



**WILMINGTON URBAN AREA
Metropolitan Planning Organization**

**Citizen Advisory Committee
March 2, 2011 Meeting Notes**

Members in attendance:

Howard Loving, Chairman
John Melia
Ryan Rhodenhiser
Howard Capps

Scott Comartie
Dorsey Jones
Terry Obrock
Steve Stanton

Others in attendance:

Mike Kozlosky, WMPO Staff
Suraiya Rashid, WMPO Staff
Bill McDow, City of Wilmington Staff

Call to Order and Adoption of Minutes

The meeting was called to order 4:05. The amended minutes from the last meeting were approved unanimously.

Adoption of the Cape Fear Commutes 2035 Transportation Plan

- Mr. Kozlosky informed members that all municipalities and counties in the MPO, as well as the Cape Fear Public Transportation Authority have adopted the *Cape Fear Commutes 2035 Transportation Plan* (CFC 2035 Plan)
- Members discussed the draft press release. Added note to release that CAC members will continue their service by monitoring and tracking compliance to the 2035 plan.
- Discussed talking to planners and councils. Members recommended distributing copies of 2035 plan disk to planning departments and suggest utilization for future reference.

Strategic Planning Exercise

- Reviewed 2035 Plan's Vision. Vision drove the creation of *Cape Fear Commutes 2035 Transportation Plan*.
- MPO Mission Statement and 2035 Plan visions are linked. Must keep both in mind as we develop performance measures.
- CFC 2035 Plan identified major service areas in the appendix. Will use them in development of strategic measures.
- Reviewed CAC, TCC & TAC ranked goals. Noted that CAC goals are very different than TAC. CAC deals more with goals of 2035 plan and TAC has higher focus on roads. CAC places more importance on mass transit as a way to deal with congestion on roadways.
- Discussed need for education piece for the strategic plan on things like TDM and TSM, what they mean and how they may impact transportation.
- Reviewed TCC ranking. Mr. Loving noted that it was interesting how pedestrian ranked versus the TAC's ranking.
- Surprised that TAC ranked developing a policy to preserve corridors in top 5. Mr. Kozlosky suggested that maybe TAC members would be more supportive if a policy to preserve corridors was in place.

- Must find middle road to assemble all goals ranked. The highest ranking is to promote road projects. Big difference between CAC and TAC is with forms of mass transit and TDM.
- Mr. Kozlosky suggested focusing on top-six ranked goals and to develop strategic performance measures based from those goals. Top six goals were identified overall:
 - **Roadway:** To promote roadway projects included in *Cape Fear Commutes 2035*
 - **Roadway:** To ensure all new roadways and bridges within the Wilmington Urban Area include bicycle, mass transportation, and pedestrian accommodations and facilities (as per complete streets policies adopted by the WMPO and the North Carolina Board of Transportation); *and* that they are designed and constructed in a context sensitive manner with design speeds based on the context zones included in Appendix 10 of *Cape Fear Commutes 2035*
 - **Roadway:** To develop a policy to preserve transportation corridors as designs for transportation projects are finalized by the North Carolina Department of Transportation and other agencies
 - **Mass Transit:** To work to support transit oriented development by ensuring land use plans in all member counties and municipalities support mass transportation projects identified in *Cape Fear Commutes 2035 Transportation Plan*
 - **TDM/TSM:** To establish a Transportation Demand Management (TDM) Program and implement recommended strategies outlined in *Cape Fear Commutes 2035 Transportation Plan*
 - **Bicycle:** To support the coordination and linkage of the bicycle transportation and mass transportation systems within
- Next step - try to develop objectives for top ranked items. Get into identifying and looking at work-load versus effectiveness. Consider cost involved for objectives and effectiveness. Goal equals what you want to achieve. Effectiveness equals how many did you actually achieve. Calculate percentage to determine if you've met your goal.
- Discussed making sure objectives tie to the right priorities.
- Can't just toss in items that you would like to see that don't directly support the identified top-priorities.
- Mr. Loving suggested putting the more measurable things under goals - those specific priorities identified in the plan. Items must be measurable so we can gauge where we are at in the process.
- Members agreed that a starting point will be using the policy language as goals. We need to define the objectives. Once we get through objectives, we need to effectively measure it.
- Concern was expressed that many areas were not addressed (freight, aviation and pedestrians) in strategic business plan. Mr. Kozlosky suggested adding caveat – “these are the focus areas”. Concern was expressed that if you go past the top 5/6, then you would have to go top 10 and would be too much.
- Discussed how taking policy line and making it our goal, underneath the objective for achieving that goal, that might be how to get to some of action items.
- Discussed the need to have the TAC buy-in on top priorities. Suggested taking top picks to TAC for review and buy-in. Mr. Kozlosky will take list to TAC at the next meeting.
- Mr. Loving suggested reviewing the goals and develop some objectives based on these for next meeting.

Action Items:

- Send copy of the plan, press release and CD to planning departments
- Mr. Loving will contact Commissioner Berger
- Take top six to TAC as the priorities for the next 1-2 years
- Reword into action-wording before pressing on with objectives
- Email updates to missing members

The 2035 Plan's Vision

Cape Fear Commutes 2035 Transportation Plan will plan for a safe, efficient, appropriate, responsible, integrated, multimodal transportation system throughout the Wilmington Urban Area over the next 25 years. The transportation system will be:

- Safe: reduces injuries and improves the sense of safety for all users
- Efficient: moves the most people and goods in a cost effective manner, while using the least amount of resources
- Appropriate: contributes to the quality of life and character of the region through proper design
- Responsible: protects existing investments and limits environmental and social impacts
- Integrated: links with other transportation and land use plans as well as future infrastructure investments
- Multimodal: provides a choice of modes for most trips

MPO Mission Statement:

The mission of the Wilmington MPO is to develop and implement a comprehensive multi-modal transportation plan that supports the existing and future mobility needs and economic vitality of the Wilmington Urban Area. This shall be accomplished by protecting the environment, safe guarding the social equity, improving the quality of life for the citizens of the community, improving the local economy and providing for the safe and efficient mobility throughout the region. This is achieved through the long range transportation planning process which includes a comprehensive, continuous and cooperative approach from citizens and participating members.