

**A G E N D A**  
**JAMES CITY COUNTY BOARD OF SUPERVISORS**  
**WORK SESSION**  
**County Government Center Board Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**March 27, 2018**  
**4:00 PM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

**C. BOARD DISCUSSIONS**

1. Senate Bill 942
2. Williamsburg Area Transportation Authority (WATA) Presentation
3. On-line Expenditure Register

**D. CLOSED SESSION**

**E. ADJOURNMENT**

1. Adjourn until 5 p.m. on April 10, 2018 for the Regular Meeting

**ITEM SUMMARY**

DATE: 3/27/2018  
TO: The Board of Supervisors  
FROM: William C. Porter, Interim County Administrator  
SUBJECT: Senate Bill 942

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**ATTACHMENTS:**

	Description	Type
📎	Presentation	Presentation

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/20/2018 - 11:13 AM



# Senate Bill 942

## Additional 1% Sales Tax

# Historic Triangle Tourism



WILLIAMSBURG  
JAMESTOWN • YORKTOWN

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AMERICA'S HISTORIC TRIANGLE



## Current Situation

- From all 3 localities:
  - Greater Wmbg. Chamber & Tourism Alliance: \$1,980,000
  - Wmbg. Area Destination Mkt. Committee (\$2 Per Night Room): \$3,055,000
- City of Williamsburg taxes:
  - Meals tax: increase from 5% to 7%
  - Rooms tax: increase from 5% to 8%
  - Admissions tax: new tax at 3.5%

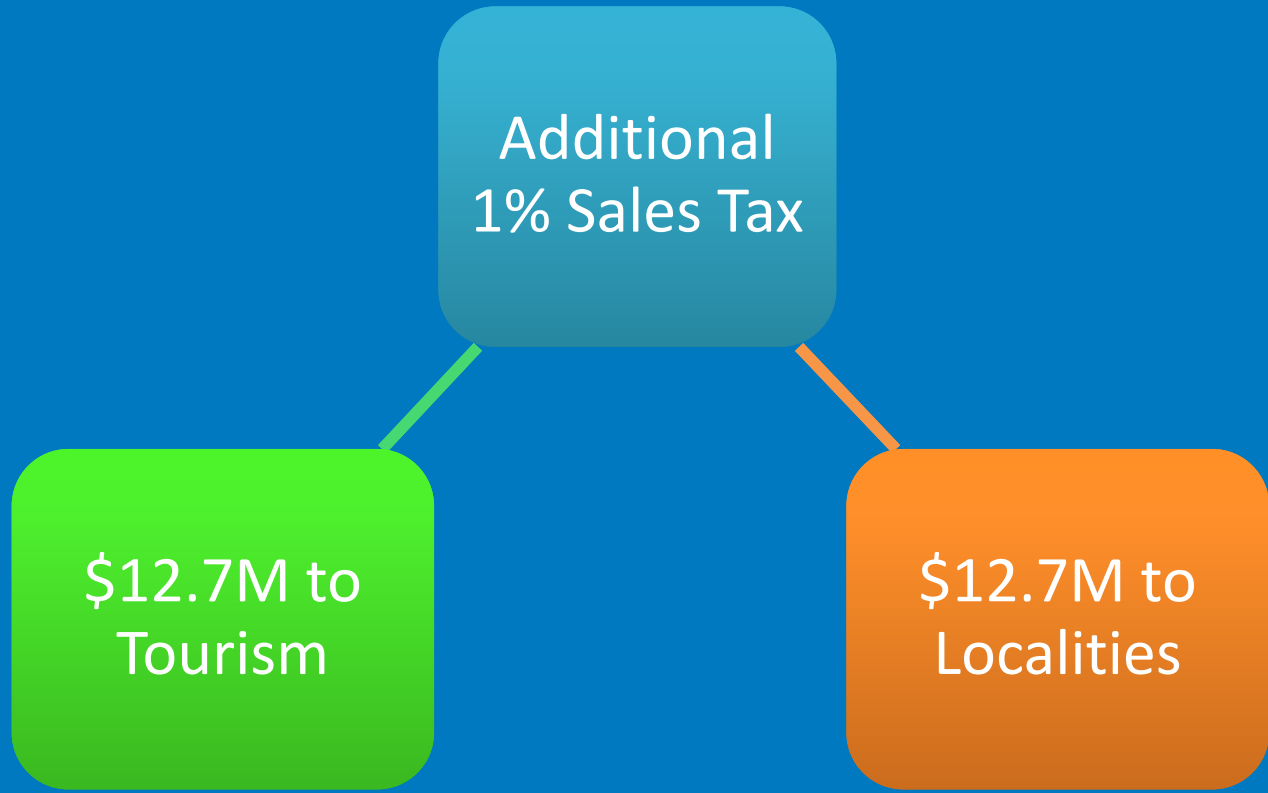


# Senate Bill 942





# Senate Bill 942



\* Estimated 5



1% Sales Tax  
Historic Triangle



Historic Triangle  
Marketing Fund in the  
State Treasury (Non-  
reverting)

Issues Warrants



State Comptroller

Payments



Managed & Administered  
by Tourism Council of the  
Greater Wmbg. Chamber  
& Tourism Alliance

Approves Requests



Virginia Tourism Authority

Requests  
for Funds







# Implementation



## City of Williamsburg:

- Repeals Ordinance 17-09, Ordinance 17-10 and Ordinance imposing \$2 Transient Occupancy Tax
- Notify the Dept. of Tax within 3 working days of the repeals
- If the City repeals the ordinances, Senate Bill 942 becomes effective 30 days following the repeals

## James City County and York County:

- Lose the authority to levy the \$2 Transient Occupancy Tax



Act expires January 1, 2019, if the  
City of Williamsburg does not  
repeal the ordinances



# James City County Continued Tourism Investment Requirement

Tourism Fund	FY 17 Adopted	FY 18 Plan	FY 18 Adopted
<u>Revenues:</u>			
<del>Additional \$2 Per Night Room Tax</del>	<del>\$ 825,000</del>	<del>\$ 825,000</del>	<del>\$ 825,000</del>
General Fund - from Room Tax Revenues	1,650,000	1,680,000	1,680,000
Tourism Revenue	26,000	26,000	10,000
Total Revenues	<u>\$ 2,501,000</u>	<u>\$ 2,531,000</u>	<u>\$ 2,515,000</u>
<u>Expenditures:</u>			
<del>Williamsburg Area Destination &amp; Marketing Committee - \$2 tax</del>	<del>\$ 825,000</del>	<del>\$ 825,000</del>	<del>\$ 825,000</del>

3/5ths of \$2,800,000 is \$1,680,000

General Fund	FY 17 Adopted	FY 18 Plan	FY 18 Adopted
Local Sales Tax	\$ 11,300,000	\$ 11,500,000	\$ 11,000,000
Transient Occupancy Tax	2,750,000	2,800,000	<b>2,800,000</b>



# Prohibitions of Senate Bill 942 Expire January 1, 2026

- City can reenact local taxes
- Counties can request \$2 tax from General Assembly

**ITEM SUMMARY**

DATE: 3/27/2018  
TO: The Board of Supervisors  
FROM: Zach Trogdon, Executive Director of WATA  
SUBJECT: Williamsburg Area Transportation Authority (WATA) Presentation

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**ATTACHMENTS:**

	Description	Type
📎	Presentation	Presentation

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/20/2018 - 11:13 AM



James City County  
Board of  
Supervisors

March 27, 2018

## Williamsburg Area Transit Authority

- James City County Transit - 1977
- Williamsburg Area Transport - 1996
  - York County, City of Wmsburg, 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



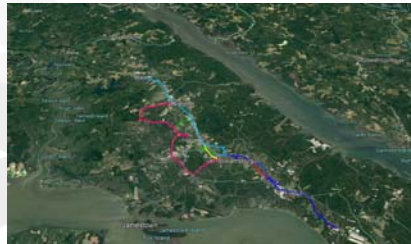
## WATA Over the Years



1978



2000



1995



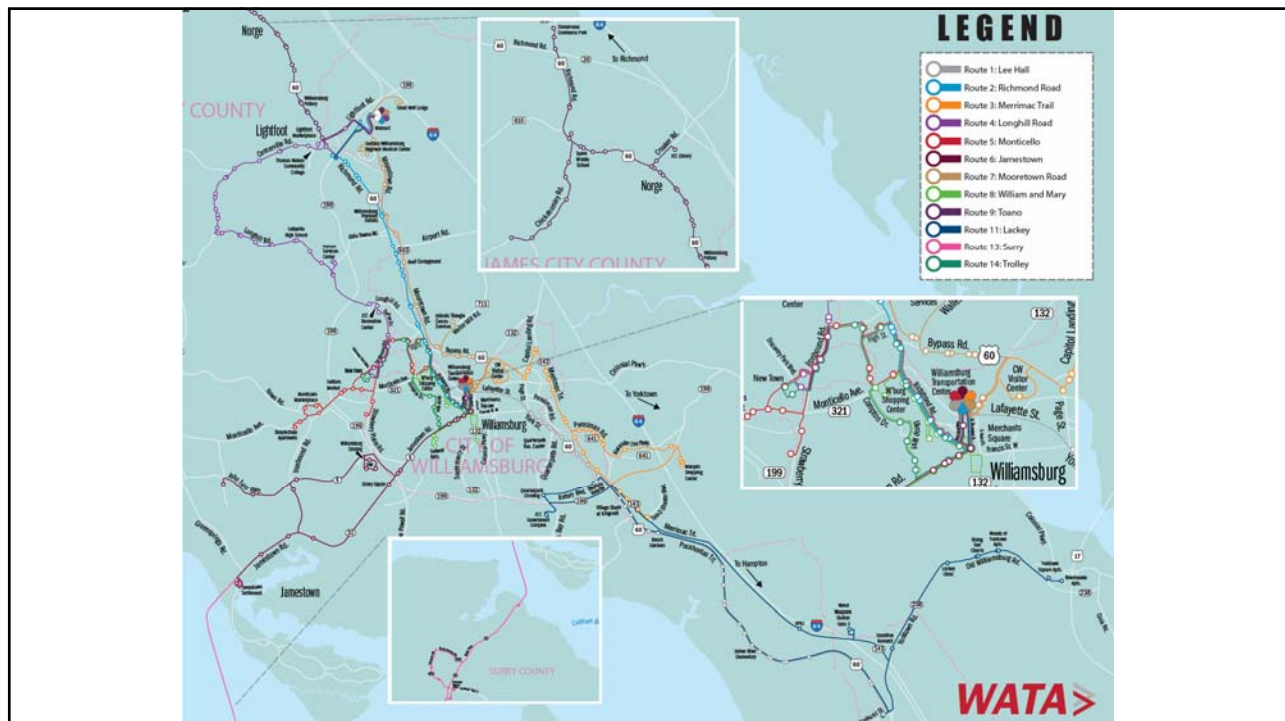
2005





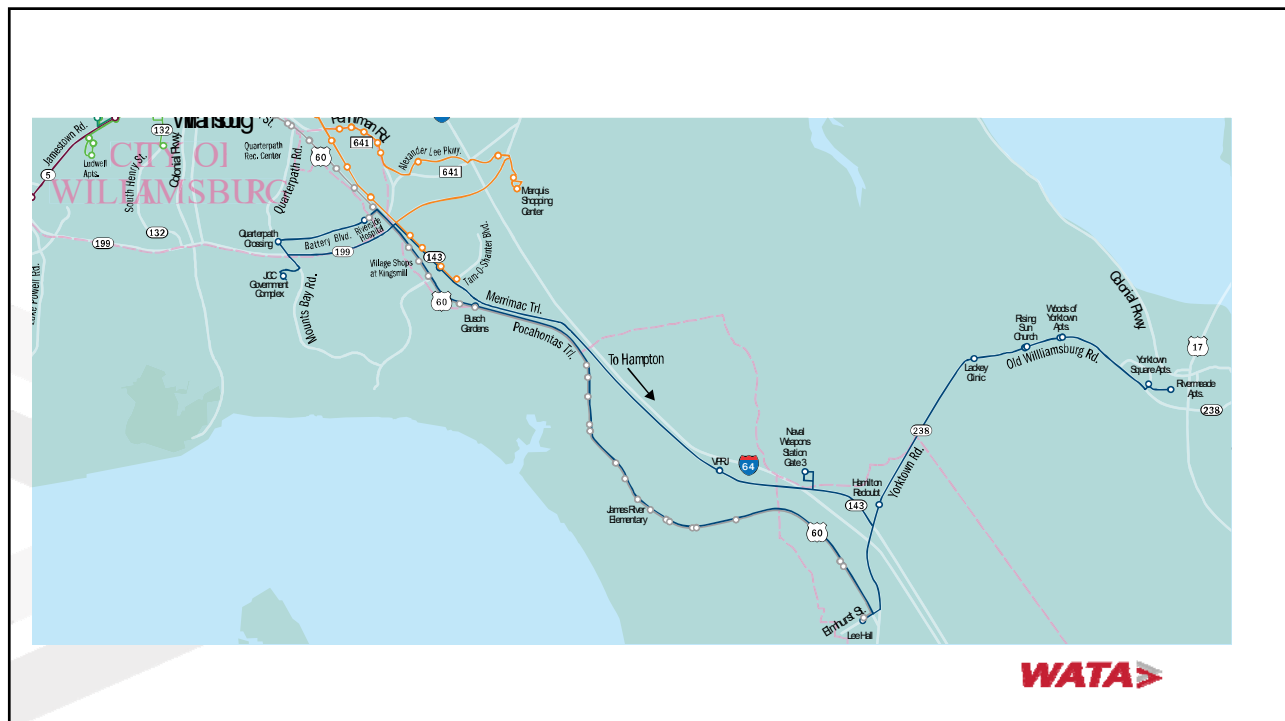
## Fixed Routes

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



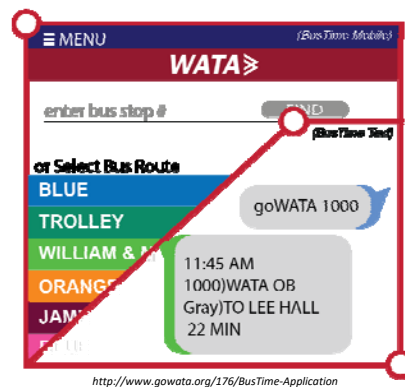
## Route Changes

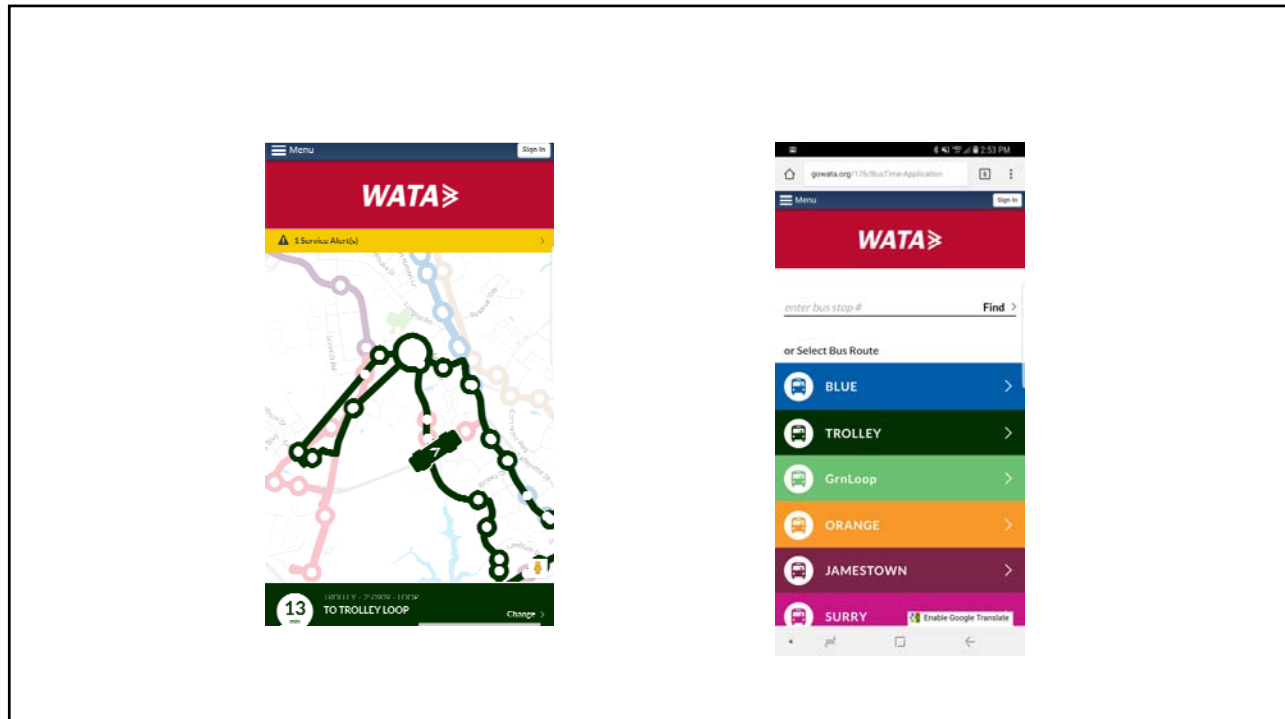
- About 30 changes were recommended in June 2016, and all but 4 have been implemented.
  - Routes haven't significantly changed over the course of WATA's history
  - More development is occurring further out, stretching the running time limits of the routes
- Changes have been generally accepted as positive 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





## Looking Ahead

### Opportunities

- Amenities (shelters, stops, rider technology)
- Continue Coordination with Partners
- Capital Projects/Facilities
- Improved Planning (DATA)

### Challenges

- Staffing
- Nationwide Trends
- Funding Streams



James City County  
Board of  
Supervisors

March 27, 2018

**ITEM SUMMARY**

DATE: 3/27/2018  
TO: The Board of Supervisors  
FROM: Suzanne R. Mellen, Director, Financial and Management Services  
SUBJECT: On-line Expenditure Register

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**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/20/2018 - 11:13 AM

**ITEM SUMMARY**

DATE: 3/27/2018  
TO: The Board of Supervisors  
FROM: Teresa J. Fellows, Deputy Clerk  
SUBJECT: Adjourn until 5 p.m. on April 10, 2018 for the Regular Meeting

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**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/19/2018 - 4:56 PM