



WILMINGTON URBAN AREA Metropolitan Planning Organization

Citizen Advisory Committee April 6, 2011, Meeting Notes

Members:

City of
WILMINGTON
Lead Planning Agency

Town of
CAROLINA BEACH

Town of
KURE BEACH

Town of
WRIGHTSVILLE
BEACH

NEW HANOVER
County

Town of
BELVILLE

Town of
LELAND

Town of
NAVASSA

BRUNSWICK
County

PENDER
County

CAPE FEAR
Public Transportation
Authority

North Carolina
BOARD OF
TRANSPORTATION

Members in attendance:

Howard Loving, Chairman
Howard Capps
Eric Coffee

John Melia
Steve Stanton
Stuart Smith

Al Freimark
Terry Obrock
Paul Martinez

Others in attendance:

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

Call to Order and Adoption of Minutes

The meeting was called to order at 4:15. The minutes from the last meeting were approved as written.

Discussion of Format for Future Minutes and TAC Meeting

Mr. Loving requested that minutes be returned to the CAC within 10 days with bullets of the discussion and action items. Minutes will be brief. Mr. Loving and Mr. Kozlosky discussed the TAC meeting and Senate Bill 214 sponsored by Senators Rabon and Goolsby. Proposed bill will change corridor preservation within NC from 3-year time limit to 18-months and the trigger mechanism from submittal of an original subdivision to filing of the corridor map.

Strategic Planning Exercise

The CAC began Strategic Planning Exercise by referencing a handout from Managing for Results- a Manual for Performance Measurement (City of Wilmington, Dec. 2007, 1st Edition). After reviewing the example provided in the handout, the committee began discussing the top 6 policies of the CFC 2035 plan, as voted and ranked by the TAC, TCC and CAC. The committee began developing the goals, objectives, workload measures, efficiency measures, effectiveness measures and targets for the 6 top priorities. The committee discussed:

1. Strategic Plan Goals will be acted upon, and the plan will not sit on a shelf.
2. Objectives are measureable, meaningful and attainable. A policy can have multiple objectives to help implement the overall goal; you can split it up.
3. Target for presentations will be people and groups affected by the plan, such as the outreach list in Appendix 2, page 3 (CFC 2035 plan).

4. Objective and efficiency measures must help promote the plan philosophy and context.
5. Strategic plan will form the work plan for where we will focus our energy for the next year.

The group discussed the top-six ranked goals and began to develop strategic performance measures based from those goals. The group worked on the first two roadway goals, and will address the final 4 goals in the May meeting. The group developed the following performance measures:

Mode	Roadway	
Goal	To promote roadway projects included in Cape Fear Commutes 2035 plan	
Objective	Promote education of CFC 2035 plan by presenting at public meetings, planning boards, home builder organizations, board of education, technical boards, realtor and builder organizations, civic organizations, and other groups (Home builders, BASE, American Institute of Architects, etc) as listed in Appendix 2, page 3.	
Measure	Work Load Measure:	12 meeting presentations per year.
	Efficiency Measure:	3 per qtr.
	Effectiveness Measure:	25%
	Target:	100%
Mode	Roadway	
Goal	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	
Objective 1	All municipalities and counties will adopt a complete streets policy.	
Measure	Work Load Measure:	13
	Efficiency Measure:	4 per qtr.
	Effectiveness Measure:	25%.
	Target:	100%
Objective 2 (in progress)	To ensure projects are designed in a context sensitive manner in compliance with design speeds as outlined in Appendix 10 of Cape Fear Commutes 2035 plan.	
Measure	Work Load Measure:	
	Efficiency Measure:	
	Effectiveness Measure:	
	Target:	
Objective 3 (in progress)	To ensure projects are constructed in a context sensitive manner in compliance with design speeds as outlined in Appendix 10 of Cape Fear Commutes 2035 plan.	
Measure	Work Load Measure:	Projects in Design
	Efficiency Measure:	
	Effectiveness Measure:	
	Target:	5 of 13

Discussion of Corridor Protection for Hampstead Bypass

Al Freimark provided information on a development near Hoover Rd that could affect a proposed alignment for the Hampstead Bypass. The CAC discussed how the potential development and

environmental issues from Red Cockaded Woodpeckers could impact the corridor alignment choices. Mr. Kozlosky described the steps for Corridor Preservation. The NCDOT hopes to select a preferred corridor by this summer, and then a corridor preservation map can be filed. Mr. Freimark suggested a meeting with WMPO, CAC and Commissioner Brown and Williams to discuss the Hampstead Bypass corridor preservation map. The CAC would be represented by Mr. Loving and Mr. Freimark, its representative from Hampstead.

Action Items for Next Meeting:

- Review next 4 goals.
- Follow on Hampstead Bypass corridor preservation map.

Next scheduled meeting is May 4, 2011 at 4 P.M.