



Go Coast Committee
May 18, 2023 Minutes

Members in Attendance

Abie Bonevac (City of Wilmington)
Carolyn Caggia (WMPO)
Karlene Ellis-Vitalis (New Hanover County)
Wendy Giannini-King (City of Wilmington Fire Department)
Jared Nelson (nCino)
Deb Porterfield (CastleBranch)
Lynn Sylvia (Cape Fear Community College)

Others in Attendance

Emma Stogner (WMPO)
Vanessa Lacer (WMPO)

1. Call to Order

The meeting was called to order at 3:11 p.m.

2. Introductions

3. Approval of the Agenda

Carolyn Caggia proposed updates to the posted agenda: addition of new business (bylaw updates, FY 24 meeting dates, and election of officers) as well as moving campaign updates from new business to old business. Wendy Giannini-King made a motion to approve the agenda with these updates, which was seconded by Deb Porterfield. The motion passed.

4. Approval of the February 2023 Minutes

Lynn Sylvia moved to approve the February 2023 minutes without revision. Abie Bonevac seconded the motion. The motion passed.

5. Old Business

a. Approve new Criteria for Commuter Friendly Employer Program

Carolyn Caggia explained how the committee's revisions from the last meeting were included in the most recent draft of the criteria for the Commuter Friendly Employer program and invited any final changes before approval of the criteria. Abie Bonevac suggested showers/onsite facilities including dining and childcare be moved to gold level. A motion to approve the criteria with this change was made by Lynn Sylvia and seconded by Jared Nelson. The motion passed. Carolyn Caggia detailed her next steps for the Commuter Friendly Employer program which include making badges for each recognition tier, creating a

promotional packet and slides for employers to include in employee orientations, updating the application, a promotion plan for the program, and employer recognition opportunities.

b. River to Sea Bike Ride

Emma Stogner provided a recap of the River to Sea Bike Ride on May 6, 2023. Carolyn Caggia showed a social media post with drone footage taken by WMPO GIS Analyst Greer Shivers. Deb Porterfield began discussion for the need for a cap on participation and same-day registration, suggesting t-shirt purchases count as registration. Lynn Sylvia proposed a greater incentive for people to sign up online, like having same-day registration cost more than \$5. The committee discussed a desire for an after-ride event.

c. Campaigns

• Be A Looker

Carolyn Caggia provided an update on the Be A Looker campaign. So far there have been 135 new pledges and staff has attended 4 events where Be A Looker was promoted. Upcoming efforts include distributing helmets, the Kure Beach Traffic Garden, identifying businesses along high-crash corridors to provide materials to, giving info to bike shops and bike rental shops, and approaching county school boards. Wendy Giannini-King mentioned WFD resource fairs upcoming. Deb Porterfield suggested that in quarterly emails to pledgers, including the date they pledged so they know why they're getting the email. Karlene Ellis-Vitalis suggested highlighting rules of the road more prominently. Abie Bonevac mentioned local bike shops which host rides without requiring helmets and riding on the sidewalk. Wendy Giannini-King remarked that police have ramped up bicycle patrols, and suggested partnering with them to reach underserved communities. Abie Bonevac reminded staff that police have an ice cream truck used for community outreach.

• Bike Month

Carolyn Caggia provided an update about Bike Month participation. At the time of the meeting there were 23 interest form signups with 537 miles submitted on the form (not counting Strava data). She added that City of Wilmington and Town of Kure Beach have released Bike Month proclamations, and WMPO staff hosted a bike on bus workshop at Padgett which was featured live on WECT news.

6. New Business

a. Bylaw Updates

Carolyn Caggia proposed a discussion of currently adopted bylaws which specify chairperson requirements, the calendar start date, and opened the floor to any other update suggestions. Emma Stogner explained the structure of BPAC and described speaking with the chair and vice chair before publishing the agenda. Jared Nelson suggested passing chair responsibilities to a person other than WMPO staff would be inefficient. Committee questioned the role of vice chair, and Vanessa Lacer suggested staff research the original intention of the vice chair position as well as requirements to include these responsibilities

in committee structure. Committee agreed with sticking to current fiscal year calendar structure. The committee noted several updates for clarity including typographical errors to be changed in bylaw updates. Carolyn Caggia will work to propose new changes to bylaws to bring before the committee at the next meeting.

b. FY 24 Meeting Dates

The committee discussed approval of FY24 meeting dates with the addition of special meetings for subcommittees to discuss the Commuter Challenge and Bike Month. The committee voted to approve all quarterly meetings and the Bike Month subcommittee meeting of March 21, with the revision of changing the date of the Commuter Challenge subcommittee meeting to “TBD”, with a motion by Deborah Porterfield and a second by Abie Bonevac. Carolyn Caggia will send an email in July for participation the Commuter Challenge subcommittee.

c. Election of Officers

Since committee bylaws and the need for vice chair position are being evaluated, Jared Nelson made a motion to table the vote, which was seconded by Abie Bonevac. The motion passed to table the election for vice chair to the next meeting.

d. 2023 Commuter Challenge

The committee proposed extending the commuter challenge to the whole month of October, which Emma Stogner suggested would need approval from WMPO staff. Abie Bonevac supported the idea remarking that a month-long commuter challenge could encourage a habit. Vanessa Lacer reminded the committee the Brunswick Heritage Riverside Ride could overlap with the challenge if it were a month long. The committee discussed rebranding the challenge; Vanessa Lacer suggested engaging the retiree population more with a more inclusive word than commuting. Carolyn Caggia will condense prior discussions and suggestions made by the committee to bring to the Commuter Challenge subcommittee meeting. Abie Bonevac reported that the City of Wilmington is planning to launch a Greater Downtown Area plan in July and will do a lot of downtown outreach. Jared Nelson supported the challenge module in the Share The Ride NC app, and the committee supported the idea for an app for the challenge/Go Coast programming in general. Carolyn Caggia will contact GoTriangle about challenge modules and inquire about cost.

7. Discussion

a. TDM/Go Coast rack card for outreach

Carolyn Caggia posed the idea of a rack card or brochure for TDM outreach. Deb Porterfield suggested angling the rack card towards commuters to function like a “Go Coast website Cliff’s notes.” Emma Stogner suggested making a separate item angled towards commuters, supported by Wendy Giannini-King. Karlene Ellis-Vitalis suggested putting QR codes on billboards. Abie Bonevac suggested creating a handout for employers to be slid into orientation folders and distributed by employers.

b. Open discussion

Jared Nelson asked about a Pender County focused bike ride. Vanessa Lacer mentioned Tour de Blueberry in Burgaw, and Emma Stogner commented on infrastructure and police needs in Hampstead as well as Pender County buy-in. Jared Nelson asked about the status of a bike share program in Wilmington, and Emma Stogner explained that programming has stalled due to City interests.

8. Updates

a. Next Meeting

The next Go Coast committee meeting meeting will take place on August 17, 2023, at 3 pm.

b. WMPO + Wave monthly meetings ongoing

Carolyn Caggia mentioned that WMPO and Wave staff are now meeting monthly to coordinate on promotions, programs, and data needs.

c. 2050 MTP Outreach beginning first week of August

WMPO staff told the committee that public outreach for the 2050 Metropolitan Transportation Plan will begin during the first week of August with a kickoff event and opening of a Metroquest survey.

d. East Coast Greenway Alliance Complete the Trails Program

Emma Stogner provided an update on the East Coast Greenway Alliance's Complete the Trails Program, which is calling for proposals towards expanding the East Coast Greenway.

9. Adjournment

Abie Bonevac made a motion to adjourn the meeting which was seconded by Wendy Giannini-King. The motion passed at 5:00 pm.