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Go Coast Committee

February 16, 2023 Minutes

Members in Attendance

Carolyn Caggia (WMPO)

Deb Porterfield (CastleBranch)

Lynn Sylvia (Cape Fear Community College)

Jared Nelson (nCino)

Karlene Ellis-Vitalis (New Hanover County)

Shawn Spencer (University of North Carolina – Wilmington)

Brianna D’Itri (Wave Transit)

Philip Watts (Colonial Terminals)

Others in Attendance

Emma Stogner (WMPO)

Abie Bonevac (City of Wilmington)

1. Call to Order

The meeting was called to order at 3:02 p.m.

1. Introductions

Philip Watts from Colonial Terminals and Abie Bonevac, the newest members to the committee, introduced themselves as well as all other members.

1. Approval of the Agenda

Shawn Spencer moved to approve the agenda which was seconded by Lynn Sylvia. The motion passed.

1. Approval of the August 2022 Minutes

Lynn Sylvia moved to approve the November 2022 minutes without revision. Deb Porterfield seconded the motion. The motion passed.

1. Old Business

Go Coast Model Policies - telework/alternative work schedule web page.

Carolyn Caggia highlighted the draft webpage content to address the previous meeting’s discussion regarding posting this content on the website so it can be easily accessed by employers and used as a component of employer outreach.

* 1. Year of the Trail

Carolyn explained Year of the Trail (a yearlong, statewide campaign to celebrate trails, greenways, and blueways) and the regional effort to support the campaign. Emma showed the Year of the Trail web page, [wmpo.org/year-of-the-trail](https://wmpo.org/year-of-the-trail) and its events calendar as well as the Story Map made by the WMPO’s GIS Analyst, Greer Shivers, which highlights trails within the WMPO’s jurisdictional boundary. Deb Porterfield suggested a banner be added to the Go Coast website. Jared Nelson suggested adding the Chupacabra trail in Brunswick Nature Park, and mentioned that the Google calendar works differently for mobile devices, requiring a verification..

1. New Business
   1. Commuter Friendly Employer designation

Carolyn presented the current CFE requirements and its tiers of bronze, silver, and gold, and explained some rationale behind the proposed changes. She aims to make the CFE designation a feather employers can put in their caps, by creating badges they can put on their websites, featuring their logo on the Go Coast website, and including promotions by media. Brianna D’Itri explained some options for employer-subsidized transit passes, including buying passes in bulk, reduced fare programs (putting employees on a list), and flash pass. Challenges include data tracking, drivers having to enter codes for approved employers— usage by pass serial number can be tracked but not connected to individuals unless done on an employer level (keeping track of who gets which pass numbers). Karlene Ellis-Vitalis suggested tying recognition into events such as year of the Trail or Commuter Challenge. The committee recommended a few changes or caveats for the proposed new requirements, such as: purchasing/owning bike racks should feature at a higher tier, parking cashout should be included as an employer subsidized transportation option, and specifying if alternative work schedule policies should apply to all employees.

* 1. Be a Looker Campaign

Carolyn mentioned that Be a Looker campaign is starting up again April-October of this year and showed a few planned changes to the pledge page as well as a brief sketch of advertising plans. Brianna suggested water bottle stickers. Emma mentioned quarterly newsletters. Shawn reiterated the viability of billboards, and Karlene supported print posters and signs.

* 1. River to Sea bike ride committee

Emma discussed starting planning preparations and described committee duties, which would include voting on logo designs, advising, and volunteering day-of. Deb, Karlene, Abie, and Jared (tentatively) indicated interest. Shawn and Lynn mentioned that there are a lot of competing marathons, triathlons, and other events during this time period and we should do something to make River to Sea stand out and proposed that in the future, a central location to promote multiuse paths facilities would be ideal like a bike safety event the same day — Jared suggested Thermo Scientific’s parking deck or Abie suggested a City deck for an event.

* 1. Bike Month

Jared suggested an event around Greenfield Lake and reminded us about Bike to Work Day/Week and getting buy-in from local stores/restaurants to do pit stops such as Whole Foods or Flying Machine with free breakfast or coffee. Emma suggested a Bike Month event calendar. Lynn mentioned to be promoting safety improvements especially in conjunction with Be a Looker. Karlene suggested working with local bike shops to put together a Bicycling 101 for people who want to start bicycling, maybe working with CFC for new riders. Lynn also suggested thinking more broadly than just central Wilmington, considering Hampstead and Leland for example and maybe doing a Pender County event. Emma mentioned staff capacity of WMPO to plan events and the importance of working with member jurisdictions to carry the flag with planning events. Deb suggested promoting informal rides such as run clubs which are anchored at breweries. Karlene suggested a registry of bicycling/walking groups to be posted on the Go Coast page.

1. Updates
   1. Next Meeting

The next Go Coast committee meeting meeting will take place on May 18, 2023, from 3-5 PM at 305 Chestnut St. in downtown Wilmington.

1. Adjournment

Brianna D’Itri made a motion to adjourn the meeting which was seconded by Deb Porterfield. The motion passed at 4:30 pm.