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WMPO Bicycle and Pedestrian Advisory Committee Meeting Agenda

TO: WMPO Bicycle and Pedestrian Advisory Committee Members

FROM: Adrienne Harrington, Transportation Planner

DATE: September 7, 2017

SUBJECT: September 12, 2017 Meeting

A meeting of the WMPO Bicycle and Pedestrian Advisory Committee will take place on Tuesday, August 15, 2017 at 3pm. The meeting will held on the 6th floor in Room 611 at 320 Chestnut St. The following is the agenda for the meeting:

- Introductions (2 minutes)
- Public Comment Period (5 minutes)
- Approval of minutes from June 13, 2017 and August 15, 2017 (3 min)
- New Business
 - Staffing/committee member seats (5 min)
 - Go Coast Commuter Challenge (10 min)
- Discussion
 - Bike Parking Needs Identification (10 min)
 - Bike Map Distribution (5 min)
- Announcements
 - Cape Fear Cyclists (5 min)
 - WMPO Technical Coordinating Committee, September 13, 2017 at 10
 - WMPO Board Meeting, September 27, 2017 at 3PM
- Next Meeting
 - October 17, 2017 at 3PM
- Adjournment

Wilmington Urban Area Metropolitan Planning Organization

Attachments:

- June 13, 2017 Meeting Minutes
- August 15, 2017 Meeting Minutes
- September Project Updates

Meeting Minutes Wilmington Urban Area Metropolitan Planning Organization Bicycle and Pedestrian Advisory Committee Date: June 13, 2017

Members Present:

Katie Ryan, Town of Wrightsville Beach Allen Oliver, Town of Kure Beach Joe Boyd, Town of Belville Carol Stein, Pender County Shawn Spencer, New Hanover County John Absi, Cape Fear Cyclists Al Sharp, City of Wilmington Karin Mills, City of Wilmington Adrienne Harrington, TDM Beth Doliboa, BPAC Secretary Chris O'Keefe, Cape Fear Public Transportation Authority

Additional Guests:

Pat O'Mahony, Pender Country John Townsend, New Hanover County Bob White, City of Wilmington resident

1. Call to order

C. O'Keefe called meeting to order around 3:05pm.

2. Public Comment Period

No public comments.

3. Approval of Minutes from April 11, 2017

A. Oliver made motion to approve the minutes, motion seconded by C. Stein and it carried unanimously.

4. New Business

- River to Sea Bike Ride recap B. Doliboa gave a presentation with information about the 2017 River to Sea Bike Ride. A. Harrington followed up with information from the 2017 Bike to Work Week. See attached presentation.
- A resolution was presented to the Committee requesting the NCDOT Division of Motor Vehicles to improve the NC Driver's Education Manual to include more comprehensive instructions on the law pertaining to bicycles and pedestrians. S. Spencer made a motion to approve the resolution, the motion was seconded by J. Boyd and it carried unanimously.

5. Discussion

• The Committee discussed the details of the recent bicycle accidents, specifically Megan McClellan's accident and David Patrick Buckley's accident. The Committee was interested in conducting a Cross City Trail analysis to determine if signage was up to current standards and if there were areas were vegetation could be trimmed back to help

visibility. A. Harrington said she would explore options and bring them back to the Committee next month.

• A. Harrington gave an update on the Watch For Me NC bicycle/pedestrian/driver safety campaign. She reported that UNCW is taking the lead on coordinating the campaign, and she has let them know that if they need help, the WMPO Bike/Ped Committee could assist with efforts to promote the campaign.

6. Announcements

 John Absi provided the Committee with updates and event information from Cape Fear Cyclists.

6. Next meeting

• August 15, 2017 at 3 PM

7. Adjournment

THE ABOVE MINUTES ARE NOT A VERBATIM RECORD OF THE PROCEEDINGS THE ENTIRE PROCEEDEINGS ARE RECORDED ON A COMPACT DISC AS PART OF THIS RECORD.





Downtown Registration

- Registration started at 7:15AM
- The event started at 8:00AM
- How was timing?





Empie Park Registration

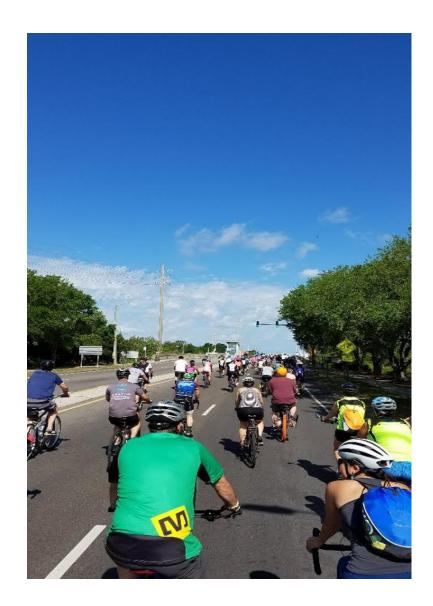
- Registration started at 7:30AM
- We were shooting to begin at 8:15AM
- Ended up starting at 8:30AM
- Delays
- Merging the group issues/solutions



River to Sea Ride

• Need to better enforce staying in the right lane





Wrightsville Beach Raffle

- We got people on and off the island quickly
- T-shirts sales
- Good bridge timing!





What we need to improve on for next year?

Google doc comments

Thanks again for all your help!!!

Bike to Work Week

	2013	2014	2015	2016	2017 Goals	2017 Actuals
Number of Participants	62	133	122	254	300	306
Number of Employers Represented	24	45	38	46	55	63
Total Miles Biked	2,039	3,808	2,956	6,882	7,000	9,544
Average Miles Biked per Person	32.9	29	24	27		31.2
Gallons of Gas Saved	102	190	148	344		477
\$ Saved in Commuting Costs	\$1,193	\$2,225	\$1,714	\$3,930		\$5,450
Estimated Calories Burned	101,991	190,150	147,800	344,100		477,200
Estimated Pounds Lost	29	54	42	98		136

2017 Bike to Work Week Employer Challenge

- Bike Cycles
- Broomtail Craft Brewery/Sour Barn
- Cape Fear Community College
- Castle Branch
- City of Wilmington
- Coastal Horizons Center
- Corning
- Dry Corps
- Fly Trap Brewing
- Intracoastal Design
- Kittleson & Associates
- Live Oak Bank

- LS3P Associates
- nCino, Inc.
- New Hanover County
- New Hanover County Schools
- PPD, Inc.
- Towne Bank Mortgage
- Two Wheeler Dealer
- UNCW
- US Army Corps of Engineers
- Wilmington Brewing Company
- WMPO
- Wrightsville Beach Brewery

2017 Bike to Work Week Employer Challenge Results

	Total Miles Biked	Total # of Employees Participating	# of Employees	Percentage of Employees	Avg Miles/ Employee
UNC Wilmington	876.4	26	1500	1.7%	33.7
nCino, Inc.	867.6	22	280	7.9%	39.4
Live Oak Bank	838.4	27	450	6.0%	31.1
Two Wheeler Dealer	737.5	13	18	72.2%	56.7
Castlebranch	629.7	17	362	4.7%	37.0
Bike Cycles	446.3	4	5	80.0%	111.6
NHC Schools	440.9	26	4200	0.6%	17.0
NHC Government	399.9	18	1700	1.1%	22.2
Corning	332.1	15	N/a	N/a	22.1
City of Wilmington	241.5	15	1063	1.4%	16.1
Cape Fear Community College	151.1	8	648	1.2%	18.9
Kittelson and Associates, Inc.	148.7	2	4	50.0%	74.4
US Army Corps of Engineers	147.55	7	220	3.2%	21.1
PPD, Inc.	138.6	3	1,000	0.3%	46.2
Wilmington MPO	121.6	5	8	62.5%	24.3
Wilmington Brewing Company	103	6	12	50.0%	17.2
DryCorp	92	4	20	20.0%	23.0
Wrightsville Beach Brewery	87	3	60	5.0%	29.0
LS3P Associates, Ltd	75.8	2	32	6.3%	37.9
Broomtail Craft Brewery/Sour Barn	55	1	8	12.5%	55.0
intracoastal Design inc	10	1	4	25.0%	10.0
Coastal Horizons Center	8	1	400	0.3%	8.0
Flytrap Brewing	7	1	8	12.5%	7.0
TowneBank Mortgage	6	1	40	2.5%	6.0



Meeting Minutes Wilmington Urban Area Metropolitan Planning Organization Bicycle and Pedestrian Advisory Committee Date: August 15, 2017

Members Present:

Katie Ryan, Town of Wrightsville Beach Allen Oliver, Town of Kure Beach Joe Boyd, Town of Belville Carol Stein, Pender County Shawn Spencer, New Hanover County Al Schroetel, Cape Fear Cyclists Adrienne Harrington, TDM Tom Campbell, Carolina Beach Paul Masten, alternate for NC Board of Transportation Stephen Whitney, Brunswick County

Additional Guests:

John Townsend, New Hanover County

1. Call to order

A. Harrington called meeting to order at 3:02pm.

2. Public Comment Period

No public comments.

3. Approval of Minutes from June 13, 2017

A. Harrington asked if the Committee could table the approval of minutes until the next meeting. She attached the wrong meeting minutes in the agenda packet.

4. New Business

- A. Harrington informed the Committee about recent staffing/committee member changes. C. O'Keefe and B. Doliboa have accepted positions in Colorado and have left. A. Harrington also informed the Committed about the other two WMPO Transportation Planners that have left. She recognized the vacant seats on the WMPO Bike/Ped Committee and told the Committee she would work towards filling those vacant positions.
- A. Harrington gave a presentation about the WMPO's Go Coast program. See attached presentation.
- A. Harrington reminded the Committee about conversations from the end of last year regarding bike rack identification. The Committee discussed several options for identifying areas where bike racks are needed. The Committee agreed to send out an online survey to people that bike, such as Cape Fear Cyclists, the River to Sea Bike Ride participants, and the Bike to Work Week participants. A. Harrington offered to draft the survey and send the draft out to the Committee for their approval.

5. Discussion

- A. Harrington reported back after the discussion last month regarding a Cross City Trail analysis. A. Harrington spoke with Mike Kozlosky about an analysis and they decided to wait until the Cross City Trail is completed next summer, and they would explore options with the City of Wilmington's 4SW200 Committee.
- A. Harrington gave an update on the Watch For Me NC bicycle/pedestrian/driver safety campaign. She reported that UNCW is taking the lead on coordinating the campaign, and she has let them know that if they need help, the WMPO Bike/Ped Committee could assist with efforts to promote the campaign.

6. Announcements

- A. Schroetel provided an update about the Daniel Fetner Bike Ride on Pleasure Island. It will be held on October 21st.
- The Bike Walk NC Bike Summit will be held November 3rd and 4th in Wilmington.

6. Next meeting

• September 12, 2017 at 3 PM

7. Adjournment

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TDM Program History

- Mid 2000's
- 2014 plan writing
- 2015 plan adoption and submission
- 2016 start plan implementation

Work Cape Fear: Expanding Commuter Options in the Cape Fear Region







Adopted January 28, 2015



Short-Range Plan Priorities

- High Priority
 - Alternative Work Schedules
 - Carpool/Vanpool
 - Development Review
 - Park & Ride Lots
 - Full Time TDM Coordinator
 - Transit Amenities
 - Bicycle & Pedestrian Infrastructure

- Medium Priority
 - Bike Share
 - Car Share
 - Commuter Transit Routes
 - Employer Transportation Coordinators
- Low Priority
 - Consulting Services for Telecommuting
 - Employer Shuttles
 - Transportation Management Districts



FY17 Accomplishments

- Bike share
- Share the Ride NC custom sites
- Program branding
- First commuter challenge
- Bike to Work Week
 - Presentation at ACT Conference
- Statewide TDM plan
- Bike to School Day & Walk to School Day



Branding









GO COAST





FY16 and FY17 Annual Report

	- 2015-2016 Annual Report	2016-2017 Annual Report	Percent Increase/ Decrease
Number of Bike to Work Week Participants	254	306	20.5%
Number of Commuting Miles Biked During Bike to Work Week	6,882	9,544	38.7%
Number of Students Participating in Bike to School Day	50	120	140%
Number of Students Participating in Walk to School Day	N/A	400	
Share the Ride NC - # of Complete and Confirmed User Accounts in Share the Ride NC - UNCW Custom Sub Site	24	25	4.2%
Share the Ride NC - # of Complete and Confirmed User Accounts in Share the Ride NC - Wave Pool	72	108	50%
Number of Vanpool Participants	20	20	0%
Park & Ride Lot Users	2	10	400%
Number of Park & Ride Lots	2	2	0%
Number of Commuter Challenge Participants	N/A	175	
Number of Sustainable Miles Traveled during Commuter Challenge	N/A	29,718	
Number of Trips Made during Commuter Challenge	N/A	1,878	
Number of People Participating	422	1164	175.8%

FY18 Strategies and Next Steps

- Expand Go Coast Committee
- Marketing plan
- Vanpool
- Share the Ride NC
- Expand bike share program
- Partner with schools
 - Preferred carpool parking
 - Share the Ride NC
- Assist UNCW with funding options
- Commuter Challenge
- Bike to Work Week
- Park & Ride lots



QUESTIONS?



Adrienne Harrington WMPO Go Coast Program Manager

WILMINGTON MPO TRANSPORTATION PLANNING SEPTEMBER 2017

17TH STREET STREETSCAPE

Project Descriptions/Scope: The 17th Street streetscape project will include upgrades to 17th Street between Wrightsville Avenue and Princess Place Drive. The project will provide for a more efficient transportation system by reduced travel speeds, removal of the lateral shift, improved pedestrian crossings, improved safety and enhance the aesthetics of the area. The City awarded the construction contract to Lanier Construction on June 21, 2016. Construction began on August 22, 2016. Construction is on-going and anticipated to be complete in September.

Next Steps:

• Complete construction of the improvements

LELAND STREET DESIGN STANDARDS MANUAL

Project Description/Scope: The Town of Leland is partnering with the Wilmington Urban Area MPO to utilize consultant services for the development of street design guidelines. These guidelines will guide new development towards the construction of streets that better align with the town's values in terms of connectivity, multi-modal activity, maintenance, design, and safety. The Leland Street Design Guidelines will include the provision of conceptual tables/graphics which will more easily convey the impact of standards on the physical landscape to the public and elected officials. Staff from the MPO and Town continue to work on the development of these standards.

Next Steps:

- Prepare draft typical cross-sections for inclusion in the draft Street Design Guidelines
- Prepare the draft Leland Street Design Guidelines
- Present draft Leland Street Design Guidelines to Town Council for review and comment

Northeast New Hanover County Future Street Plan

Project Description/Scope: New Hanover County and the Wilmington Urban Area MPO are partnering to develop a Future Street Plan for Northeastern New Hanover County. This plan will serve as a framework for a future street system in the study area by examining how well the existing transportation system performs, developing multi-modal street design guidelines, and creating strategies for integrating land use and transportation development.

Next Steps:

- Finalize Draft Plan
- Present information to New Hanover County Planning Board and Board of Commissioners

SITE DEVELOPMENT REVIEW

Project Descriptions/Scope: The Wilmington MPO assists with site development and transportation impact analysis review for the MPO's member jurisdictions. During the last month, staff has reviewed the following development proposals:

- New Hanover County Development Plan Reviews: 9 reviews
- New Hanover County Informal Plan Reviews: 2 reviews
- New Hanover Concept Reviews: 0 reviews
- Town of Leland Formal Reviews: 4 reviews
- Town of Leland Informal Reviews: 2 reviews
- Town of Carolina Beach Formal Reviews: 2 reviews
- Town of Carolina Beach Informal Reviews: 1 reviews
- Brunswick County Formal Plan Reviews: 0 reviews
- Brunswick County Informal Plan Reviews: 0 reviews
- TIA Reviews: 15 total (New Hanover County 6, City of Wilmington 8, Carolina Beach 0, Leland 0, and Pender County 1) new 2 and ongoing 13
- Pender County Development Plan Reviews: 9 reviews
- Pender County Informal Plan Reviews: 0 reviews
- Pender County Concept Reviews: 0 reviews
- City of Wilmington Formal Reviews: 54 (9 new, 45 on-going)
- City of Wilmington Informal Reviews: 31 (5 new, 26 on-going)
- City of Wilmington Concept Reviews: 14 (13 new concept reviews-1 on-going concept)
- COW Project Releases: 10 Full releases

STBGP-DA/TASA-DA FY 2013, 2014 and 2015 Project Status STBGP-DA

U-5534B - CITY OF WILMINGTON- HEIDI TRASK DRAWBRIDGE

Project Descriptions/Scope: This project consists of construction of a public walkway/pier underneath the Heidi Trask Drawbridge to provide for a safe crossing for cyclists and pedestrians across US 74 (Wrightsville Avenue) on the mainland side of the drawbridge in Wilmington.

Next Steps:

- Construction contract awarded to Intercoastal Marine, LLC
- Substructure design and material is approved
- Additional funds approved by the City on September 5th.

U-5534C - WRIGHTSVILLE AVENUE/GREENVILLE AVENUE TO HINTON AVENUE

Project Descriptions/Scope: The project is for construction of intersection re-alignment improvements at the intersection of Wrightsville Avenue/Greenville Avenue and bike lanes and sidewalks along Greenville Avenue from Wrightsville Avenue to Hinton Avenue.

Next Steps:

- 100% plans have been submitted for review
- Specifications under review by City
- Anticipate R/W acquisition completed September 2017
- Bidding anticipated in January 2018

U-5534D - TOWN OF LELAND - OLD FAYETTEVILLE ROAD MUP

Project Descriptions/Scope: This project is for design and construction of a ten foot (10') wide multi use path, separate but adjacent to Old Fayetteville Road, beginning at or around the corner of the Leland Town Hall Campus and ending at the driveway of the North Brunswick High School.

Next Steps:

- The 65 % plans were approved by NCDOT on July 20, 2017.
- ROW plans due to the Town on September 15, 2017
- 90% plans due to the Town on November 14, 2017
- The Town is anticipated to submit request to WMPO Board for additional funds due to expanded scope and increased cost. Town Council to consider resolution of a 20% match of new estimated project cost
- NCDOT to determine project ownership
- Construction contract let is anticipated May 2018

U-5534E - TOWN OF CAROLINA BEACH - ISLAND GREENWAY AND HARPER AVENUE

Project Descriptions/Scope: This project is for the design and construction of an off-road multi-use path that begins at Mike Chappell Park and winds along the existing cleared fire path and terminates at Alabama Avenue and the Harper Avenue bike lanes will consist of a bicycle boulevard on existing pavement on each side of Harper Avenue from Dow Road to Lake Park Boulevard. The Town desires to combine the project with the awarded 2014 STP-DA project. Contract documents have been approved and are being finalized for advertisement. Initial funding has been approved by the Board and FHWA.

Next Steps:

- The Construction fund request for the additional funding will be considered at the BOT agenda for the September meeting
- Bid Date September 12, 2017

U-5534F - CITY OF WILMINGTON - PARK AVENUE MUP - PHASE II

Project Descriptions/Scope: This project is for the design and construction of an off-road multi-use path between Audubon Boulevard and Kerr Avenue. The right of Way certification was received November 2, 2016.

Next Steps:

- The City received final plans and cost estimate from VHB.
- Technical specs to be submitted to NCDOT for approval
- The City has received the proposed Supplemental agreement from NCDOT for \$240,000
- The City is preparing the Council package for approval of the Supplemental agreement for the October Council Meeting.
- Anticipated Let Date: To be determined once bid package sent to NCDOT

U-5534S (Formerly U-5534M)- Coral Drive Sidewalks

Project Descriptions/Scope: The construction of sidewalks along coral drive will install approximately 954 feet of 5 foot wide sidewalk on Coral Drive adjacent to Wrightsville Beach Elementary. The Letters of Interest has closed and the Town has received proposals.

- 25% plans comments received
- 50% plans underway with 25% comments being incorporated
- Anticipated Let Date: Summer 2018

U-5534H - HINTON AVE MULTI-USE PATH

Project Descriptions/Scope: This project consists of the construction of a 10' wide multi-use path along Hinton Avenue from Park Avenue to Greenville Avenue.

Next Steps:

- The City is following up on revised scope and amendment with McKim & Creed. The amendment should cover the remaining design services and construction inspections and administration. The City is received NCDOT's approval of MCE's Contract Amendment No.4 on August 30th. Engineering is working to process the contract amendment as soon as possible.
- According to previous discussions with MCE, Revised 90% plans anticipated within 5 days following the execution of the amendment.
- Anticipated Let Date of Fall 2018

U-5534G -HOOKER ROAD MULTI-USE PATH

Project Descriptions/Scope: The project consist of the construction of a 10' wide multi-use path along Hooker Road from Wrightsville Avenue to Mallard Drive/Rose Ave intersection

Next Steps:

- The City is following up on revised scope and amendment with McKim & Creed. The amendment should cover the remaining design services and construction inspections and administration. The City is received NCDOT's approval of MCE's Contract Amendment No.4 on August 30th. Engineering is working to process the contract amendment as soon as possible.
- According to previous discussions with MCE, Revised 90% plans anticipated within 5 days following the execution of the amendment.
- Anticipated Let Date of Fall 2018

U-5534K –LELAND MIDDLE SCHOOL SIDEWALK

Project Descriptions/Scope: The construction of 5 foot wide concrete sidewalk adjacent to Old Fayetteville Road from Ricefield Branch Rd to the Hwy 74/76 overpass after Glendale Drive with connections to Leland Middle School and the surrounding neighborhoods.

Next Steps:

- The Town is currently reviewing the 90% drawings, which will be resubmitted o NCDOT.
- Right of way Certification-TBD
- Encroachment agreement needed once right-of-way finalized
- Let date will be delayed to match up with "J" project.
- CEI has been selected, but is currently on hold

U-5534J –OLD FAYETTEVILLE LOOP ROAD PEDESTRIAN LOOP

Project Descriptions/Scope: The construction of 5 foot wide sidewalks in three locations: along Village Road from Town Hall Drive going southeast to the existing sidewalk in front of the apartment complex, along Town Hall Drive from Village Road NE to the sidewalk currently under construction by the new Town Hall, and along Old Fayetteville Road from the existing sidewalk in front of the apartment complex to Village Road NE.

- The Leland Town Council approved a scope change at their July meeting
- The Town is currently reviewing 90% drawings, which will be resubmitted to NCDOT.

- Right of way acquisition underway
- CEI has been selected, but is currently on hold

U-5534I -VILLAGE ROAD MULTI-USE PATH EXTENSION

Project Descriptions/Scope: The construction of a 10 foot wide asphalt multi-use path routed across Perry Ave, behind the library, out to Village Road, down Village Road ending on the western edge of the First Baptist Church property before the Sturgeon Creek Bridge.

Next Steps:

- The Town is currently reviewing 90% drawings
- Right of way acquisition underway
- Right of way Certification- TBD
- Encroachment agreement needed once right-of-way finalized
- Let date will be delayed to match up with "J" project.
- CEI has been selected, but is currently on hold

SHIPYARD BOULEVARD SIDEWALK

Project Description/Scope: The construction of a sidewalk and bus pull-out along Shipyard Boulevard between Vance Street and Rutledge Drive. This will be a partnership between the City of Wilmington, Cape Fear Public Transportation Authority and Wilmington MPO.

Next Steps:

- 90% design plans comments submitted
- Design completion anticipated October 2017

U-5534O Cape Fear Blvd Multi-Use Path

Project Description/Scope: The construction of approximately 3200 If of 10' wide paved off-road Multiuse Path along the south side of Cape Fear Blvd. from 6th Street to Dow Road.

Next Steps:

- Contract documents have been submitted and are under review by NCDOT
- Construction fund request has been submitted for consideration at the September BOT meeting
- Anticipated let date October/November 2017

U-5534Q –S. College/Holly Tree Crosswalks

Project Description/Scope: The project will install sidewalk, ADA ramps, Curb and gutter, markings and traffic signal revisions required to install actuated pedestrian crossings of S. College Road and crossings on Holly Tree Road.

- City Survey will provide additional survey regarding the drainage conflicts survey update 95% complete
- Consultant is providing a revised design scope and schedule based on the drainage issues identified in the 25% plans once revised survey is complete
- 25 % plans have been submitted to NCDOT for review comments received, designer correcting
- The City anticipates 100 % plan by December 21, 2017

TASA-DA

U-5527B CITY OF WILMINGTON - 5th AVE INTERSECTION UPGRADES

Project Descriptions/Scope: This project is for the construction of high visibility crosswalks, curb ramps, and pedestrian activated signals on 5th Ave at the Dawson Street and Wooster Street intersections.

Next Steps:

- A supplemental agreement between NCDOT and City is required for the additional funding, was approved by the Wilmington City Council on September 5, 2017
- Anticipated Let Date: November 2017

U-5527C NEW HANOVER COUNTY – MIDDLE SOUND GREENWAY – EXTENSION TO MIDDLE SOUND VILLAGE

Project Descriptions/Scope: This project is for the construction of a multi-use path along Middle Sound Loop Road from Oyster Lane to the Middle Sound Village property line.

Next Steps:

- NHC selected Davenport for design
- NHC is awaiting confirmation of additional construction funding bid on Red Cedar to Thais Trail before negotiating scope and fee with consultant
- A supplemental agreement between NCDOT and NHC is required to modify the scope and funding

U-5527D HARPER AVE. MULTI-USE PATH

Project Descriptions/Scope: The construction of approximately 2104 If of 10' wide paved multi-use path along Harper Ave. from Dow Road to 6th Street

Next Steps:

- NCDOT Agreement is in place
- PE funds authorized August 2, 2016
- Draft LOI for PE Services submitted and being revised
- Advertisement of PE Services is anticipated in early fall 2017
- Anticipated let date June 2018

TRANSPORTATION DEMAND MANAGEMENT PROGRAM

Project Description/Scope: UNCW is taking the role as lead employer for the Cape Fear region. The WMPO will coordinate with UNCW to work with other major employers in the region to identify opportunities for public outreach, marketing, carpooling, vanpooling, alternative/compressed work schedules, Emergency Guaranteed Ride Home, park and ride lots, etc. The MPO established 2 park and ride lots in Brunswick County and a ridesharing program that began on January 5, 2015. The MPO adopted "Work Cape Fear: Expanding Commuter Options in the Cape Fear Region" TDM Short Range Plan on January 28, 2015 and also authorized staff to apply for a TDM grant through NCDOT that if approved would fund a full-time TDM Coordinator position. The Agreement with NCDOT for the full-time TDM Coordinator position was approved on November 4, 2015. The Wilmington MPO has hired a full-time TDM Coordinator. Pulsar is continuing to develop branding materials and a marketing plan for the Go Coast.

- Begin development of the Go Coast marketing plan
- Plan 2017 Commuter Challenge event, including hiring an intern
- Schedule lunch and learns with area employers to promote Go Coast program
- Explore options for highlighting best practices from local employers with alternative work schedule policies
- Partner with large employers to determine vanpool options
- Partner with K-12 schools in WMPO jurisdiction to provide carpool opportunities to parents
- Partner with UNCW, Cape Fear Community College, and New Hanover Regional Medical Center to explore carpool matching options and guaranteed ride home strategies
- Coordinate with employers to implement 2 additional vanpool programs and potential Park & Ride lot locations
- Finalize bike share RFP