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WATA successfully modernizes its bus technology with Equans

Residents and visitors of James City County, City of Williamsburg, York County, and Newport News now benefit from a bus system equipped with the latest Intelligent Transportation Systems, including real-time information tools and improved service. Selected by Williamsburg Area Transit Authority (WATA) in 2022, Equans, has just completed the implementation of an Intelligent Transportation System, including CAD/AVL and Real-Time Passenger Information (RTPI) system, on its fleet. In partnership with the ticketing platform provider Masabi and the on-demand transport expert Via, Equans coordinated the installation of 23 fixed route buses and 7 Paratransit vehicles, enabling WATA to provide crucial data to its riders live on multiple platforms such as Transit app and Google.

[WATA's point of view and feedback on this million-dollar modernization project to follow...](#)

Digitalize public transport to boost passengers' well-being and local tourism

Created in 1977, WATA provides public transportation services to residents and visitors of James City County, the City of Williamsburg, York County and the City of Newport News. With 12 fixed routes operating, its ambition is to become the transportation option of choice for people who live, work and visit the area. In 2022, WATA provided service to more than 670,000 tourists and local citizens.

WATA benefited from Equans as a single system integrator, both for its fixed-routes and paratransit vehicles. By collecting, analyzing, and processing data in real-time, the Equans NAVINEO CAD/AVL system will ease WATA's work as a transit agency by enabling it to locate instantaneously both moving and stationary vehicles on its 12 fixed routes and improve its reactivity and operational performance thanks to real-time service adjustments features.

"The main benefit is we can provide real-time information to our riders. The new system can also quickly respond to any disruptions in our service. For example, if one of our routes has to make a detour due to an accident or road work, we can quickly provide riders with the live temporary route. Another great benefit is the system improves communication between dispatch and operators, as well as gives dispatchers the ability to locate our fleet as they're out on their routes." – Karen Davis, Director of Operations, Williamsburg Area Transit Authority.

As the vehicles move along their route, schedules, transfers, and service alerts are displayed on brand new on-board infotainment screens but are also accessible via the Transit app and Google. Furthermore,

thanks to Masabi's Mobile Fare Payment platform, starting July 1st, passengers will be able to pay via their mobile phones.

Regarding WATA's 7 paratransit vehicles, primarily intended for passengers who are unable to ride the fixed routes, Equans has selected and installed a system adapted to the transportation service's specific challenges. Flexible and adaptative, Via's paratransit CAD/AVL was built to support both WATA's current demand response service (ADA service) as well as potential new on-demand services later down the road. The ability of the new digital equipment to geolocate and communicate with each vehicle in real-time is particularly valuable to better consider and adapt the schedule and route of each paratransit vehicle according to the requests received daily while keeping beneficiaries informed.

Equans' technology also offers new automated functionality, both for operations team and for riders, saving the agency both time and money.

"During the early stages of this project, we placed a high value on customer service. From start to finish, our experience with Equans has been top notch. We came into this project with a little bit of a unique, but exciting approach. From the early planning stages through testing and acceptance, the Equans team has been responsive, organized, and determined to make sure this project matched our expectations." – Ben Goodill, Director of Planning and Administration, Williamsburg Area Transit Authority.

"Equans is proud to support WATA and to improve riders' experience in public transportation via Intelligent technology. For Ineo Systrans USA Inc., it is also a major premiere as it is the first contract where we have been mandated to implement an Intelligent Transport System both for fixed-route and paratransit services. We would like to express our special thanks to WATA for their trust as well as to our partners Masabi and Via." – Stephan Goguet, COO of Ineo Systrans US, an Equans company.

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About WATA

WATA is Virginia's only public transit authority and provides more than 670,000 rides annually to residents and visitors in the City of Williamsburg, the City of Newport News, York County, and James City County.

About Equans

Equans is a world leader in the energy and services sector, operating in 20 countries, with 90,000 employees* working on 5 continents and an annual turnover of more than €17 billion**.

Equans designs, installs, and delivers tailor-made solutions to improve its customers' equipment, systems and technical processes and optimize their use in the context of their energy, industrial and digital transitions. Thanks to a strong local footprint linked to its historical local brands and excellent technical know-how, Equans' highly qualified experts are able to support territories, cities, industries, and buildings in the fields of HVAC (Heating, Ventilation and Air Conditioning), Cooling and Fire Protection, Facility Management, Digital and ICT, Electrical, Mechanical and Robotics. Equans is a leader in the main European markets (France, Switzerland, Belgium, the Netherlands and the United Kingdom) and is also well-positioned in the United States and Latin America. Equans is a Bouygues Group company.

www.equans.com

* Including Bouygues Energies & Services

** Bouygues Energies & Services + Equans combined figure, proforma unaudited 2022 data