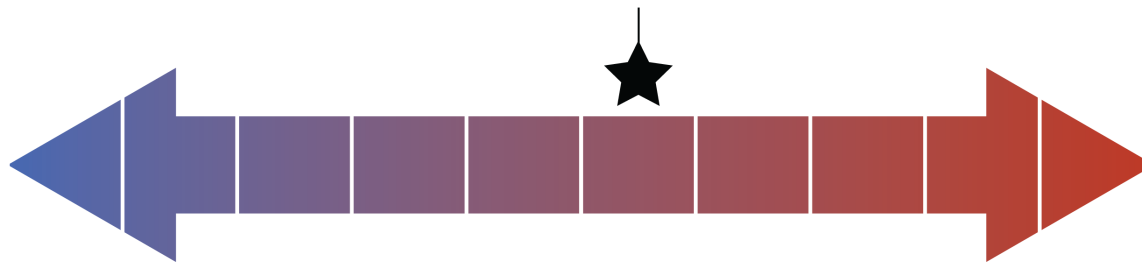
**Coverage Goal**

Existing System:  
X% Ridership  
Y% Coverage



**Ridership Goal**

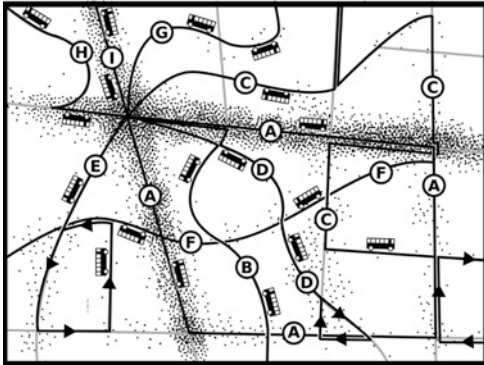
Higher  
Coverage



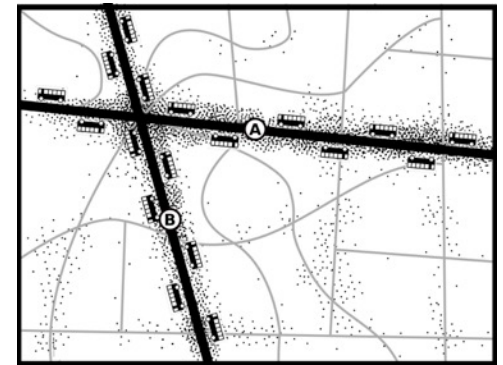
Higher  
Ridership

**Should you change that balance?**

# Williamsburg Area

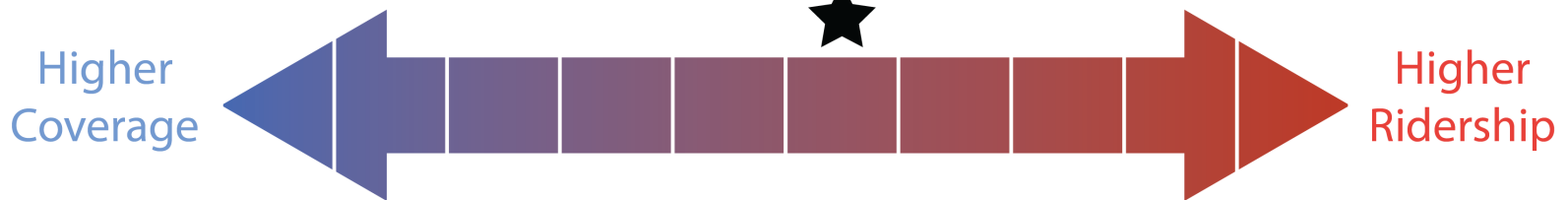


**Coverage Goal**



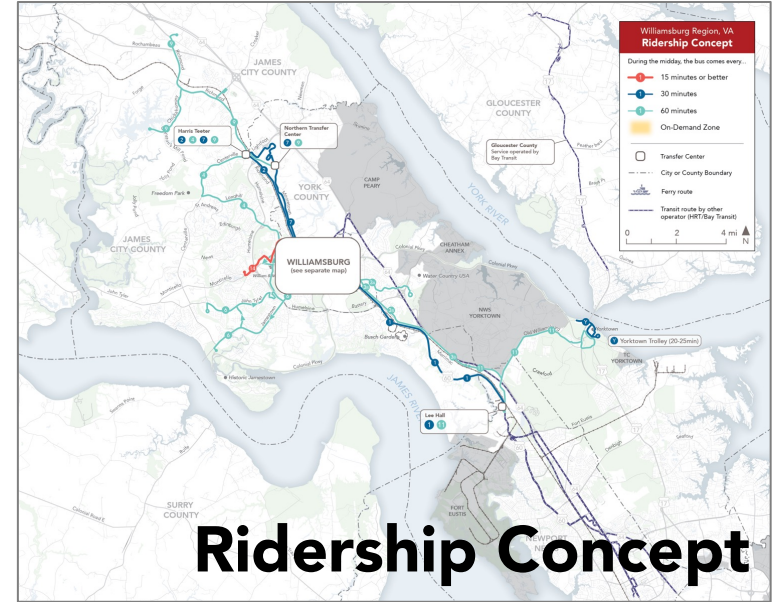
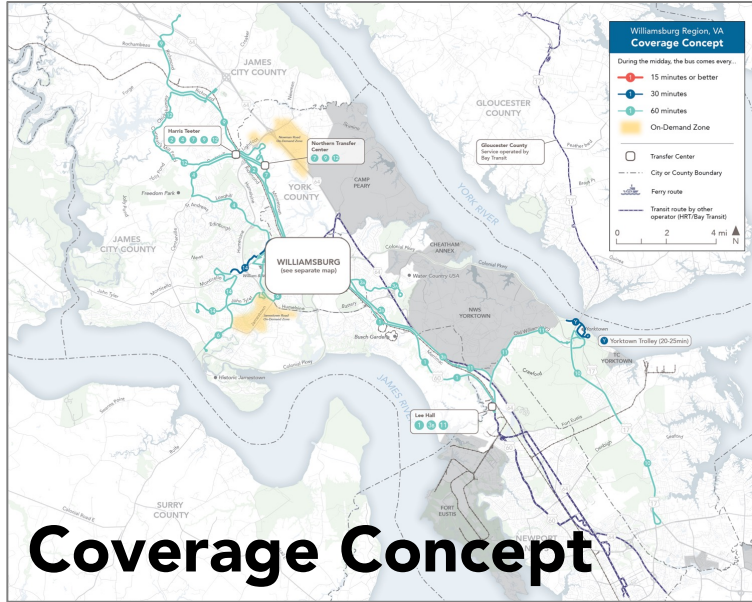
**Ridership Goal**

Existing System:  
60% Ridership  
40% Coverage



**Should you change that balance?**

# We developed concepts



Coverage Concept:  
50% Ridership,  
50% Coverage

Ridership Concept:  
70% Ridership,  
30% Coverage

Existing System:  
60% Ridership,  
40% Coverage

Higher  
Coverage



Higher  
Ridership

# Engage throughout the process

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## **Public Engagement**

- Survey, public meetings, website, social media

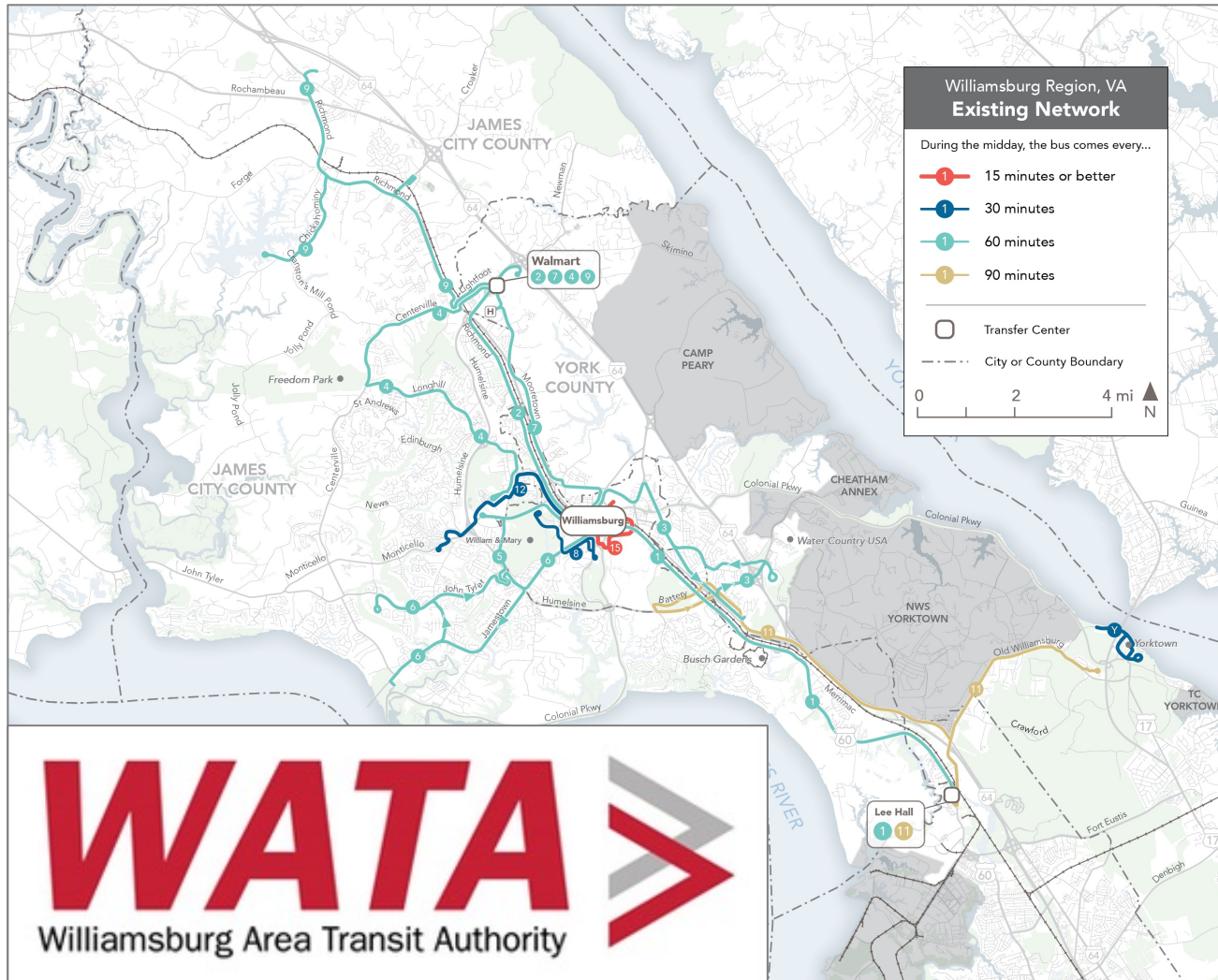
## **Stakeholder Engagement**

- Stakeholder workshop on tradeoffs

## **Board engagement**

- Presentations throughout process

# Williamsburg Area Transit Authority



# Working with Three Jurisdictions

- James City County (154 stops, 29,291 rev hrs)
- City of Williamsburg (66 stops, 30,596 rev hrs)
- York County (57 stops, 13,890 rev hrs)
  
- Additional service provided to:
  - 6 stops in the City of Newport News
  - 8 stops in Colonial Williamsburg
  - 17 stops supporting the College of William & Mary

# WATA Stakeholders

- Departments within each Jurisdiction
  - Housing/Social Services, Community/Economic Development, Planning, etc.
- Colonial Williamsburg Foundation
- Busch Gardens (and Water Country USA)
- College of William & Mary
- Virginia Peninsula Community College
- Virginia Department of Rail and Public Transportation
- Social Service Non-Profits
- Neighborhood Associations
- Local Hospitals
- Chambers of Commerce

# Stakeholders with different needs

- Greater frequency for supporting businesses
- Greater coverage to support disadvantaged rural communities
- Colonial Williamsburg is open 365 days a year; WATA does not run on Thanksgiving, Christmas, or New Years Day
- Later service hours to support college students and restaurants
- Electrification desire by some local leaders
- Fare Free interest shown by other local leaders
- Bus stop improvements
- Public Transit? Those buses are always empty when I see them!

# Panel Discussion

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WALKER  
+ ASSOCIATES

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