

2017-2021

WILMINGTON MPO

# Strategic Business Plan



FY16 WILMINGTON MPO

# Board Members

*Authors of 2017-2021 WMPO Strategic Business Plan*



Hon. Gary Doetsch  
Carolina Beach



Hon. Frank Williams  
Brunswick County



Hon. Neil Anderson  
Wilmington



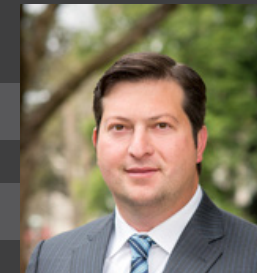
Hon. Jonathan Barfield  
Cape Fear Public Transportation  
Authority/New Hanover County



Hon. Pat Batleman  
Leland



Hon. Joe Breault  
Belville



Hon. Landon Zimmer  
NC Board of Transportation



Hon. Hank Miller  
Wrightsville Beach



Hon. David Piepmeyer  
Pender County



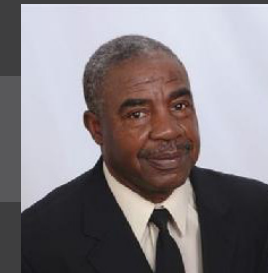
Hon. Charlie Rivenbark  
Wilmington



Hon. Emilie Swearingen  
Kure Beach



Hon. Skip Watkins  
New Hanover County



Hon. Eulis Willis  
Navassa

The Wilmington Urban Area Metropolitan Planning Organization's Board adopted *Cape Fear Transportation 2040* on November 18, 2015. After the completion of this 25-year plan, the Board identified a desire to develop a short-range strategic business plan to provide planned and tactical direction for the organization for the period between 2017 and 2021.

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and customer survey were conducted and the results were presented to the Board along with a facilitated discussion on March 14, 2016. The Board's discussion included an exercise in which the Board proposed newspaper headlines indicating how the Wilmington Metro Area would become a great community attracting new businesses over the course of the next 10 years. As a follow-up to that discussion, the MPO held a facilitated work session on July 13, 2016 in which the Board identified their Top 6 target areas to include:

- Cape Fear Crossing
- Hampstead Bypass
- Independence Boulevard Extension
- Rail Re-alignment
- Wallace to Castle Hayne
- Increase Direct Routes to ILM

MPO staff then conducted a PEST (Political, Economic, Social and Technological) Analysis on each of these target areas. This analysis was used to develop targets, objectives and strategies for the WMPO Board's analysis in the fall of 2016.

The results from this analysis are documented and presented in this WMPO 2017-2021 Strategic Business Plan which was adopted by the WMPO Board on February 22, 2017.

TARGET:

# Cape Fear Crossing









## Identify and secure funding sources to accelerate the project as quickly as possible

- Identify funding sources to accelerate right of way as soon as possible
- Pursue right of way acquisition for all phases of the project



## Continue to work to protect the corridor in an effort to preserve it from development

- Ensure Prioritization 4.0/5.0 addresses Map Act (recognizing private property rights)
- Address repeal of Map Act (recognizing private property rights)
- Continue to have a “champion” for the project



## Identify and promote regional benefits of Hampstead Bypass through outreach and public engagement

- Show how project plays into the regional puzzle of transportation goals and the network





TARGET :

# Hampstead Bypass



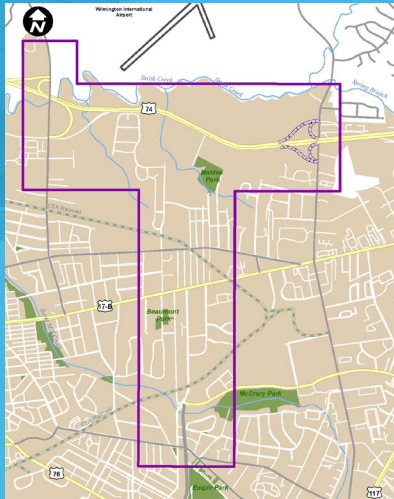
TARGET :

# Independence Boulevard Extension

**Identify the desired design for Independence Boulevard Extension through engagement with the MPO Board, Wilmington City Council and Community**

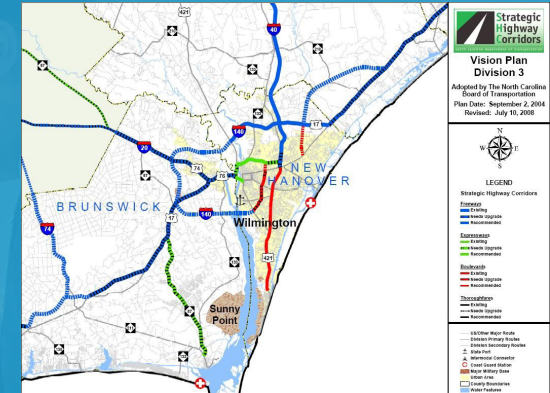
- Develop what the project will look like through visualization techniques
- Receive guidance and a position from Board/ City Council on elevated vs. at-grade design options
- Attain regional concurrence
- Provide information to the Board in an effort to educate on relocation/right of way acquisition process
- Provide information to the Board regarding environmental justice issues/concerns
- Show how project plays into the regional puzzle of transportation goals and the network





## Identify and secure funding for the project

- Work through STI to develop a strategy to fund the project
- Evaluate other potential funding sources to accelerate the projects construction



## Identify the environmental impacts related to potential alignments for Independence Boulevard Extension

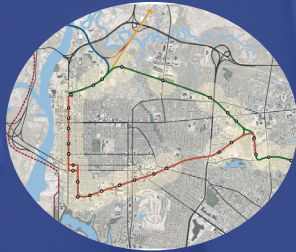
- Complete environmental document



## Continue to work to protect the corridor in an effort to preserve it from future development

- Protect corridor - reserve/address when selected (recognize private property rights)
- Work with City of Wilmington and NCDOT on the location for the City's police firing range





**Identify the opportunities and constraints related to the rail re-alignment and re-purposing of the existing rail corridor**

- Complete feasibility study
- Show how project plays into the regional puzzle of transportation goals and the network



**Identify and assist in securing funding sources to construct the rail re-alignment and re-purposing of the existing rail corridor**

- Research past grant opportunities
- Identify potential funding sources
- Identify and secure funding sources to accelerate the project



**Identify and promote regional benefits of rail re-alignment and re-purposing of the rail line through outreach and public engagement**

- Work with the City and NCDOT to prepare information on what the rail corridor looks like now vs. in the future



**Identify and gather support from stakeholders to include state, local, and congressional delegation**

- Secure resolutions and letters of support for the project



TARGET :

# Rail Realignment





TARGET :

# Wallace to Castle Hayne







## Identify and secure funding sources to implement the re-establishment of the rail line between Wallace and Castle Hayne

- Identify potential funding sources available through STI and grants
- Determine if feasibility study on construction is needed
- Work with other MPOs/RPOs, Port of Wilmington, NCDOT, etc. to pursue establishment

## Promote regional benefits of the re-establishment of the rail line through outreach and public engagement

- Champion this project through collaboration with other MPOs/RPOs, NCDOT, etc.
- Show how project plays into the regional puzzle of transportation goals and the network







### Identify and assist ILM in securing additional funding that will allow ILM to grow and expand

- Support ILM infrastructure improvements for airport expansion
- Support surrounding roadway infrastructure

### Identify and help ILM promote regional benefits of the airport through outreach and public engagement

- Assist ILM in promoting their services and making ILM more attractive for existing and potential customers
- Show how project plays into the regional puzzle of transportation goals and the network



### Identify and assist ILM in the expansion of services provided to residents, businesses and visitors

- Work with ILM Board to try to attract low cost providers/additional providers
- Promote economic development on and surrounding the airport and within the free trade zone





TARGET :

# **Increase ILM Direct Routes**



WILMINGTON MPO 2017-2021

# STRATEGIC BUSINESS PLAN

## WMPO

P.O. Box 1810

Wilmington, NC 28402

Phone: (910) 341-3258

Fax: (910) 341-7801

Website: [www.wmpo.org](http://www.wmpo.org)

eMail: [wmpo@wmpo.org](mailto:wmpo@wmpo.org)

### Wilmington MPO Mission Statement

*Create and execute continuing, cooperative and comprehensive regional long-range planning efforts that proactively drive transportation decisions to improve safety, connectivity, economic development and quality of life in the Wilmington region.*