



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

**Go Coast Committee
May 2023 Meeting Agenda**

To: Go Coast Committee Members
From: Carolyn Caggia, Associate Transportation Planner
Date: May 12, 2023
Subject: May 18, 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, May 18th, from 3:00-5:00 PM.

The following is the agenda for the meeting:

1. Call to Order
2. Introductions
3. Approval of the Agenda
4. Approval of February 2023 Minutes
5. Old Business
 - a. Approve new criteria for Commuter Friendly Employer program
6. New Business
 - a. TDM/Go Coast rack card for outreach
 - b. Be A Looker
 - c. River to Sea bike ride
 - d. Bike Month
 - e. 2023 Commuter Challenge
7. Discussion
 - a. Open Discussion
8. Updates
 - a. Next Meeting August 17, 2023, at 3pm
 - b. WMPO + Wave monthly meetings ongoing
 - c. 2050 MTP outreach beginning first week of August
9. Adjournment

Attachments:

- February 2023 Minutes
- Current Commuter Friendly Employer criteria
- Proposed Commuter Friendly Employer criteria
- <https://www.gocoastnc.org/bealooker>
- <https://www.gocoastnc.org/bike-month>



**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.

2. Introductions

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

3. Approval of the Agenda

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

4. 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.

5. 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.

a. 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 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..

6. New Business

a. 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.

b. 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.

c. 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.

d. 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.

7. Updates

a. 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.

8. Adjournment

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

Current criteria:

Requirements that moved are highlighted in yellow.

Requirements that were removed are highlighted in red.

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.

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.

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 Month, and Share The Ride NC

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 bike maps, Wave transit and RideMicro information where applicable, STRNC information, and/or other Go Coast brochures

And at least one of the following:

- **Offers Alternative Work Schedules** to employees when viable
 - An Alternative Work Schedule is a schedule that allows the employee to work outside of typical business hours to mitigate 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 9-hour days and one 4-hour day.
- Staggered shift: reduces the number of employees arriving at and leaving a worksite at one time. 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, to remove a commuting vehicle from the road to reduce congestion.
- **Provides bike racks** and/or other facilities for active and sustainable transportation at the worksite, and/or allows employees to store their bikes inside the building.

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.
- **Provides priority parking for carpoolers or vanpoolers** in designated parking spaces
- **Subsidizes public transportation fees** for employees or provides other financial benefits for employees who participate in active transportation, such as funding a transit pass or vanpool fare, or offering parking cashout (which pays the employee the cost of the parking space to use alternative transportation instead)
- **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.