



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

Cape Fear Change In Motion 2020

Short-Range TDM Plan 2021-2025

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Short-Range TDM
Plan 2021-2025

Draft Plan November 2020



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Section One

Acknowledgments

This plan was made possible by the Transportation Demand Management Committee or “Go Coast Committee”. This committee is comprised of staff members from WMPO Member Jurisdictions, representatives from regional major employers, and community stakeholders. This plan reflects the Committee’s priorities towards implementing the plan recommendations. At the time of this plan’s creation, the Go Coast Committee included:

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Foreword

The development of this plan is led by the Wilmington Urban Area Metropolitan Planning Organization (WMPO), the regional transportation planning agency for the lower Cape Fear Region of southeastern North Carolina. The mission of the WMPO is to create and execute continuing, cooperative, and comprehensive regional long-range planning efforts that pro-actively drive transportation decisions to improve safety, connectivity, economic development, and quality of life in the Wilmington region.

Go Coast

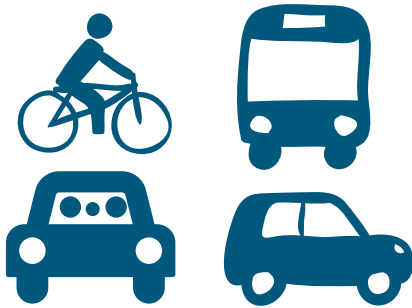
Also known as “Go Coast”, the WMPO’s Transportation Demand Management program works to optimize the use of locally available transportation resources, with a strong focus on getting people out of single occupancy vehicles (SOV) and into more efficient modes of commuting. Go Coast aims to provide information, resources, and support, to member jurisdictions and residents of the WMPO to help make the best use of available alternative transportation options. TDM is also concerned with long-range transportation goals to help make the best use of existing infrastructure by optimizing the space that is currently available by diversifying the modes of transportation used by residents.

MTP and the TDM Short-Range Plan

The WMPO is required by federal law to update its Metropolitan Transportation Plan (MTP) also known as the “long-range plan” every five years. The MTP identifies how the area will manage and operate in a multi-modal transportation system to meet the region’s economic, transportation, development, and sustainability goals for a 20-year or more planning horizon. The WMPO Board adopted the 2020 plan update *Cape Fear Moving Forward 2045* in Fall of 2020. The MTP includes a section for every mode of transportation utilized in the area, future technologies, transportation systems, and Transportation Demand Management (TDM). The TDM element of the MTP identifies 17 strategies to mitigate traffic in the region over the next 25+ years. These strategies were divided into three categories: short-range, medium-range, and long-range. *Cape Fear Change in Motion 2020* elaborates on the short-range strategies listed in the MTP by describing specific goals and plans for carrying out these strategies over the next one to five years. The purpose of this plan is to serve as a guiding document to the Go Coast program and its various partners; to highlight strategies that can be used to increase alternative mode use and decrease vehicle miles traveled in the WMPO planning area. This plan is updated every five years to reflect priorities of the Go Coast Committee and preferences of the public to guide feasible goals that can be implemented by Go Coast and its partners and utilized by area residents. As a financial partner in the Go Coast program, at the time this plan was created, the NCDOT provides an annual scorecard to all TDM Grant recipients by which the Short-Range TDM Plan is also influenced.

Analysis of Previous Short-Range TDM Plan

The first Short-Range TDM Plan for the WMPO Area was created in 2015. *Work Cape Fear: Expanding Commuter Options in the Cape Fear Region* focused on equipping and enabling employers and employees with tools to increase ease of commuting to and from work and expanding mobility options within the workplace. This plan update broadens its goals to increase the ease of travel for trips of every type and incorporates a variety of strategies that can be used by employers and other organizations as well as individuals in day-to-day life.



VMT and Mobility

The Go Coast Committee determined that the overarching goal of *Cape Fear Change in Motion 2020* is to **reduce Vehicle Miles Traveled (VMT) by 10% between 2021 and 2025**. This goal will be supported through efforts that mitigate traffic congestion and diversify mode use. This list of strategies was amplified from the short-range TDM strategies presented in TDM section of *Cape Fear Moving Forward 2045* and is also influenced by the NCDOT TDM Scorecard that sets annual goals and objectives expected to be met by each TDM program that receives TDM funding. This plan will explore an array of TDM strategies that will increase mobility options for WMPO Area residents. This is considered a “Short-Range TDM Plan” in that the TDM strategies chosen for the analysis are considered applicable to the WMPO Region in the next one to five years. This plan was written by the WMPO’s TDM Coordinator and guided by the TDM Advisory Committee otherwise known as the Go Coast Committee. The Go Coast Committee is comprised of representatives of community stakeholders, major employers, and WMPO member jurisdictions.

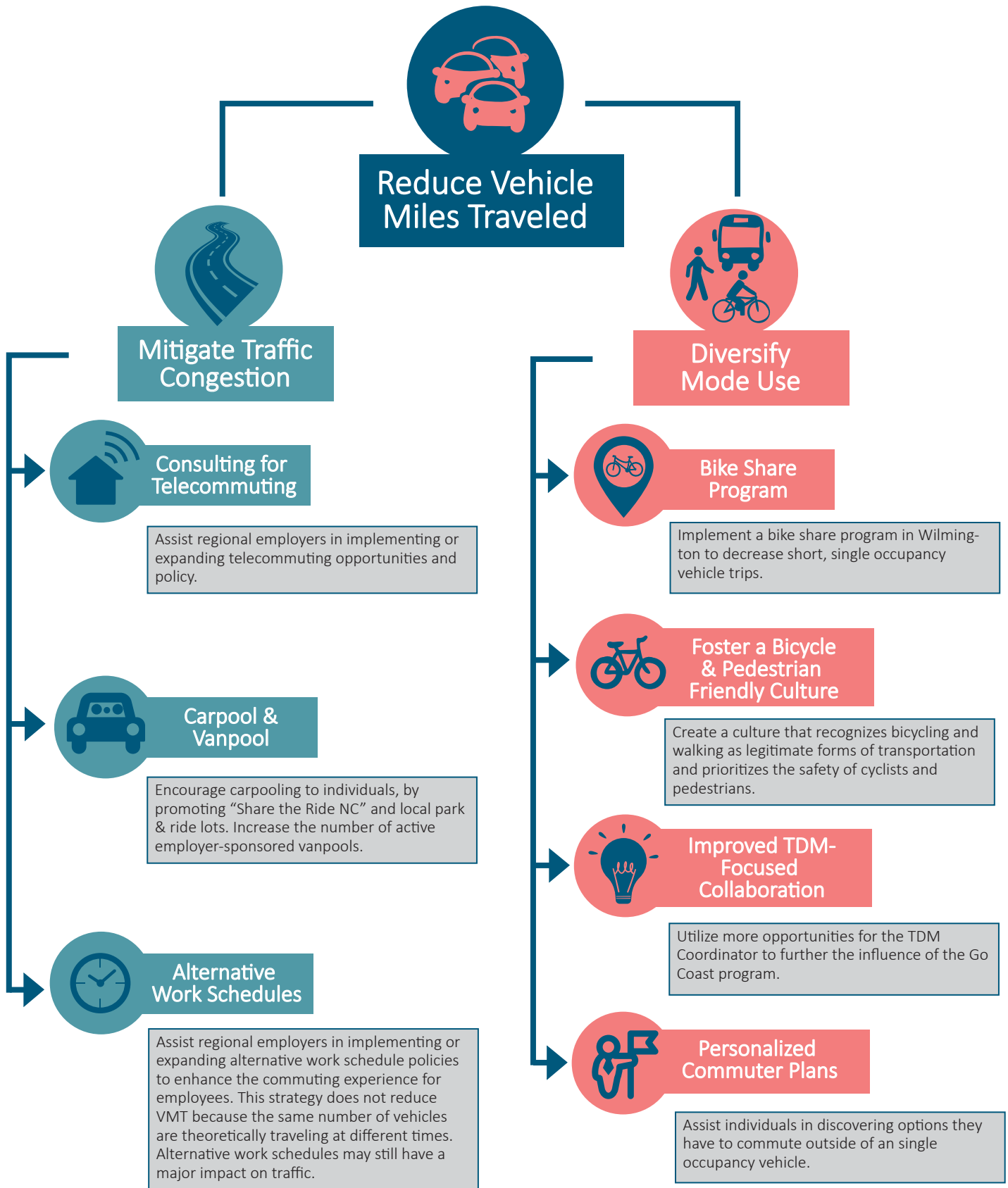
The purpose of the Short-Range TDM Plan is to recommend, support, and implement expansion of transportation options in the Wilmington Urban Area, and essentially, to alter the perception of transportation from driving a personal vehicle to also include the myriad of transportation choices that are currently available in the region.

The primary goal of reducing VMT by 10% will be supported through two secondary goals: mitigate traffic congestion, and diversify mode use. Each of the seven strategies in this plan will support one of the secondary goals. Mitigating traffic congestion specifically focuses on reducing the use of an SOV or changing the time day a vehicle is on the road, while diversifying mode use focuses on increasing the utilization of alternative transportation methods like walking, biking, and transit. By setting objectives and measurable outcomes for each of the seven TDM strategies, we can determine their effectiveness on reducing VMT.

These TDM strategies allow for essentially the same amount of transportation infrastructure to serve more people. Effectively implemented long-range TDM strategies will result in increased infrastructure for alternative modes such as multiuse paths, bike lanes, sidewalks, bus shelters, and even lightrail. The Short-Range TDM Plan emphasizes approaches that use existing infrastructure while advocating the need for additional infrastructure that does not only serve cars.

Implementation and Monitoring

For Go Coast and partners to implement the recommended priorities and achieve reduction of VMT, it is vital that TDM strategies be encouraged and aided so that member jurisdictions, individuals, and other organizations may include TDM methods when feasible, and identify goals to be achieved in the future. Performance measurements are critical for monitoring the effectiveness of actions toward meeting short-range plan goals. These measurements will help Go Coast track progress throughout the five year life of the plan and allow the ability to make adjustments, and communicate results in meaningful terms.



Go Coast Vision and Desired Outcomes

The mission of the Short-Range TDM Plan is: To provide WMPO Area residents with the resources and offer motivation to choose healthy, sustainable, and efficient multimodal transportation to reduce stress on the road network and increase alternative means of mobility.

The vision of a successful TDM program is broad and includes several positive byproducts outside of reducing VMT.



Reduce time spent in traffic



Improved health and safety

Short-Range TDM Plan mission statement:

To provide WMPO Area residents with the resources and offer motivation to choose healthy, sustainable, and effective multimodal transportation to reduce stress on the road network and increase alternative means of mobility.



Improved quality of life through a walkable and bikeable community



Decrease the need for major spending on capital projects



Equitable mobility solutions

TDM

Transportation Demand Management (TDM) seeks to do primarily two things: First, to promote more effective modes of travel to move people around in a given amount of roadway space; and second, to spread travel demand across more hours of the day to take advantage of the space and capacity when it is available. TDM focuses on how many people can use a roadway versus how many cars can use the roadway. This is primarily done through reducing the number of Single Occupancy Vehicles (SOV) by increasing use of alternative transportation such as public transit, walking, bicycling, and carpooling/vanpooling, particularly in congested areas. TDM becomes increasingly more important as population grows and more people need to get around in the same amount of roadway. The given space in an area must be preserved for a multitude of uses without being taken over by multilane roads built to accommodate personal vehicles and short trips.

Congestion, VMT, and LOS

Until very recently, level of service (LOS) has been primarily used by planners to evaluate traffic impacts. LOS is an accurate measure of congestion, specifically, the seconds of delay suffered by motorists at an intersection compared to free-flowing traffic. This problem with LOS is that it almost always concludes that cities and developers should widen streets and augment intersections to move more cars faster- only providing a short-term solution. Streets become unsafe for anyone not in a car, and traffic only worsens as a community becomes accustomed to only being able to travel by car. In Contrast to LOS, VMT measures how much mitigation is needed and encourages travel modes other than cars. Instead of measuring whether or not a project makes it less convenient to drive, VMT allows for other goals like reducing greenhouse gas emissions, developing multimodal transportation, preserving open spaces, promoting diverse land uses, and supporting, safe, active communities.

What is Go Coast?

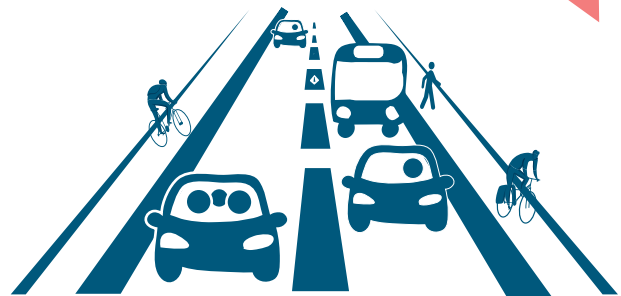
The Wilmington Urban Area's TDM Program also known as Go Coast, works with regional planners, major employers, member jurisdictions, and other organizations to encourage and enable the public to utilize alternative transportation. In 2015, the position of full-time TDM Coordinator was created through a partnership with the North Carolina Department of Transportation and the WMPO member jurisdictions. The TDM Coordinator oversees the Go Coast Program to implement and promote alternative transportation options to residents in the region.

- > **What is TDM?**
- > **Why does multi-modal transportation matter?**
- > **How is TDM implemented?**

Turn this...

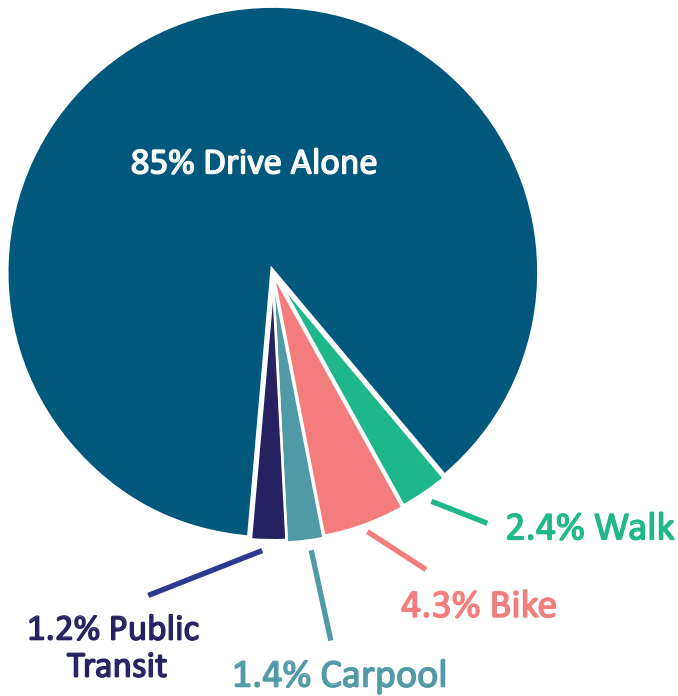


...into this!



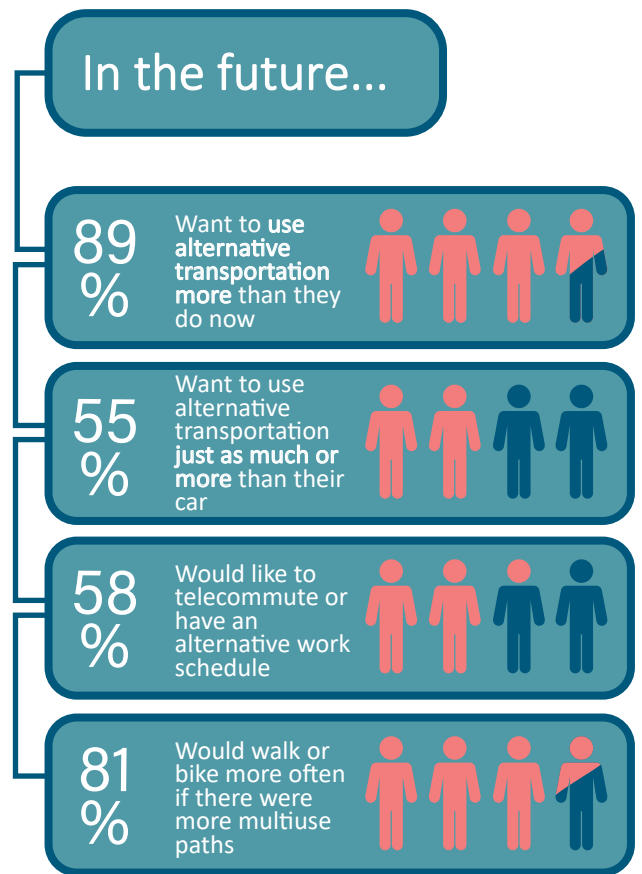
Current Trends

According to the *Cape Fear Moving Forward 2045* public survey, over 80% of survey respondents use a private vehicle for over half their trips to work or school. However, when respondents were asked how they would like to get around the region in the future, 66% would prefer to bicycle more often, 51% would prefer to use public transportation more often, 55% would prefer to walk more often, and over 59% would prefer to drive a vehicle less. The survey results reflect a desire for more information about carpool and vanpool options, park-and-ride lots, and bicycle and pedestrian facilities. Among other TDM strategies, improvements to these travel modes could provide the public with transportation options where they desire while mitigating the growth of traffic congestion.



Transportation mode usage for over 50% of individual trips. Data from Cape Fear Moving Forward 2045 public survey.

A second public survey for *Cape Fear Change in Motion 2020* showed that 79% of respondents would like to use alternative transportation for work or school in the future more than they do now, with 56% wanting to use alternative transportation just as much if not more than they use their car. When asked the same question for other lifestyle commuting, 89% said they would like to use alternative transportation more than they do now, with 55% wanting to use alternative transportation just as much or more than their car. When asked reasons for why they take a car over alternative modes, the top three answers respondents gave were: no reasonable transit options, do not feel safe walking or biking, and driving a car saves significant time.



Data from Cape Fear Change in Motion 2020 2020 public survey.

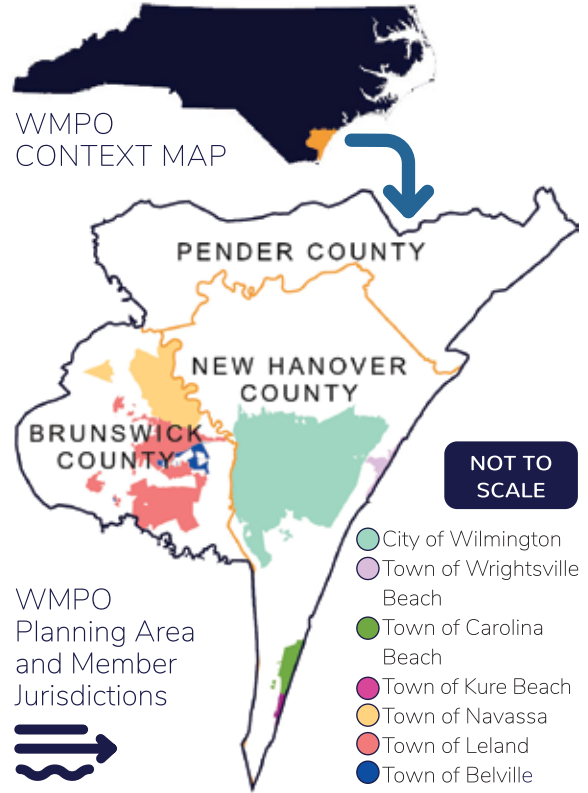


Section Two

About the Wilmington Urban Area

Geographic Profile

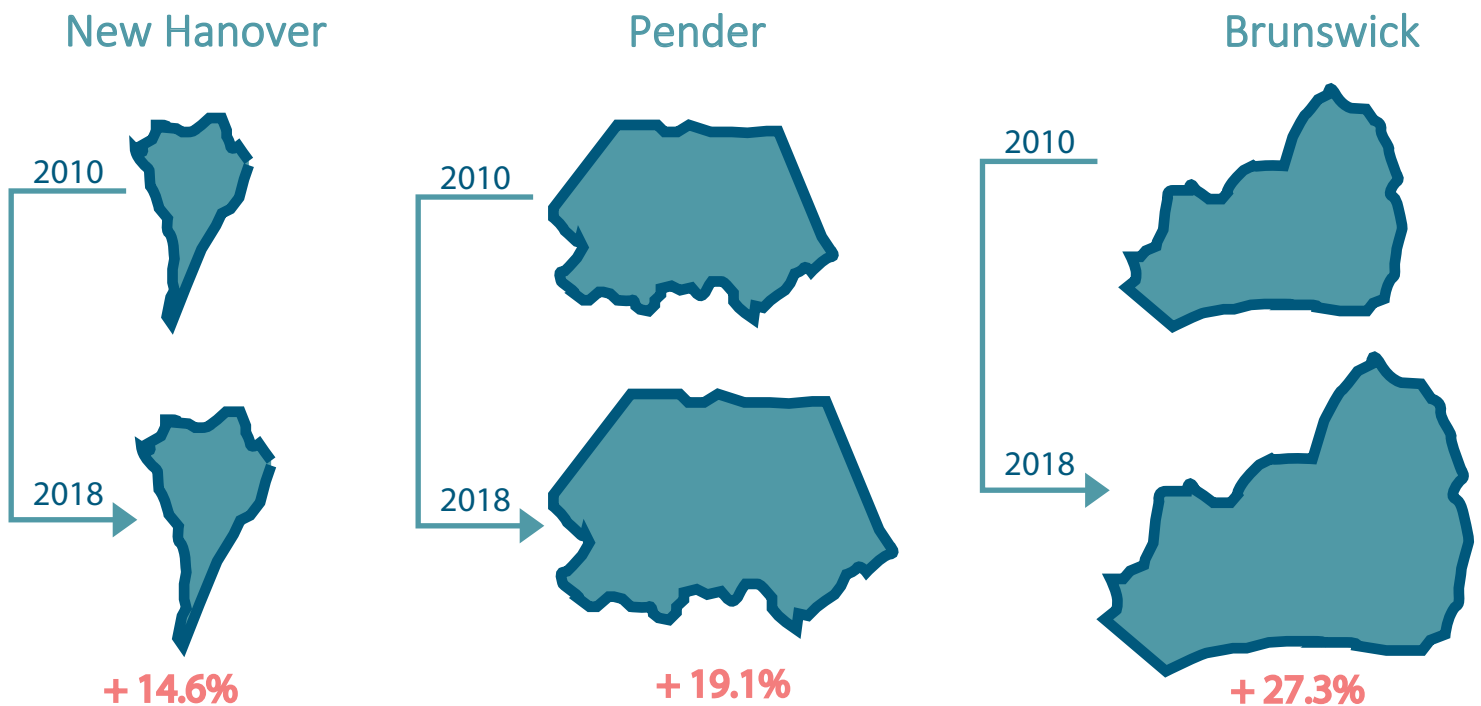
The WMPO Planning Area is 494 square miles and encompasses New Hanover County and portions of Brunswick and Pender Counties. Municipalities within the boundary include the City of Wilmington, Town of Belville, town of Carolina Beach, Town of Kure Beach, Town of Leland, Town of Navassa, and the Town of Wrightsville Beach. The WMPO population is currently 280,000 with a density of 2,083 residents per square mile. The WMPO is a designated Transportation Management Area (TMA) by the Federal Highway Administration having an area population of over 200,000. It received this designation in 2012.



Regional attributes include the University of North Carolina Wilmington, Cape Fear Community College, tourist destinations of Carolina Beach, Kure Beach, Wrightsville Beach, Fort Fisher, and downtown Wilmington, as well as several major employment centers throughout New Hanover County. Having such a large tourism industry, the population of the WMPO region swells during spring and summer.

Demographic Profile

The WMPO Travel Demand Model predicts a population of approximately 390,000 residents by 2045. The Travel Demand Model uses over 600 TAZ (traffic analysis zones) and 11 data points to predict population, household, and employment growth in the region. With this in mind, TDM is a vital tool to prevent exponential traffic growth, multimillion-dollar roadway projects, and extensive commute times. Between 2010 and 2018, New Hanover, Pender, and Brunswick counties were 12th, fourth, and number one fastest growing counties in North Carolina. Each growing significantly more than the State's total population increase of 8%. According to the U.S. Census Bureau, the population of New Hanover County grew by 14.6%, while Pender County grew by 19.1%, and Brunswick grew by 27.3%. Similar to population, the economy in the Wilmington Urban Area has grown significantly in recent years.



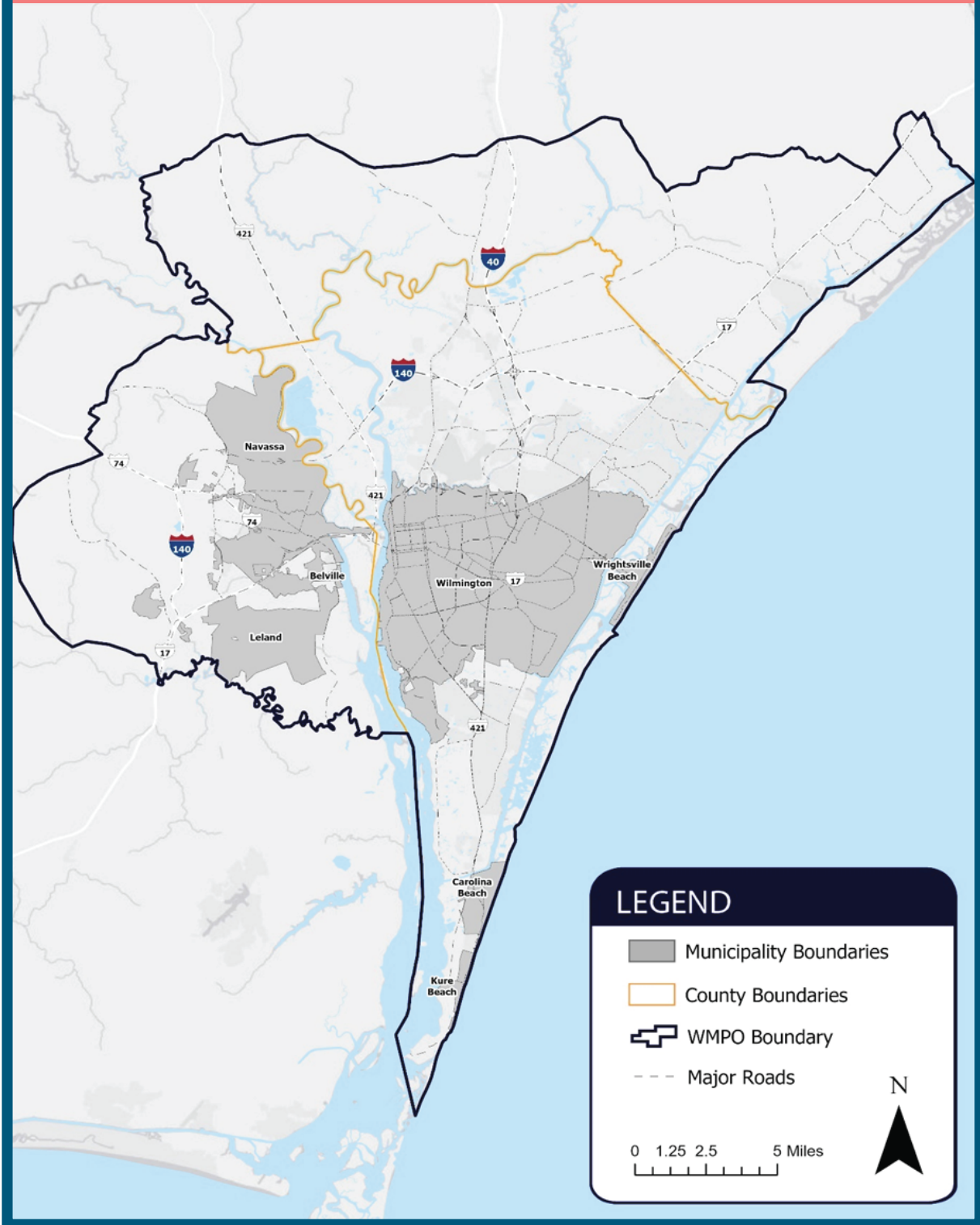
Economic Trends

Similar to population, the economy in the Greater Wilmington Area has grown significantly in recent years. Some industries that contain the largest number of employees in the region include Education and Health Services, Professional and Business Services, Public Administration, Information, Trade and Transportation and Utilities, Manufacturing, and Finance. The Median household income in the WMPO is \$53,317 with a per capita income of \$30,519. The median value of residential property is \$239,600. The median property value of owner-occupied residential property is \$204,366. There are 11,170 employer establishments in Brunswick, New Hanover, and Pender counties. Most residents of the region commute to work in a single occupancy vehicle with an average commute time of 24 minutes. Below is a breakdown of Census data by county.

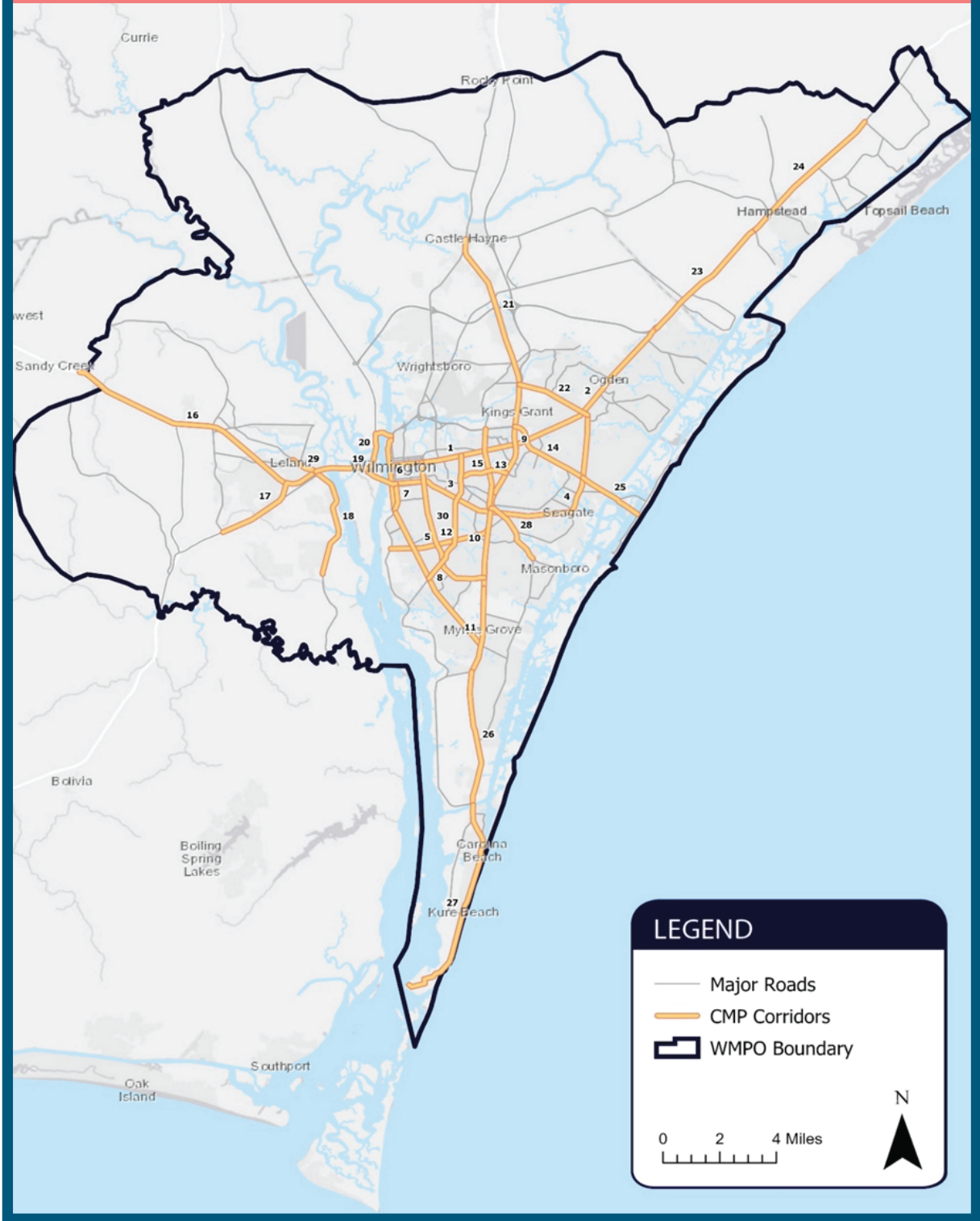
COVID-19 has had a clear affect on economic trends. Teleworking increased drastically in response to the COVID-19 pandemic which contributed to the overall decrease in vehicular traffic by 35% between May and June 2020 in the WMPO region. Prior to COVID-19, a reported 25% of WMPO Area residents telecommuted at least one day a week. After stay-at-home orders were instated, that number increased to 69%. There is a major opportunity to sustain the decreased roadway congestion through teleworking and alternative work schedule practices even after the COVID-19 pandemic.

Census Data by County based off 2018 American Community Survey (ACS) Data				
County	Median Age	Household Growth between 2010 and 2018	Number of Employees as of 2018	Employee Growth Between 2010 and 2018
New Hanover	38.7	4.39%	107,3692	1.4%
Pender	42.6	5.96%	24,768	4.53%
Brunswick	51.9	3.66%	48,982	5.07%

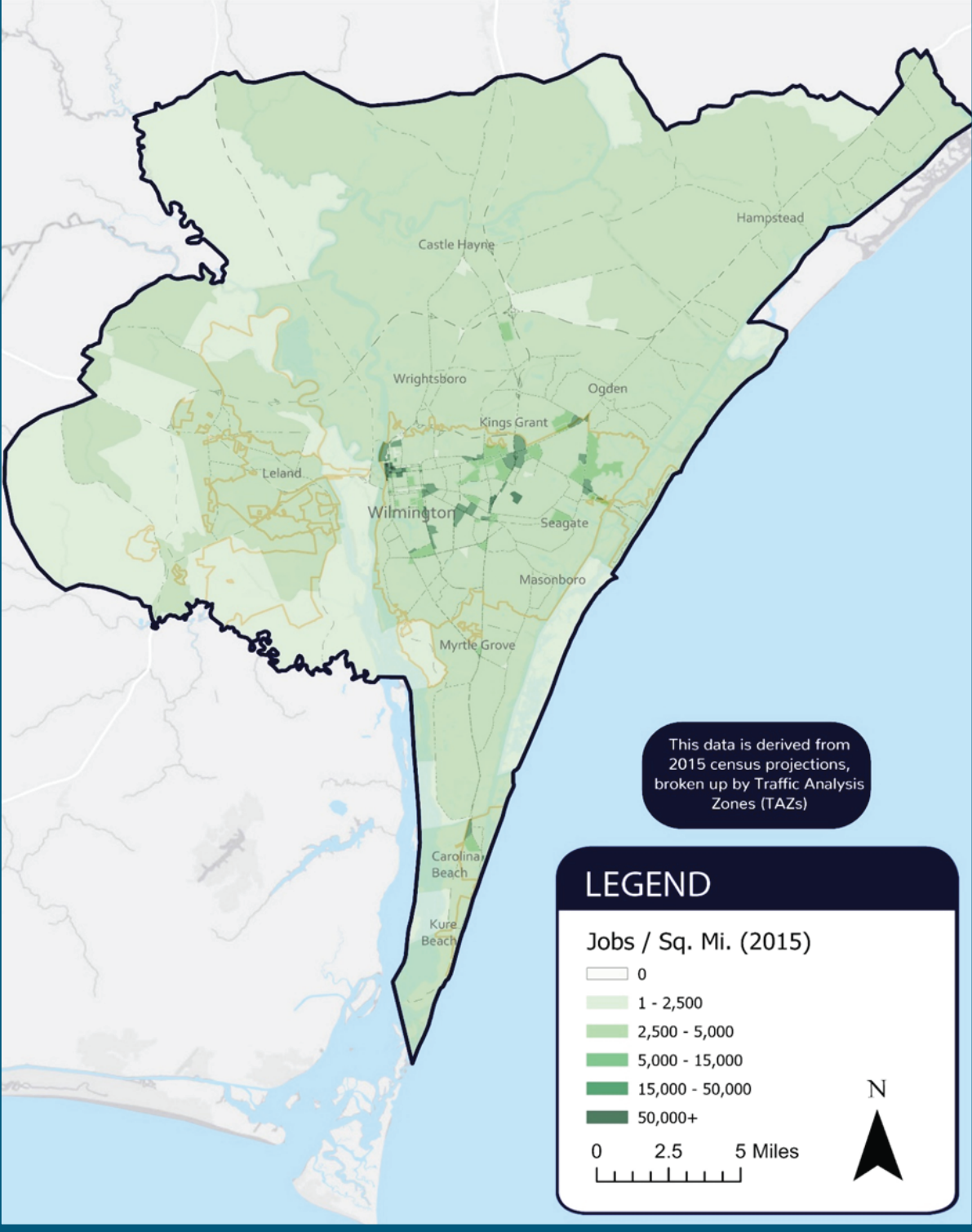
WMPO PLANNING BOUNDARY



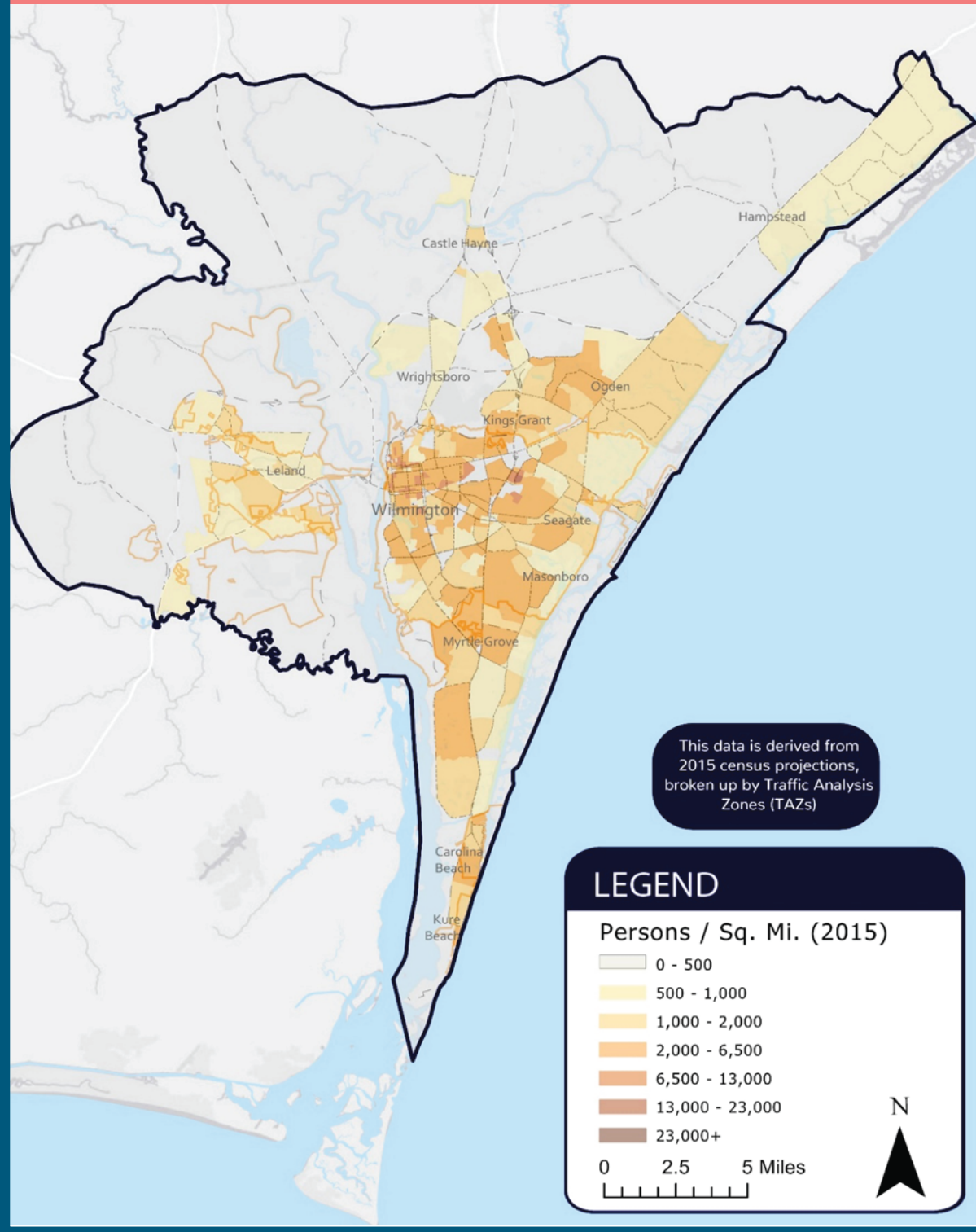
WMPO ARTERIAL ROADWAYS



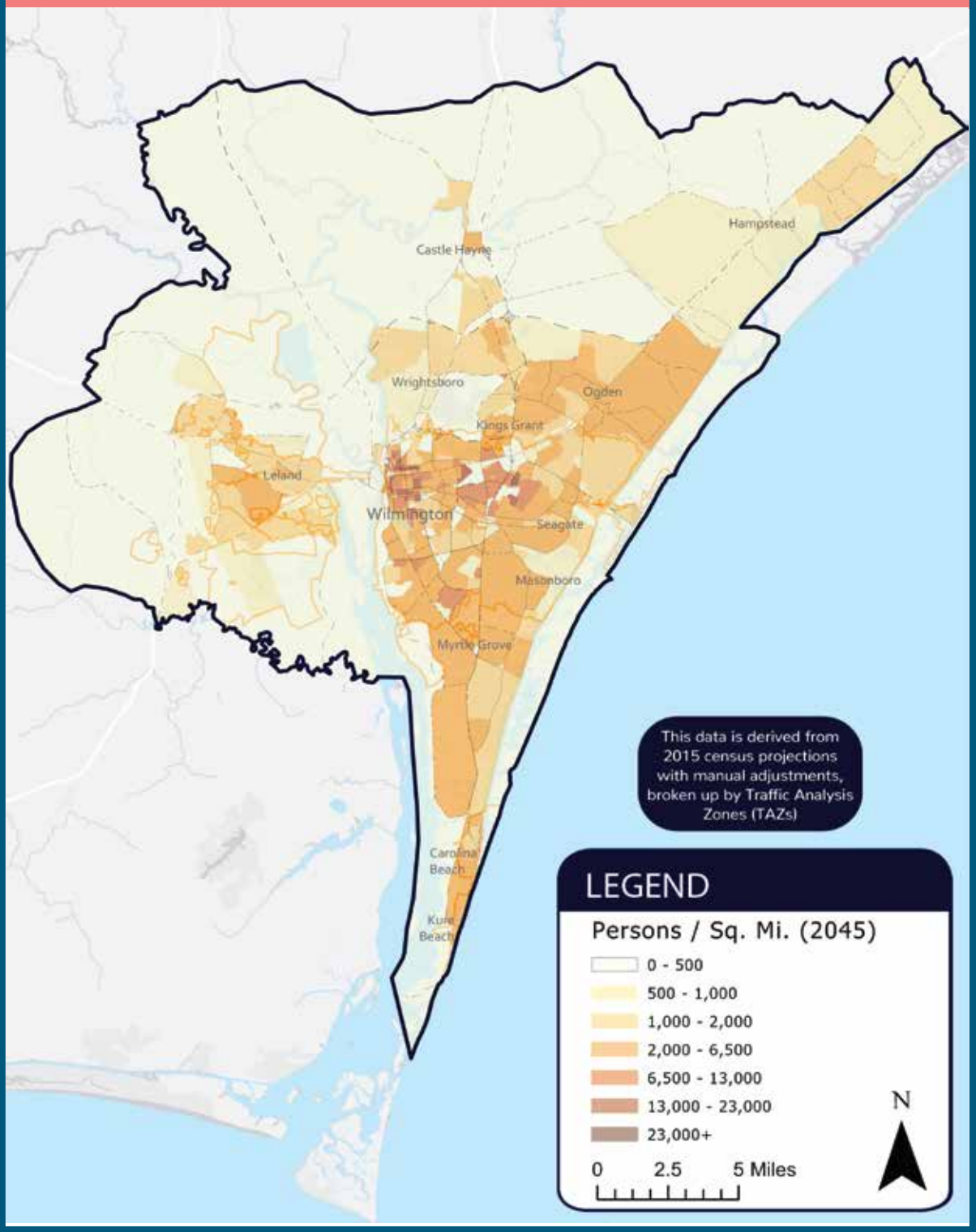
WMPO AREA JOB LOCATION



WMPO POPULATION DENSITY 2015



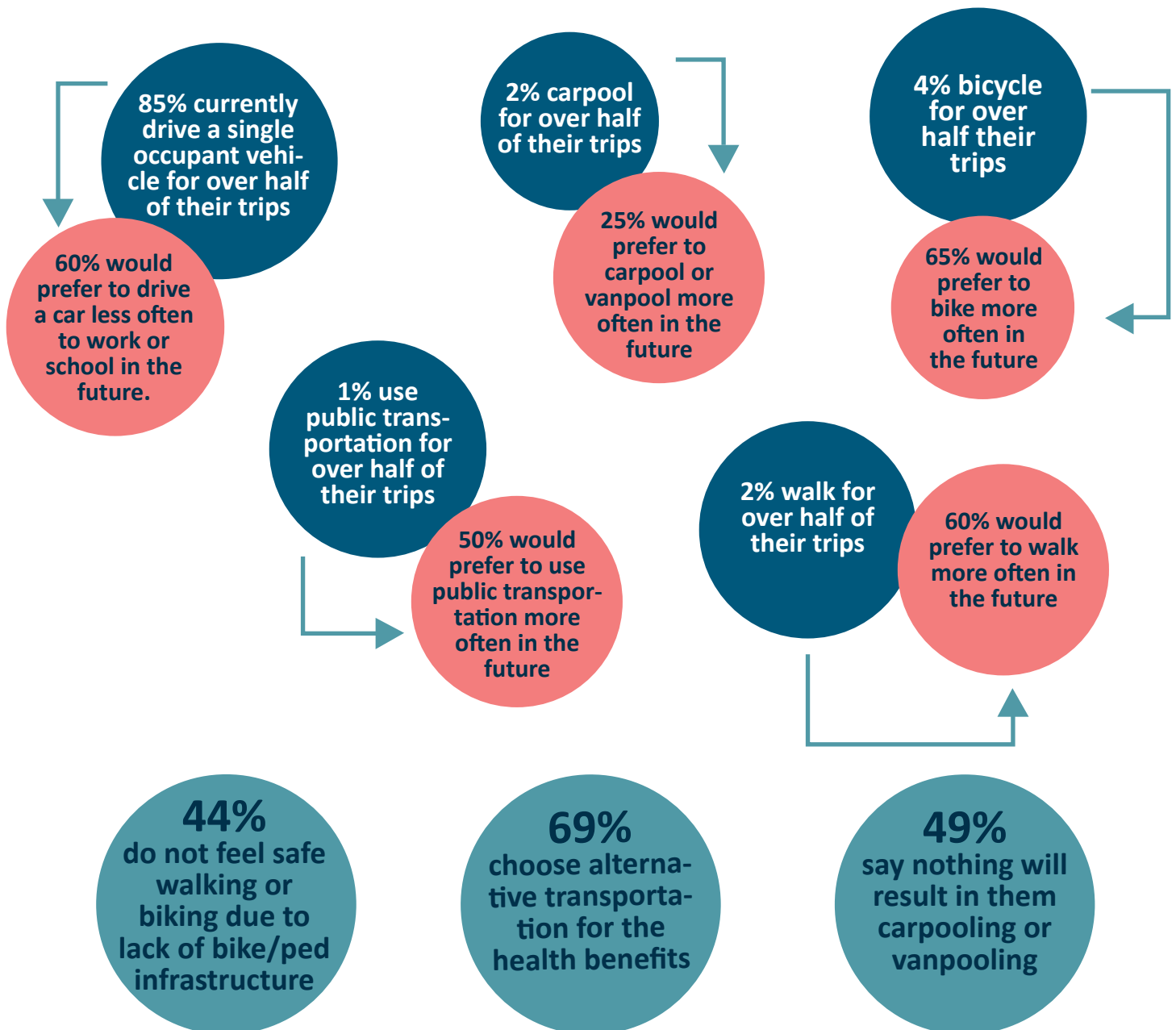
WMPO POPULATION DENSITY 2045 PROJECTION





Local Trends

Survey results from *Cape Fear Moving Forward 2045* and *Cape Fear Change Motion 2020* public surveys indicate current transportation trends of WMPO Area residents. Questions about multimodal transportation use and reasoning for participating or not participating in alternative transportation prompted respondents to express their current and desired future transportation habits. Some of the results of the survey include:



National Trends and Measuring Miles Traveled

Nationally, travel behavior is undergoing a period of significant change in the United States. While Americans are still heavily dependent on the personal automobiles for mobility, changes in technology, demographics, economics, and attitudes about other forms of transportation are transforming how mobility is attained. These trends are reshaping how we think about transportation policy and planning. The COVID-19 pandemic has also forced us to re-think how and if we commute to work. Telecommuting increased drastically during 2020 and showed us how traffic can be greatly reduced during traditional morning and evening commute times. With TDM's primary goal of reducing single occupancy vehicles, it is important- yet challenging- to collect data on how and how often people are going places.

There are two main ways to measure movement of individuals. Vehicle Miles Traveled (VMT) shows the movement of an individual vehicle from one place to another and is calculated as the total annual miles of vehicle travel divided by the population. These calculations are only performed by the Federal Highway Administration (FHWA) every several years. Based off the data published by the FHWA in February 2013, the WMPO Urban Area had a VMT of 23 miles per person. While the data is robust, it is not without its limitations. There are only 4,000 automatic traffic recorders on public roadways throughout all 50 states, primarily on major highways.

The WMPO calculations may be more accurate than other areas, however, as there is little to no through-state traffic which does skew data. VMT levels are lower in communities that are more walkable, densely populated, and have strong public transportation. Personal Miles Traveled (PMT) measures the number of miles traveled by each person on a trip and includes motorized and non-motorized modes including high occupancy vehicles, public transit, biking, walking, and more. Accurate measurements of PMT can be challenging, often requiring large scale surveys and travel diaries. However, smartphone technology has the potential for gauging PMT with more accuracy and sampling. Modal split specifies which mode of transportation people use to make trips such as a personal vehicle, rail, bus, biking, or walking. The American Community Survey (ACS) shows an increase in public transit, bicycling, and walking to varying degrees in different regions of the United states. New and emerging modes will also change how people decide to get around in the future. Technologies like carsharing, bike and scooter sharing, and light rail may make a great impact on the transportation landscape of many U.S. cities. Future technologies like Autonomous Vehicles are certain to have a profound influence on travel behavior that could be both positive and negative.

VMT= Shows movement of an individual vehicle

PMT= Shows movement of a person regardless of transportation method



Three steps were taken when creating *Cape Fear Change in Motion 2020*.

1. Convening the Go Coast Committee

The Go Coast Committee plays an integral role in TDM planning and programming. As municipal planners, and representatives of major employers and community stakeholders, the Go Coast Committee members provide valuable input on Go Coast's goals, objectives, and performance metrics.

2. Review of Data and Community Surveys

Recent population growth and projections for the future show that current roadways will not be able to handle the increase in single occupancy vehicles without a drastic increase in commute times. While the Congestion Management Process (CMP), Metropolitan Transportation Improvement Program (MTIP) and Statewide Transportation Improvement Program (STIP) are federally mandated, living documents that list upcoming transportation projects and monitor high trafficked areas, it is important to have local priorities and strategies that attempt to mediate traffic without projects that expand roadways. Information gathered from the *Cape Fear Moving Forward 2045* Transportation Survey showed a desire for increased bicycle and pedestrian infrastructure and resources, more opportunities to use public transportation and carpool.

3. Public Input

In June 2020, Go Coast released an online survey that remained open through August. Over 250 WMPO Area residents completed the twenty-eight question survey that prompted respondents to provide their preference on how alternative transportation can be used in the future and what strategies should be prioritized by Go Coast over the next five years. The draft of this plan was also available at www.gocoastnc.org for additional public comment.

4. Prioritizing Strategies

As the TDM Short-Range Plan is updated every five years with the MTP, the Go Coast Committee concurred to correlate *Cape Fear Change in Motion 2020* with the short-range TDM strategies that were provided in the TDM section of the MTP. Each of these strategies are viable opportunities to increase WMPO residents' use of alternative transportation. These strategies were determined the best methods to reduce VMT in the next one to five years. Each strategy was then given a score between one and three in the categories of ease of implementation, cost, existing conditions, demand, impact on VMT, and impact on traffic,. Strategies that received a 11 or higher were deemed primary, while strategies receiving a score below 11 were deemed secondary. Scores were given by the Co Coast Committee members.



Section Three

Strategies

Cape Fear Change in Motion 2020 has been designed to guide the approach and implementation of TDM strategies that may be implemented in one to five years. It consists of a list of seven strategies that should be followed to mitigate traffic congestion, diversify transportation modes, and lay groundwork to create a culture change for how WMPO area residents think about transportation and commuting. This work plan should be reviewed annually to evaluate current statuses and provide any additional information or make changes.

Each strategy includes the following:

- Description
- Entities responsible for Implementation
- Existing conditions: the current activity or inactivity of the strategy
- Benefits
- Costs
- Potential for Application: how the strategy could impact the WMPO Area
- Strategy Implementation: what needs to be done to put the strategy into practice
- Challenges
- Performance Metrics: how to determine

Strategies

- Alternative Work Schedules
- Bike Share Program
- Carpool and Vanpool
- Consulting for Telecommuting Opportunities
- Fostering a Bicycle and Pedestrian Friendly Culture
- Improved TDM-Focused Collaboration
- Personalized Commuter Plans



Strategy One - Alternative Work Schedules

Description: Alternative Work Schedules include a variety of work scheduling options including telecommuting, flextime, compressed work week, and staggered shifts. This strategy assumes a traditional workday of 8:00 am – 5:00 pm for a total of 40 hours a week.

- Telecommuting is a work-from-home option. This would require obtaining all the technological equipment required to perform work duties from the home of the employees.
- Flextime allows employees some flexibility in their daily work schedules. This would follow a 5-day work week but would allow employees to work 7:00 – 4:00 or 9:00 – 6:00 rather than a typical 8:00 – 5:00 schedule.
- Compressed work week allows employees to work fewer, but longer days. Common examples are a 4 x 10 schedule (working four 10-hour days and having the 5th day off) or a 9 x 9 schedule (working nine 9-hour days and having the 10th day off).
- Staggered shifts reduce the number of employees arriving and leaving a worksite at the same time by staggering the work schedule. For example, some shifts may be from 7:00 – 4:00, others 8:00 – 5:00, and others 9:00 – 6:00.

Entities Responsible for Implementation: The TDM Coordinator and Employers.

Existing Conditions: There is no complete inventory of WMPO region employers who practice alternative work schedules and/or have an official alternative work schedule policy.

Benefits:

- Can reduce individual commuting trips by 20% or more
- Increased employee job satisfaction, productivity, and morale
- Effective employee recruitment and retention tool
- Potentially longer hours of customer service for businesses
- Mitigates traffic congestion on the roadway during peak commute times

Costs: WMPO staff time to deploy this strategy. Marketing materials.

Potential for Application: This strategy is driven primarily through education, outreach, and promotion. The WMPO's role will include communicating with area employers, determining if there are opportunities for alternative work schedules, assisting with the development of an alternative work schedule policy, and promoting and implementing the policy to current and new employees. The WMPO can also promote this strategy through public awareness and other campaigns.

Strategy Implementation: The Alternative Work Schedule strategy should be bundled with other TDM tools presented to area employers. While discussing opportunities for carpooling/vanpooling and promoting bicycle and pedestrian infrastructure and park & ride lots, the TDM Coordinator should be discussing alternative work schedule opportunities with local business owners as well as major employers. Opportunities may lie with the local Chambers of Commerce to coordinate with the business community to help promote alternative work schedules and identify opportunities and constraints. Formal alternative work schedule policies should be developed/updated for suitable businesses.

These policies should specifically address which job categories are suitable, what is required of employees who qualify, what criteria are to be used to evaluate the performance of employees on alternative schedules, how employee schedules are determined and what is required to change schedules, periodic review of the arrangement, and model contracts and forms for establishing and tracking alternative work schedules.

Challenges:

- The use of alternative work schedules can discourage carpooling, vanpooling, and public transportation.
- Some supervisors could be uncomfortable with an atypical work schedule.
- Gathering accurate data on the number of employees using an alternative work schedule

Performance Metrics:

1. Number of employers that offer an alternative work schedule
2. Number of employees participating in an alternative work schedule
3. Number of employers who implement an official alternative work schedule policy
4. Alternative work schedule promotion
 - a. Number of PSA's developed, public surveys completed, meetings and communications with employers



Strategy Two - Bike Share

Description: Bike share is a service in which bicycles are made available for individuals to rent on a very short-term basis. One can pay by the hour to use a bicycle as needed then return the bicycle to any designated location. There are a variety of bike share program styles. A “free roaming” program does not require the user to return the bicycle to a specific location when the ride has ended. A “station-based” program requires the user to return the bicycle to a specific location at the end of the trip. Some programs have physical kiosks where a user pays for and checks out a bicycle, while others work through a smartphone application. A bike share vendor would provide the host municipality with a turn-key program, overseeing the even distribution of bicycles across the area, maintenance, marketing, customer service, and more.

Entities Responsible for Implementation: The TDM Coordinator, Municipalities, Vendor, Employers.

Existing Conditions: UNC Wilmington implemented a bike share program in November of 2016. More information on the program “Hawk Wheels” can be found at uncw.edu/transportation/bike-share. The program existed from November 2016 to July of 2020 when the current vendor pulled service due to financial difficulties due to COVID-19. Multiple locations throughout City of Wilmington have been identified as possible bike share station locations for a future program.

Benefits:

- Increases the flexibility during the workday for alternative mode commuters
- Lowers air pollution and greenhouse gas emission from cars
- Reduces peak hour congestion
- Mitigates congestion throughout the day, specifically in urban cores
- Adds character to a city
- Will provide green jobs or a green business opportunity
- Popular among millennials and tourists
- Introduces citizens to other forms of shared mobility like carpool, vanpool, and transit
- Supports the City of Wilmington’s 2017-2020 Strategic Plan areas of focus of support efficient transportation systems, foster a prosperous and thriving economy, and promote culture, arts, and public spaces
- Provides an opportunity for exercise

Costs:

- As much as several thousand dollars annually (if sponsorship is not feasible or is unsuccessful)
- Additional startup costs like bike racks and/or kiosks

Potential for Application: Although not as large as major cities with successful bike share programs, Wilmington’s population density makes it a viable location for a bike share system. Bike share can conveniently connect many areas of the city and outlying towns that are in proximity to one another. The opportunity to implement a bike share program should be explored to consider downtown Wilmington and at strategic locations across the City of Wilmington such as Mayfaire, University area, parks, schools, and shopping centers. Routes would be identified using facilities like the River to Sea Bikeway and Cross-City Trail.

Strategy Implementation: The City of Wilmington is the only member jurisdiction that has shown interest in implementing a bike share program. To streamline the process, the WMPO should release a Request For Proposal (RFP) on behalf of all member jurisdictions and review responses with a committee.

Challenges:

- Much of the WMPO region is only bikeable in pockets. Examples: downtown Wilmington, University Area, Wrightsville Beach, Pleasure Island, and small areas of Brunswick County are bikeable in their own right but have little to no bikeable connection between areas.
- Challenges in funding a bike share program.

Performance Metrics:

1. Congestion Management
 - a. Bicycle CMP corridor counts per capita from bike share system rides in the WMPO area within a two-year time frame.
2. Number of bike share programs in the WMPO area
3. Number of daily, weekly, and monthly bike share trips
4. Revenue generated from individual trips and membership fees. If a member jurisdiction implements a bike share program with an annual cost, percent of cost recovered from ridership can determine sustainability of the program.
5. Bike share public promotions
 - a. Number of PSA’s developed, and public surveys completed
 - b. Number of community events where bike share is promoted



Strategy Three - Carpool & Vanpool

Description: Carpooling is a strategy that creates opportunities for people to share a vehicle during regularly scheduled commutes, primarily to and from work, but can also be used for other commutes like to the grocery store and other single-destination trips. This saves on fuel costs, saves time, and reduces the stress of driving. Vanpooling offers the same benefit as carpooling, but on a larger scale that requires more organization and often, longer distances. Carpool participants will use their own vehicle or ride in a vehicle owned by the other participant. Vanpooling can require the cooperation of various partners to support programs. Often offered by a local transit agency or large employer, the van is not owned by any of the participants in the vanpool but is driven by a few designated people.

Entities Responsible for Implementation: The TDM Coordinator, Employers, Wave Transit

Existing Conditions: Wave Transit’s vanpool program “Wave Pool” is currently offered in the Cape Fear Region. Wave Pool allows people to share a ride to work provided they live and work within reasonable proximity of each other as well as have similar work schedules. For a vanpool, Wave Transit provides the vehicle and participants pay a monthly fee for service. Vanpools require five members to be considered. Wave Transit currently owns two passenger vans for this service, one of which is operated daily for commuting purposes. Carpool matching is currently offered through Share the Ride NC, an online ride-share platform offered by NCDOT’s Statewide TDM Program. Share the Ride NC requires users to log each trip to accurately collect carpool data.

Benefits:

- Mitigates traffic congestion
- Reduces commuting costs
- Reduces demand for parking
- Reduces stress for driving in traffic
- Allows passengers to do other work, socialize, or relax during their commute

Costs:

Carpool has no startup costs and users do not pay into the system as vehicles used are personal property. Costs can include marketing materials and the WMPO's cost share to use the NCDOT provided carpool matching system Share the Ride NC. Additional costs for users of Share the Ride NC may be "emergency ride home" reimbursement.

Vanpool, which has a monetary cost as it uses a business vehicle, may require the user to pay into the system but may be completely covered or partially subsidized by the employer. Wave Transit's Wave Pool program charges \$.42 per mile and covers the cost of fuel, insurance, maintenance, and capital expenditures.

Potential for Application: For Carpool, there can be a heavy marketing campaign placed on Share the Ride NC, the ride matching platform provided by the NCDOT. The three current park and ride lots located at the Lowes Foods at Brunswick Forest, Leland Town Hall, and the Food Lion on Mt. Misery Road, should be shared with major employers in the region. An Emergency Ride Home program should be established for carpoolers to have a way home immediately if they must leave work due to unforeseen circumstances.

The Wave Pool program offered by the Cape Fear Public Transportation Authority (Wave) can be utilized by employers in the region. An employer can either fully subsidize Wave Pool for employees, split the cost with participants, or ask the participants to fund the Wave Pool.

Strategy Implementation: Until January 2020, Share the Ride NC was only available on a desktop. Now accessible on mobile devices through a smartphone app, this platform can be more confidently endorsed by Go Coast. The Share the Ride NC platform can be promoted on the Go Coast website, within organizations represented on the Go Coast Committee, on social media, and during events held throughout the year. Wave Pool currently has three available vehicles for use. Large employers such as GE, PPD, Live Oak Bank, and NHRMC should be regularly informed about the Wave Pool program. Go Coast can collaborate in communication with major employees to gauge an interest in employees using a vanpool for long distance commuting.

Challenges:

- Carpooling limits flexibility for arriving to and leaving work, as well as the ability to leave during the day for an errand or appointment.
- People love their cars and may not wish to share their commute with a colleague

Performance Metrics:

1. Number of people enrolled in Share the Ride NC
2. Number of vanpools running
3. Number of people participating in each vanpool



Strategy Four - Consulting for Telecommuting Opportunities

Description: The Consulting Services for Telecommuting Opportunities is an optional preliminary step toward developing and implementing an alternative work schedule for an organization. This TDM strategy was generated from the State of Maryland’s Teleworking Partnership with Employers (TPE) service. This strategy will offer professional telecommuting consulting services to employers looking to start or expand the organization’s telecommute program. National Highway Traffic Safety Administration data estimates that the current work-from-home activity saves an approximately 18 million gallons of gasoline each day. Through telecommuting in response to the COVID-19 pandemic, the Wilmington Urban Area has seen an overall decrease in traffic by 35%, and an increase in telecommuting by double.

Entities Responsible for Implementation: The TDM Coordinator and Employers

Existing Conditions: There is currently no official consulting service for businesses for telecommuting opportunities in the WMPO Area by Go Coast. There is no inventory of WMPO Area employers who offer telecommuting part-time or full-time to employees.

Benefits:

- Provides assistance to businesses hesitant or unsure how to implement a telecommuting option for employees
- Free to business with no obligation
- Improved employee satisfaction, increased retention, reduced office space costs
- Reduction in the need for parking infrastructure

Costs:

Consulting has no startup or overhead costs. Costs can include marketing materials and WMPO staff time.

Potential for Application: The WMPO TDM Coordinator can act as a consultant for this strategy. As the employers provides information about the employees and the business, the TDM Coordinator can advise on any adoptable telecommuting strategies or policies. Pertinent information can include employer’s industry, employee commute time, workforce access to telecommuting technology like mobile computers and VPN networks, and more.

Strategy Implementation: This service can first be offered to members of the Go Coast Committee. The committee can advise the TDM Coordinator on all the pertinent information to perform an analysis necessary to consult an employer. Collaboration can also take place with the Chamber of Commerce and direct contact with the region’s largest employers. The COVID-19 pandemic has shed light on the feasibility of employers offering telecommuting to full-time employee’s multiple days a week. Results from a national Gallup poll revealed that from March to April 2020, telecommuting increased from 31% to 62% in response to the pandemic. Surveys completed by WMPO area residents and commuters shows a similar pattern in that before COVID-19, 28% of employees telecommuted one or more days per week. During COVID-19, that number increased to 69%. The COVID-19 pandemic should be used as a case study to demonstrate to employers how their continued participation in telecommuting will positively impact traffic congestion in the Wilmington Urban Area.

Challenges:

- This program would start from scratch. Consulting would only be done by the TDM Coordinator without help from consulting agencies
- Company or business leaders may be wary of allowing employees to work from home or develop an official policy. This may not be a priority for business/company leaders and be difficult to schedule discussions with managers and decision makers
- Human resources policies may need updating
- Employers who recently invested money into workplace facilities

Performance Metrics:

1. Number of employers who apply for telecommuting assistance
2. Number of employers who implement a telecommuting policy
3. Number of employees who telecommute
4. Calculated VMT reduction from employees telecommuting



Strategy Five - Fostering a Bicycle and Pedestrian Friendly Culture

Description: Four of the WMPO member jurisdictions are, in theory, bikeable and walkable communities: Wilmington, Wrightsville Beach, Carolina Beach, and Kure Beach. These municipalities are densely populated, have a fair amount of bicycle and pedestrian infrastructure, and are coastal communities that rely heavily on tourism and beach goers who wish to explore the area by biking or walking while on vacation. Additionally, the large student population from UNC Wilmington and Cape Fear Community College increases the number of bicyclist and pedestrians along major corridors. Several lower-income residents use a bicycle as a main source of transportation, and the significant population of retired citizens who have relocated to Wilmington add to the number of those who walk and bike for exercise or leisure. A majority of the members of the local cycling groups Cape Fear Cyclists and Cape Fear SORBA (southern off-road bicycling association) are retirees; and over 70% of participants in the annual River to Sea Bike Ride are over the age of 50. According to the North Carolina Department of Transportation's Traffic Crash Facts, the Wilmington Area is ranked as one of the most dangerous regions in North Carolina for bicyclists and pedestrians. In 2017 in Wilmington's city limits alone, there were 74 pedestrian crashes, 6 of which were fatal, and 56 bicycle crashes, 5 of which were fatal. Over the past 10 years, the WMPO region has made strides in increasing its bicycle and pedestrian infrastructure. The completion of the Gary Shell Cross City Trail and other greenways as well as the myriad of projects from the 2014 City of Wilmington Transportation Bond has made walking and biking throughout the area more possible each year. This strategy supports Go Coast's bicycle and pedestrian safety initiatives and programs, events, and public campaigns to decrease bicycle and pedestrian crashes and fatalities in the WMPO region.

Entities Responsible for Implementation: The TDM Coordinator, WMPO Member Jurisdictions, Go Coast Committee, Employers, NCDOT

Existing Conditions: In 2019, Go Coast created “Be A Looker”, a marketing campaign with the goals to promote bicycling and walking as legitimate modes of transportation and educating citizens on rules of the road for driving, walking, and biking. Wilmington and New Hanover County have also participated in NCDOT’s Watch for Me NC program that aims to reduce pedestrian and bicycle injuries and fatalities through a comprehensive, strategic approach of public education, community engagement, and high visibility law enforcement. The TDM Coordinator plans the annual River to Sea Bike Ride and coordinates with schools and employers for bike to school day and bike to work week and collects local ridership data from annual Bike Month participants for National Bike Month each May. Because Wilmington is the host agency for the WMPO and since Wilmington is the largest member jurisdiction within the WMPO, the city of Wilmington currently receives more attention than other areas for this strategy. Steps should be taken to address bicycle and pedestrian safety in every area of the WMPO.

Benefits:

- Reduces injuries and deaths
- Gives WMPO residents more confidence and reason to walk or bike as a means of transportation
- Gathers data for biking and walking habits of WMPO Area commuters
- Supports the City of Wilmington’s 2017-2020 Strategic Plan areas of focus of create a safe place, support efficient transportation systems, foster a prosperous and thriving economy, and promote culture, arts, and public spaces.
- Continues community traditions and provides educational opportunities

Costs:

- Materials for marketing and advertising
- Costs for events

Potential for Application: Go Coast currently plays an active role in fostering a bicycle and pedestrian friendly culture. Programs like “Be A Looker” and Watch for Me NC should continue annually or semi-annually. The Go Coast Committee is a great tool to reach community members for education and event promotion. With each campaign, program, event, or initiative, several marketing strategies should be considered to reach the widest audience possible.

Strategy Implementation: Go Coast should create and maintain relationships with agencies like fire departments, police departments, Parks and Recreation departments, and public schools, and regional employers to educate citizens through events, email, and social media, as well as municipal communications departments to spread safety and educational messages through regular media outlets. Greenways in the area should be heavily promoted as a safer alternative to sharing the roadway with motor vehicles. The TDM Coordinator should work with local member jurisdictions to assist with the Transportation Alternative Set Aside Direct Attributable (TASA-DA) and Surface Transportation Block Grant Program-Direct Attributable (STBGP-DA) applications.

Challenges:

- Reaching a majority of WMPO Area residents.
- Adequately educating citizens.
- Speeding and distracted driving
- Lack of bicycle and pedestrian infrastructure

Performance Metrics:

1. Decrease in bicycle and pedestrian injuries and deaths over a two to five-year period compared to 2015-2020 data
2. Number of bicycle events in the WMPO region
3. Number of bicycle safety or education events hosted by the WMPO member jurisdictions, TDM Coordinator, or NCDOT
4. Number of press releases, marketing activity, community surveys completed
5. Number of participants, miles ridden trips taken, during Bike Month
6. Number of participants in the Annual River to Sea Bike Ride
7. TASA and STBGP applications submitted



Strategy Six - Improved TDM-Focused Collaboration

Description: The TDM Coordinator is responsible for the success of the TDM Program by carrying out the Short-Range TDM Plan and the annual Statewide TDM Scorecard provided by the NCDOT. Specific job duties include developing park and ride lots, promoting carpooling and van-pooling, work with regional employers to establish alternative work schedules, and improve and promote existing bicycle and pedestrian infrastructure. This strategy adds three additional components of the TDM Coordinator position for opportunities specific to the WMPO region.

1. Improved collaboration among WMPO Staff

Federal Highway Administration tasks each MPO with undertaking a Continuing, Comprehensive, and Cooperative (3C) approach to the planning process. By improving cooperation with WMPO and member jurisdiction planning staff that review local development during the “conceptual review phase”, the TDM Coordinator may further TDM progress by advocating for and providing recommendations on improved transit, bicycle and pedestrian infrastructure, and other alternative transportation opportunities for future developments.

2. Serve on Wave Transit advisory committee

The Cape Fear Public Transportation Authority, also known as Wave Transit, is the public transportation provider in the WMPO Area. Being a very impactful WMPO and TDM partner, WMPO staff has served on both the Wave Planning and Operations Advisory Committee and Wave Connect Advisory Committee, and Wave Transit staff serves on the Go Coast Committee. This strategy recommends adding the TDM Coordinator as a permanent member on a standing Wave Transit committee.

3. Aid member jurisdictions in developing TDM-oriented ordinance

The TDM Coordinator should be available to WMPO Member Jurisdictions to assist in developing ordinances and code pertaining to TDM. This has already been demonstrated through the TDM Coordinator’s assistance with the WMPO Bicycle and Pedestrian Advisory Committee’s development of the Bicycle Parking Model Ordinance approved by the Board in 2018 and Electric Bicycle Model Ordinance approved by the Board in 2020.

Entities Responsible for Implementation: TDM Coordinator, Wave Transit, Member Jurisdictions

Existing Conditions:

1. Improved collaboration among WMPO Staff

The WMPO participates in four Technical Review Committees (TRC) throughout the region: City of Wilmington, Pender County, New Hanover County and Town of Leland; and provides on-demand services to the other member jurisdictions. WMPO staff on the TRC review development proposals to evaluate their impact on the local street network. While bicycle and pedestrian infrastructure are occasionally considered during these development reviews, there is no TDM expert to provide recommendation for other alternate mode use opportunities.

2. Serve on Wave Transit advisory committee

The Wave Transit Board was dissolved in February 2020 and as of November 2020 has yet to be replaced by permanent members. With the dissolution of the Board so came the elimination of established committees. At the present time, there is no Planning and Operations Committee. A revised, permanent Board is to assemble and be in place in early 2021.

3. Aid member jurisdictions in developing TDM-oriented ordinance

As part of the WMPO, the TDM Coordinator is available to any member jurisdiction for collaboration and a resource for TDM expertise.

Benefits:

- Increases relationships among transportation planners and services to strengthen TDM reach
- Increase applied TDM strategies and alternate mode use
- Provide opportunities to proactively implement TDM strategies within new development

Costs:

- Additional time requirement by WMPO staff

Potential for Application: The TDM Coordinator should establish regular meetings with WMPO Transportation Technical staff to review development proposals through a TDM approach. Although only local ordinance can obligate developers to meet required regulations and technical standards, the ability to offer recommendations to include and embrace multi-modal transportation is a step in the right direction to prioritizing TDM efforts. If member jurisdictions are finding that alternative transportation-related ordinances would be beneficial, the TDM Coordinator may assist in creating policy. The TDM Coordinator should communicate with Wave Transit staff to express interested in joining a standing advisory committee when a committee is reestablished.

Strategy Implementation: Maintain relationship and continued collaboration with the WMPO Transportation Technical staff members and provide practical TDM-focused recommendations to development proposals that come before the TRC and in other review requested by member jurisdictions. Coordinate with Wave Transit staff to request to be included on a re-formed advisory committee to provide consistent and formal input from a TDM perspective. Coordinate with Technical Coordinating Committee (TCC) members to be an accessible resource for TDM-oriented ordinance development; additionally, work with the WMPO Bicycle and Pedestrian Advisory Committee for assistance in writing model ordinances for the WMPO region.

Challenges:

- Addition of TDM Coordinator duties with the same amount of TDM Staff

Performance Metrics:

1. Number of official recommendations provided by the TDM Coordinator on proposed development
2. Number of TDM-oriented policies that are created and adopted by the WMPO Board
3. Number of Wave Transit committee meetings attended by the TDM Coordinator.



Strategy Seven - Personalized Commuter Plans

Description: A personalized commuter plan is a strategy catered to an individual to show them ways in which they can utilize TDM strategies in their day-to-day transportations. These plans will consider the locations of an individual’s home, work, and frequented locations such as the gym, park, grocery store, or shopping center, and demonstrate opportunities to reduce single occupancy vehicle traffic by carpooling/vanpooling, biking, walking, or taking transit.

Entities Responsible for Implementation: TDM Coordinator, Individuals

Existing Conditions: The Personalized Commuter Plan service was created by the TDM Coordinator and the Go Coast Committee in 2019. This service is currently promoted on the Go Coast website.

Benefits:

- Guidance to individuals on how to use TDM efforts
- Promotion of bicycle and pedestrian infrastructure
- Promotion of public transit routes and timetables
- Potential for carpool matching

Costs:

- Staff time required to develop individual commuter plans.

Potential for Application: Inquiring about receiving a personalized commuter plan will be an option directly on the newly created Go Coast website. By answering a few questions about the individual’s destinations, habits, goals, and abilities, the TDM Coordinator can help create a plan for changing commuting habits as little or often as the individual wishes.

Strategy Implementation: This service will be offered so anyone working or living in the WMPO planning boundary. Pertinent and confidential information will be required by the individuals such as addresses of work and home. First promoted to affiliates of the organizations represented on the Go Coast Committee, then promoted to the public through emails and social media.

Challenges:

- Marketing Personalized Commuter Plans to individuals
- Collecting personal information like home and work address

Performance Metrics:

1. Number of completed personalized commuter plans
2. Number of individuals who utilize personalized commuter plans for commuting purposes to reduce trips in an SOV



Section Four

Strategies Scorecard

Scorecard Overview

The Strategies Scorecard rates each strategy based on six categories that rank the strategy's feasibility and impact. Each strategy was given a score from 0 to 3 for each category; zero being low and 3 being high (except for the "cost" category. Considerations in each category were provided to help the Go Coast committee to assign a ranking for each.

Scorecard Considerations

1. *Ease of Implementation*

- How easy/difficult is it for this strategy to be implemented by/through major employers member jurisdictions, and other partners?
- Consider Go Coast's reach and relationships with each of these agencies and individuals

2. *Cost*

- What is the monetary cost for this strategy? Including marketing, equipment, professional services, and more. Monetary costs should have a greater impact on lowering the score than staff-time costs.
- What is the staff time cost for this strategy? Staff time costs should have less of an impact on lowering the score
- When providing a score from 0 to 3 in the "cost" category, 3 should mean little to no cost and 0 should mean high cost.

3. *Existing Conditions*

- What programs, policies, and initiatives are already in place that support this strategy?
- How influential are these programs, policies, and initiatives?

4. *Demand*

- Is there a need or desire for this strategy?
- Consider a partner's perception of the need, the community's perception of need, partner's benefit for strategy support, community safety, etc.

5. *Impact on VMT* (Benefit)

- Will this strategy decrease Vehicle Miles Traveled if properly utilized by partners and individuals?

6. *Impact on Traffic* (Benefit)

- Will this strategy decrease traffic congestion if properly utilized by partners and individuals?

Scorecard

Strategy	Ease of Implementation	Cost	Existing Conditions	Demand	Impact on VMT	Impact on Traffic	Total Score	Priority
Fostering a Bike/Ped Friendly Culture	2.14	2	1.28	2.28	2.57	2.42	12.69	Primary
Consulting for Telecommuting Opportunities	1.71	2.28	1.57	1.85	2.14	2.14	11.69	Primary
Alternative Work Schedules	1.57	3	1.85	1.71	1.14	2.28	11.55	Primary
Personalized Commuter Plans	1.85	2.24	1.57	1	1.85	1.85	10.54	Secondary
Bike Share	1.42	1.14	1.14	2.42	2.28	2	10.4	Secondary
Increased TDM-Focused Collaboration	2	1.85	2	1.85	1.28	1.28	10.26	Secondary
Carpool & Vanpool	1	2	1	1.28	2	1.85	9.13	Secondary

After each committee member assigned a number from 0 to 3 in each category, the numbers were averaged and summed to provide a total score. Strategies that received a total score higher than 11 were identified as a primary priority. Strategies that received a total score below 11 were identified as a secondary priority. Each strategy will be a goal of the TDM Coordinator and the Go Coast Committee. Since the Short-Range TDM Plan has a horizon of 5 years, the strategies that have the ability to show the greatest success will be prioritized.



Strategy One- Alternative Work Schedules

Task	2021	2022	2023	2024	2025	Results
Develop an inventory of alternative work schedules policies from regional employers	Inventory complete	Review Inventory	Review Inventory	Review Inventory	Review Inventory	Determine reasons employers do or do not offer alternate work schedule
Increase number of employers offering alternative work schedule to employees	3 employers	+3 employers	+3 employers	+3 employers	+3 employers	15 employers with alternative work schedule policies
Increase the number of employees participating in alternative work schedules	Baseline	5% increase	5% increase	5% increase	5% increase	

Strategy Two- Bike Share

Task	2021	2022	2023	2024	2025	Results
Complete analysis of bike share programs nationally to offer solutions to WMPO member jurisdictions (specifically Wilmington)	Analysis complete	Review analysis	Review analysis	Review analysis	Review analysis	Determine best option for bike share program(s) in the WMPO
Identify sources/options of funding and political support if bike share is to be funded by member jurisdiction	Identify funding sources	N/A	N/A	N/A	N/A	15 employers with alternative work schedule policies
Select bike share vendor(s)	Review RFP responses with Bike Share Selection Committee	N/A	N/A	N/A	N/A	Choose a vendor with the most likelihood of success in the WMPO
Implement a bike share program	N/A	Bike share program open for users	N/A	N/A	N/A	Provide new mobility option to WMPO residents
Collect data on bike share usage	N/A	N/A	Monthly data such as number of bikes rented, revenue generated, miles ridden	Monthly data such as number of bikes rented, revenue generated, miles ridden	Monthly data such as number of bikes rented, revenue generated, miles ridden	Provide data to compliment municipal goals of <i>support efficient transportation systems, foster a prosperous and thriving economy, and promote culture, arts, and public spaces</i>
Expand Bike Share	N/A	N/A	2 additional stations	2 additional stations	2 additional stations	Add 6 new stations from the launch of the program. Increase the number of bike accessible locations in the WMPO.

Strategy Three- Carpooling and Vanpooling

Task	2021	2022	2023	2024	2025	Results
Promote carpool and vanpool opportunities	Promote carpool/vanpool through 15 different outlets (events, presentations, mass emails, etc.)	Promote carpool/vanpool through 15 different outlets (events, presentations, mass emails, etc.)	Promote carpool/vanpool through 15 different outlets (events, presentations, mass emails, etc.)	Promote carpool/vanpool through 15 different outlets (events, presentations, mass emails, etc.)	Promote carpool/vanpool through 15 different outlets (events, presentations, mass emails, etc.)	Carpool and vanpool promoted through 75 unique outlets
Increase carpool participation	Number of people enrolled in STRNC in 2020 +5%	Number of people enrolled in STRNC in 2021 +5%	Number of people enrolled in STRNC in 2022 +5%	+ Number of people enrolled in STRNC in 2023 +5%	Number of people enrolled in STRNC in 2024 +5%	
Increase Wave Pool participation	Baseline	+1 vanpool	+1 vanpool	+1 vanpool	+1 vanpool	

Strategy Four- Consulting for Telecommuting Opportunities

Task	2021	2022	2023	2024	2025	Results
Develop a “telecommuting opportunity consulting service” for regional employers	Go Coast Committee develop Telecommuting Consulting Program	Annual review of telecommuting consulting program	Annual review of telecommuting consulting program	Annual review of telecommuting consulting program	Annual review of telecommuting consulting program	
Consult area employers on offering telecommuting to employees	N/A	Consult 3 additional employers	Consult 3 additional employers	Consult 3 additional employers	Consult 3 additional employers	Consult 12 employers for telecommuting opportunities.

Strategy Five- Fostering a Bicycle and Pedestrian Friendly Culture

Task	2021	2022	2023	2024	2025	Results
Hold bicycle events like Bike Month and River to Sea Bike Ride	River to Sea Bike Ride 2021 +5% participation in National Bike Month from 2020	River to Sea Bike Ride 2021 +5% participation in National Bike Month from 2021	River to Sea Bike Ride 2021 +5% participation in National Bike Month from 2022	River to Sea Bike Ride 2021 +5% participation in National Bike Month from 2023	River to Sea Bike Ride 2021 +5% participation in National Bike Month from 2024	Continued community tradition and increased participation in Bike Month
Participate in educational campaign about bicycle and pedestrian safety	Promote Watch for Me NC and “Be A Looker” through two community events, and 15 other outlets	Promote Watch for Me NC and “Be A Looker” through two community events, and 15 other outlets	Promote Watch for Me NC and “Be A Looker” through two community events, and 15 other outlets	Promote Watch for Me NC and “Be A Looker” through two community events, and 15 other outlets	Promote Watch for Me NC and “Be A Looker” through two community events, and 15 other outlets	Promote Watch for Me NC and “Be A Looker” through 10 community events, and 75 other outlets
Be A Looker pledge	Increase “Be A Looker” pledges by 5% from 2020	Increase “Be A Looker” pledges by 5% from 2021	Increase “Be A Looker” pledges by 5% from 2022	Increase “Be A Looker” pledges by 5% from 2023	Increase “Be A Looker” pledges by 5% from 2024	
Promote WMPO area bicycle and pedestrian facilities	Highlight bike/ped facilities 20 times through 5 different outlets (social media, public campaigns, social media, etc.)	Highlight bike/ped facilities 20 times through 5 different outlets (social media, public campaigns, social media, etc.)	Highlight bike/ped facilities 20 times through 5 different outlets (social media, public campaigns, social media, etc.)	Highlight bike/ped facilities 20 times through 5 different outlets (social media, public campaigns, social media, etc.)	Highlight bike/ped facilities 20 times through 5 different outlets (social media, public campaigns, social media, etc.)	Highlight bike/ped facilities 100 times

Strategy Six- Increased TDM-Focused Collaboration

Task	2021	2022	2023	2024	2025	Results
Coordinate with WMPO staff to review development through a TDM lens	Provide formal recommendations on proposed development	Provide formal recommendations on proposed development	Provide formal recommendations on proposed development	Provide formal recommendations on proposed development	Provide formal recommendations on proposed development	Increased alternative mode facilities within new development
Create TDM-oriented ordinances for WMPO member jurisdictions	Develop a model ordinance for WMPO or specific ordinance for member jurisdiction	Develop a model ordinance for WMPO or specific ordinance for member jurisdiction	Develop a model ordinance for WMPO or specific ordinance for member jurisdiction	Develop a model ordinance for WMPO or specific ordinance for member jurisdiction	Develop a model ordinance for WMPO or specific ordinance for member jurisdiction	Increased policy to encourage alternative transportation
Serve on a standing Wave Transit advisory committee	Provide input on Wave Transit committee from a TDM perspective	Provide input on Wave Transit committee from a TDM perspective	Provide input on Wave Transit committee from a TDM perspective	Provide input on Wave Transit committee from a TDM perspective	Provide input on Wave Transit committee from a TDM perspective	Improved collaboration between Wave Transit and Go Coast. Increased Wave ridership

Strategy Seven- Personalized Commuter Plans

Task	2021	2022	2023	2024	2025	Results
Market the Personalized Commuter Plan service offered by Go Coast	Inventory complete	Review Inventory	Review Inventory	Review Inventory	Review Inventory	Determine reasons employers do or do not offer alternate work schedule
Develop Personalized Commuter Plans for individuals	Develop 10 plans	Develop 10 plans	Develop 10 plans	Develop 10 plans	Develop 10 plans	At least 50 Personalized Commuter Plans for WMPO area residents.

Performance Metrics

Each strategy in section three included a list of performance metrics. The complete list of performance are as follows:

1. Number of employers participating in an alternative work schedule
2. Number of employers who implement an alternative work schedule policy
3. Alternative work schedule promotion
 - a. Number of PSA's developed, and public surveys completed
4. Number of bike share programs in the WMPO area
5. Number of daily, weekly, and monthly bike share trips
6. Revenue generated from individual trips and membership fees
7. Bike share public promotions
 - a. Number of PSA's developed, and public surveys completed
 - b. Number of community events where bike share is promoted
8. Number of people enrolled in Share the Ride NC
9. Number of active vanpools
10. Number of people participating in each vanpool
11. Number of employers who apply for telecommuting assistance
12. Number of employers who implement a telecommuting policy
13. Number of employees who telecommute
14. Decrease in bicycle and pedestrian injuries and deaths over a two to five-year period compared to 2015-2020 data.
15. Number of bicycle events in the WMPO region
16. Number of bicycle safety or educational events hosted by WMPO member jurisdictions, TDM Coordinator, or NCDOT
17. Number or press releases, marketing activity, community surveys completed
18. Number of participants, miles ridden, trips taken, and SOV trips reduced during Bike Month
19. Number of participants in the Annual River to Sea Bike Ride
20. TASA and STBGP applications submitted
21. Percentage of WMPO adopted plans in which TDM is referenced over a two-year period
22. Number of PSAs, programs, and initiatives developed by the TDM Coordinator and Go Coast Committee
23. Number of previously created, successful, programs and initiatives continued by the TDM Coordinator and Go Coast Committee
24. Number of employers participating in the TDM program
25. Number of events in the TDM program
26. Number of awards/certifications granted to WMPO member jurisdictions for TDM related programs, initiatives, achievements.
27. Number of successful implementation of strategies in the short-range TDM plan
28. Number of completed personalized commuter plans
29. Number of individuals who utilize personalized commuter plans for commuting purposes to reduce trips in an SOV



Section Five

Conclusion

Initial Steps

The first step towards implementation of this plan is its adoption by the WMPO Board. Upon adoption, the plan should be presented to all WMPO member jurisdictions to gain support, raise awareness of this initiative, and identify partners. Considering a majority of these strategies are new initiatives or initiatives that require action from WMPO Area residents, the Go Coast Program should rely heavily on marketing to help these strategies gain recognition and traction. The Go Coast Committee and regional employers will play vital roles in the attempt to reach a breadth of residents and commuters.

Consistency and Reviews

The TDM Coordinator, with assistance from the Go Coast Committee should develop an annual schedule to ensure each of these strategies are being adequately attempted and achieved and that relationships are being maintained with all partners such as NCDOT, Wave Transit, member jurisdiction staff, regional employers, and others. This schedule should consist of quarterly meetings to be held, social media activity, events, programs, data gathering, and performance review. Current Go Coast Committee bylaws require the committee to hold regular meetings of one every quarter. Review of progress made on these provided strategies should be on the agenda for each of these meetings.

Employer Toolkit

Two of these strategies- Alternative Work Schedules and Consulting for Telecommuting Opportunities, require direct participation from regional employers. Other strategies like Carpool and Vanpool, Fostering a Bicycle and Pedestrian Friendly Community, and Personalized Commuter Plans, can all be progressed through partnerships with employers. The TDM Coordinator and Go Coast Committee should consider the development of an employer toolkit for WMPO Area employers. This would include details on the strategies outlined in this plan, as well as how to be involved in programs like “Be A Looker”, “Watch for Me NC”, Go Coast Commuter Friendly Employer designation, and more.

WMPO TDM Program

Currently, Go Coast is funded through a partnership between WMPO member jurisdictions and the NCDOT. Funding provides the TDM Coordinator salary and budgets for marketing and promotional materials. The TDM Coordinator and Go Coast Committee should review the provided statewide TDM scorecard to ensure consistent success of pre-determined goals and objectives. The WMPO should plan to apply for TDM funding annually. WMPO Board should consider funding this position from STBGP funds, if the NCDOT should ever terminate the TDM Grant.

Works Cited

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GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

Cape Fear Change In Motion

Short-Range TDM
Plan 2021-2025