



**Go Coast Committee  
February 2023 Meeting Agenda**

**To:** Go Coast Committee Members  
**From:** Carolyn Caggia, Associate Transportation Planner  
**Date:** February 9, 2023  
**Subject:** February 16, 2023 Meeting

A meeting of the Wilmington Urban Area MPO's Go Coast Committee will be held at 305 Chestnut Street, 4th Floor, Wilmington, NC, on Thursday, February 16<sup>th</sup>, at 3:00 PM.

The following is the agenda for the meeting:

1. Call to Order
2. Introductions
3. Approval of the Agenda
4. Approval of November 2022 Minutes (pg 2-4)
5. Old Business
  - a. Go Coast Model Policies – telework/alternative work schedule web page (pg 5-6)
  - b. Year of the Trail
6. New Business
  - a. Commuter Friendly Employer designation (pg 7-10)
  - b. Be A Looker campaign
  - c. River to Sea Bike Ride subcommittee
  - d. Bike Month
7. Discussion
  - a. Open Discussion
8. Updates
  - a. Next Meeting May 18, 2022, at 3pm
9. Adjournment

Attachments:

- November 2022 Minutes (pg 2-4)
- Draft content for telework webpage (pg 5-6)
- <https://greattrailsnc.com/>
- <https://wmpo.org/year-of-the-trail>
- Current Commuter Friendly Employer application (pg 7-8)
- Proposed Commuter Friendly Employer application (pg 9-10)
- <https://www.gocoastnc.org/bealooker>



**Go Coast Committee  
November 17, 2022, Minutes**

Members in Attendance

Emma Stogner  
Lynn Sylvia  
Jared Nelson  
Deborah Porterfield  
Brianna D'Itri  
Vanessa Lacer  
Shawn Spencer

Others in Attendance

Abby Lorenzo  
Carolyn Caggia

1. Call to Order  
The meeting was called to order at 3:06 p.m.
2. Introductions  
The WMPO's newest transportation planner, Carolyn Caggia, introduced herself to the committee and they introduced themselves to her.
3. Approval of the Agenda  
Brianna D'Itri made a motion to approve the agenda which was seconded by Deborah Porterfield. The motion passed.
4. Approval of the August 2022 Minutes  
Vanessa Lacer motioned to approve the minutes with the correction of adding her to August's attendance. Lynn Sylvia seconded the motion. The motion passed.
5. Old Business
  - a. Brunswick Heritage Riverside Ride  
Emma Stogner reviewed feedback from the 2<sup>nd</sup> Annual Brunswick Heritage Riverside Ride, reporting an overall positive outcome. There were a total of 64 participants in the ride and many wanted to know more about the corridor's history.

b. 2022 Commuter Challenge

Emma Stogner reported that the Commuter Challenge was a success with 20 participants saving 5,070 miles of automobile travel. The committee chimed in with recommendations for the event for next year. Committee members stated that an app may be easier for participants to use. Also, members recommended involving businesses and fostering a sense of competition. Additionally, it was recommended that events be scheduled throughout the challenge, or at least recommended activities. The committee elected to resume Commuter Challenge discussions in late spring of 2023.

c. Sales Tax Referendum

Emma Stogner shared that while the sales tax referendum for New Hanover County failed in the midterm elections, it was not a steep loss. The County and the WMPO will continue to pursue multimodal projects through other funding streams.

6. New Business

a. Share the Ride NC

Carolyn Caggia shared information about Share the Ride NC, a state initiative to encourage carpooling. The committee expressed that carpooling has not been the most effective strategy in the area regarding transportation demand management and that the WMPO should not rank it as a top priority. However, the WMPO should include information about the program on their website.

b. Go Coast Model Policy Implementation/Committee Recruitment

Emma Stogner opened the floor to recommendations for how to include more businesses in Go Coast's activities. The committee reviewed some of the area's largest employers and identified PPD, Live Oak Bank, General Electric, Novant, Corning, Target, Brunswick Chamber of Commerce, and Pender Chamber of Commerce as potential organizations to involve. To aid with policy implementation, the committee recommended posting the group's model policies online to make them easily accessible to interested businesses.

c. Year of the Trail

Carolyn Caggia shared information about Year of the Trail, a state initiative to expand trails and encourage the use of them. Carolyn showed the committee the website for the project and announced a regional meeting would take place the next day.

7. Discussion

a. Open Discussion

Vanessa Lacer shared that the Town of Leland will be hosting a Christmas event at Founders Park and that everyone is welcome to attend. Brianna D'Itri shared that Stuff the Bus is taking place and encouraged committee members to participate.

8. Updates

a. Next Meeting

Emma Stogner shared that the next meeting will take place on February 16, 2023, at 3 pm.

9. Adjournment

Lynn Sylvia made a motion to adjourn the meeting which was seconded by Abby Lorenzo. The motion passed at 4:25 pm.

## What are benefits of offering teleworking/alternative work scheduling options?

[ two pictures or icons to accompany these]

**Teleworking** (or telecommuting) is working remotely from a location other than the regular worksite, such as working from home. [About 50%](#) of the U.S. full-time workforce report that their current job can be done working from home, at least part of the time.

- **Benefits:** Telecommuting reduces transportation expenses for employees, provides more convenience, and can increase productivity and job satisfaction. Offering telecommuting options can also help increase staff recruitment or retention. [80 percent](#) of those able to work from home want to do so at least one day per week. This also eliminates a daily commute to keep a car off the road, contributing to reduced traffic congestion and improved air quality. In 2018, workers spent an average [54 minutes per day](#) commuting to and from work, so teleworking can create environmental benefits as well as give employees time back in their day for additional work-life balance.
- **Potential challenges:** Telecommuting can create additional technical and administrative responsibilities, or some employees may find telecommuting to be isolating when staff coverage and interaction are reduced.
- To help with this balance, many employers offer a *hybrid* system of working, where employees may request a schedule that is composed of some days of remote work and some in-office. This way employees can still benefit from teleworking while being plugged into the office and company environment.

**Alternative work schedules** allow employees to work a schedule other than the traditional 8am-5pm Monday-Friday schedule.

- **Types:** This could look like *flextime*, when employees may flex their work hours within a day, such as working 7:30-4, or 9-5:30. Employers may use this scheduling for *staggered shifts* to ensure that staff coverage needs are met with these varying schedules. Alternatively, some employees may opt for a *compressed work week*, working fewer but longer days, such as four 10-hour days per week, or 9-hour days with one day off every two weeks.
- **Benefits:** Alternative work schedules could provide greater work-life balance for employees, particularly those who may have childcare responsibilities, are transit-reliant and must schedule around bus arrival times, or have other needs. Alternative work schedules also reduce traffic congestion during peak hour commute times, which reduces vehicle idle time to improve traffic and air quality. For job positions where teleworking is not an option, alternative work schedules are a great way to offer more flexibility to increase employee recruitment and retention.
- **Potential challenges:** Working longer days may be tiring to an employee and slow their productivity at the end of a long day, and may result in reduced staff coverage, for example, on Fridays. Additionally, alternative work schedules could offer challenges with scheduling meetings.

## **Model policies for telework/alternative work schedules**

The WMPO's Go Coast program has developed a model policy for employers to adopt regarding teleworking, flex-scheduling, and compressed workweeks. Employees and managers should agree on clear expectations set for flexible work arrangements as outlined in the policy the employer adopts.

[insert model policies doc]

[Contact Go Coast for further assistance button]

Sources-----

Source: <https://www.nber.org/papers/w28731>

80 percent of those able to work from home want to do so at least one day per week.

According to the [2018 American Community Survey](#), workers spent an average 54 minutes per day commuting to and from work before the pandemic.<sup>2</sup>

### [Gallup](#)

Approximately half of the U.S. full-time workforce -- representing about 60 million workers -- report that their current job can be done remotely working from home, at least part of the time.

Currently [March 2022], nine in 10 remote-capable employees prefer some degree of remote-work flexibility going forward, and six in 10 specifically prefer hybrid work.

The No. 1 reason employees prefer hybrid work is to avoid commute time.

## Go Coast Commuter Friendly Employer Program

Go Coast Commuter Friendly Employers have resources that may provide opportunities for employees to reduce the number of VMT (Vehicle Miles Traveled) for purposes of work. These resources enhance the commuter experience by decreasing the amount of time that a single occupancy vehicle is on the road. Commuter Friendly Employers will be recognized on the Go Coast website and in Go Coast publishing's and newsletters. Receiving a Go Coast Commuter Friendly Employer designation can be a useful opportunity to attract and retain employees, to work towards internal goals for sustainability and health, and to enhance employee culture.

An employer can receive three possible levels of Go Coast Commuter Friendly Employer. Bronze, Silver, and Gold. Each category expands upon the one before and include an increasing number of programs and services provided by the employer to its employees. An employer can receive a commuter friendly designation by completing the Go Coast Commuter Friendly Employee Application and sending it electronically to [GoCoast@wilmingtonnc.gov](mailto:GoCoast@wilmingtonnc.gov).

**Bronze Level** Go Coast Commuter Friendly Employers meet at least one of the following criteria:

- Has at least one employee who serves on the Go Coast Committee and attends at least 50% of the Go Coast Committee meetings either in person or by conference call
- Promotes Go Coast events and services to employees such as the Go Coast Commuter Challenge and Go Coast Bike To Work Week, and Share The Ride NC

**Silver Level** Go Coast Commuter Friendly Employers meet at least two of the following criteria *and* one of the Bronze Level Criteria:

- Provides priority parking for carpoolers or vanpoolers in designated parking lots
- Promotes Share The Ride NC to employees
  - Provides STRNC website link on website and in other direct forms of commutation with employees
- Includes Go Coast efforts in new employee orientations
  - STRNC
  - Bicycle maps
  - Wave Transit maps
  - In-person presentation by the WMPO Transportation Demand Management Coordinator
- Has facilities such as dining, child care, or an exercise gym on worksite

- Provides facilities for active and sustainable transportation such as bicycle racks, skateboard racks, and electric vehicle stations on worksite

Gold Level Go Coast Commuter Friendly Employers meet at least one of the following criteria and two of the Silver Level criteria and one of the bronze level criteria:

- Offers Alternative Work Schedules to employees
  - An Alternative Work Schedule is a schedule that allows the employee to work outside of typical business hours in the hopes to meditate traffic congestion during peak traffic times. The employee can offer one of the following:
    - Flextime: allows employees some flexibility in their daily work schedules. This may follow a 5 day work week but allows the employee to work, for example, 7:00am-4:00pm or 9:00am-6:00pm
    - Compressed Work Week: allows employees to work fewer days but longer hours each day to follow at 40 hour work week. Common examples are four ten hour days, or four nine hour days and one 4 hour day.
    - Staggered shift: reduces the number of employees arriving and leaving at a worksite at one time beginning and ending shifts at different times. An example would be having a third of employees each work 7:00am-4:00pm, 8:00am-5:00pm, and 9:00am-6:00pm. Staggered shifts are created by the employer
- Offers Telework/Telecommute to employees when viable. Telework/Telecommute allows the employee to work from home on designated days. An example would be one day a week or one day every other week the employee is able to work from their home. This option omits a vehicle on the road at all.
- Provides alternative forms of transportation available for employee use such as shuttles, bicycles, park and ride lots, or electric vehicles on the employee site
- Subsidizes public transportation fees for employees or provides other financial benefits for employees who participate in active transportation
- Offers a parking cash-out: this option enables the employee to trade free parking for its cash equivalent or a percentage of its equivalent



## Go Coast Commuter Friendly Employer Program

Make the Cape Fear region a better place to work and live! The Go Coast Commuter Friendly Employer Program recognizes employers who provide transportation options for their employees, and benefits for those who choose to skip driving alone to work, which improves traffic congestion, our air quality, and our climate.

Commuter Friendly Employers will be recognized on the Go Coast website and in Go Coast publications and newsletters. Receiving a Go Coast Commuter Friendly Employer designation can be a useful opportunity to attract and retain employees, to work towards internal goals for sustainability and health, and to enhance employee culture.

An employer can apply for one of three levels as a Go Coast Commuter Friendly Employer: Bronze, Silver, and Gold. Each category expands upon the one before and include an increasing number of programs and services provided by the employer to its employees. Apply by completing the Go Coast Commuter Friendly Employee Application and sending it electronically to [GoCoast@wilmingtonnc.gov](mailto:GoCoast@wilmingtonnc.gov).

### Bronze Level Go Coast Commuter Friendly Employers meet the following criteria:

- **Regularly promotes Go Coast events and services** (at least 4x per year) to employees such as the Go Coast Commuter Challenge and Go Coast Bike To Work Week, and Share The Ride NC

And one of the following:

- **Provides bike racks** and/or other facilities for active and sustainable transportation at the worksite.
- **Publicizes location of nearest bike rack** if space does not allow for bike racks directly on-site, and/or allows employees to store their bikes inside the building.

### Silver Level Go Coast Commuter Friendly Employers meet the following criteria *and* all of the Bronze Level Criteria:

- **Includes Go Coast efforts in new employee orientations** by including bus and bike maps, STRNC information, and other Go Coast brochures

And one of the following:

- **Offers Alternative Work Schedules** to employees

- An Alternative Work Schedule is a schedule that allows the employee to work outside of typical business hours in the hopes to meditate traffic congestion during peak traffic times. The employer can offer one/any of the following:
  - Flextime: allows employees some flexibility in their daily work schedules. This may follow a 5 day work week but allows the employee to work, for example, 7:00am-4:00pm or 9:00am-6:00pm (Good for employees who use the bus or carpool when schedules may vary by up to an hour if a bus has a missed trip, for example.)
  - Compressed Work Week: allows employees to work fewer days but longer hours each day to follow at 40-hour work week. Common examples are four ten-hour days, or four nine hour days and one 4 hour day.
  - Staggered shift: reduces the number of employees arriving and leaving at a worksite at one time beginning and ending shifts at different times. An example would be having a third of day-shift employees each work 7:00am-4:00pm, 8:00am-5:00pm, and 9:00am-6:00pm. Staggered shifts are created by the employer.
- **Offers Telework/Telecommute** to employees when viable. Telework/Telecommute allows the employee to work from home on designated days. An example would be one day a week or one day every other week the employee is able to work from their home. This option omits a vehicle on the road at all.

Gold Level Go Coast Commuter Friendly Employers meet at least two of the following criteria and the Silver and Bronze level criteria:

- **Facilitates ride-matching** with a custom sub-site in Share The Ride NC or other ride-matching boards for carpooling and vanpooling. The custom sub-site in Share The Ride NC allows for organizations to use a custom link to log in and limit matches to those within the organization. For information about setting up a custom sub-site in Share The Ride NC, email [gocoast@wilmingtonnc.gov](mailto:gocoast@wilmingtonnc.gov).
- **Provides priority parking for carpoolers or vanpoolers** in designated parking lots
- **Subsidizes public transportation fees** for employees or provides other financial benefits for employees who participate in active transportation
- **Has at least one employee who serves on the Go Coast Committee**
- **Has applied for [Commute Friendly NC](#)**, a statewide recognition program.
- **Has applied for [Best Workplaces for Commuters](#)**, a national recognition program.