



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

Go Coast Committee
August 2023 Meeting Agenda

To: Go Coast Committee Members

From: Carolyn Caggia, Associate Transportation Planner / TDM Coordinator

Date: August 11, 2023

Subject: August 17, 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, August 17th, 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 May 2023 Minutes
5. Old Business
 - a. Be A Looker update
 - b. Bylaw updates
 - Discuss changes / vote for approval
6. New Business
 - a. 2023 Commuter Challenge
 - Vote on branding
 - Vote on time frame
 - b. 3rd Annual Brunswick Heritage Riverside Ride
7. Discussion
 - a. Go Coast/WMPPO app discussion
 - b. Open Discussion
8. Updates
 - a. Next Meeting November 16, 2023, at 3pm
 - b. 2050 MTP outreach ongoing, survey open through November 30, 2023.
9. Adjournment

Attachments:

- May 2023 Minutes
- Proposed bylaw updates
- www.wmpo.org/2050mtp



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.

WILMINGTON UBRAN AREA METROPOLITAN PLANNING ORGANIZATION TRANSPORTATION
DEMAND MANAGEMENT ADVISORY COMMITTEE BYLAWS

ARTICLE I - NAME

The name of this organization shall be the Wilmington Urban Area Metropolitan Planning Organization (WMPO) Transportation Demand Management (TDM) Advisory Committee, hereinafter referred to as the "Go Coast Committee."

ARTICLE II - PURPOSE AND DEFINITIONS

The purposes of the Go Coast Committee are as follows:

- To provide advice and direction to the Transportation Demand Management (TDM) Coordinator on Go Coast Program initiatives.
- To share Go Coast Program initiatives with affiliates of the organizations and member jurisdictions represented on the Go Coast Committee.
- To help determine transportation demand management needs for the Wilmington Urban Area MPO's planning boundaryarea.

The definitions of pertinent terms are as follows:

- Representative: the primary voting member that is representing an organization on the Go Coast Committee.
- Alternate: the secondary voting member that is representation an organization on the Go Coast Committee. Alternate's may only vote in the absence of the Representative of the same organization.

ARTICLE ~~II~~ III - MEMBERS

Section I- Qualifications:

The Go Coast Committee shall consist of Representatives from the WMPO region's major employers, member jurisdictions, and other community stakeholders. Representatives should submit a letter of acceptance to the Go Coast Committee presented on the organization's letterhead with the name and signature of the Representative. The Go Coast Committee shall strive to have representation from a variety of interests and perspectives in the WMPO planning region. The Go Coast Committee will select members to have representation from, including but not limited, to the following:

- A minimum of one employer with more than 1,000 employees
- An minimum of one employer with between 500 and 1,000 employees
- An minimum of one employer with between 100 and 500 employees
- The Cape Fear Public Transportation Authority
- A minimum of one institution of higher learning
- The WMPO member jurisdictions
- Organizations or governmental departments that focus on public and environmental safety

- ~~• An organization or governmental department with a focus on public and/or environmental safety~~

Section II- Terms of Committee Membership:

All Representatives serving on the Go Coast Committee are obligated to remain on the Committee for the entire fiscal year (~~June-July~~ to ~~July~~June of the following year) and attend one meeting each quarter of the fiscal year. If a Representative is no longer able to serve on the Go Coast Committee for any reason including leaving ~~the~~their organization, it is the responsibility of the Representative to find a replacement to represent ~~the~~their organization. If the Representative of ~~the~~an organization changes at any time, the new Representative should submit a letter of acceptance to the Go Coast Committee presented on the organization's letterhead with the new name and signature of the Representative. If an organization or member jurisdiction represented on the Go Coast Committee wishes to no longer be on the Committee, the Representative should provide a letter of resignation presented on the organization's letterhead.

Section ~~III~~III- Alternates:

Each Representative on the Go Coast Committee may appoint one (1) Alternate. The Alternate member may attend quarterly Go Coast Committee meetings and receive Committee communications via email. In the event of a vote, each organization will receive one (1) vote even if both the Alternate and Representative are present. The Alternate may vote in place of the Representative if the Representative is absent from a meeting. If the Representative has not selected an Alternate but cannot attend a meeting, they should not send a Proxy to attend. In the event that the Representative of an organization changes, it is not mandatory that the selected Alternate become the new Representative. Absentee voting is not permitted.

ARTICLE IV -- PRESIDING OFFICERS

~~Section I - Officers Defined:~~

~~The Committee's presiding officer shall be the WMPO's Transportation Demand Management Coordinator. The presiding officer shall call the meeting to order at the appointed time, ascertain that quorum is present, produce and distribute the agenda, preside over meetings, put to a vote all necessary items, declare meeting adjournment, keep a record of all proceedings, committee minutes and relevant documentation, and send meeting notices to members. In event of the absence of the Transportation Demand Management Coordinator, a presiding officer pro temp shall be appointed from among WMPO staff members, upon majority vote of its membership, shall appoint one Representative of the Committee to act as Chairman and one Representative to act as Vice Chairman. The Chairman shall call to order and preside over meetings and appoint Committee members. In absence of the Chairman, the Vice Chairman shall preside and complete all duties of the Chairman. Alternates are not permitted to be elected as Chairman and Vice Charmin. If any officer resigns from the committee, an election will be held at the following scheduled meeting.~~

~~Section III - Elections~~

~~Officers shall be elected annually at the last quarterly meeting of the fiscal year by the voting members of the Go Coast Committee, with their terms to begin at that first meeting of the following fiscal year. Officers shall serve for a period of one (1) year from their election and may be re-elected. In the event that the position of Transportation Demand Management Coordinator is vacant, the interim Chairman shall be a staff member of the WMPO appointed by the WMPO Executive Director.~~

ARTICLE V - MEETINGS

Section I- Meetings:

Regular schedules will be adopted by the Committee at the last meeting of the fiscal year except upon adoption of these bylaws in which the schedule will be adopted in the first meeting of the fiscal year. Meetings shall be scheduled one per quarter. If there is insufficient reason for a regularly scheduled meeting, as determined by the Chair~~man~~, the Chair~~man~~ will notify members of the meeting's cancellation. Meetings shall be conducted under parliamentary procedures consistent with Robert's Rules of Order. A Special or Emergency meeting is a separate session held at a time different from that of a regular meeting, and convened only to consider one or more items of business specified in the call of the meeting. Notice of the time, place and exact purpose of the meeting must be emailed to all members ten (10) days in advance. The reason for the special or emergency meeting is to deal with important matters that may arise between regular meetings and that urgently require action by the Committee before the next regular meeting.

Section ~~II~~ Quorums and Majority Vote:

A quorum is required for the transaction of all business, including conducting meetings or hearings, participating in deliberations, or voting upon business. A quorum consists of 51% of the members of the Go Coast Committee, plus as many additional members as may be required to ensure that 51% of the possible votes are present.

Section III- Attendance:

Each Representative shall be expected to attend each scheduled meeting. Any Go Coast Committee member asking to be excused shall require a call or email to the WMPO's Transportation Demand Management Coordinator, or the acting Chair~~man~~ at least 24 hours in advance of the meeting unless in the case of an emergency or sickness. If an Alternate attends a meeting in place of the member, this will not count as an absence for the Representative. Representatives may only acquire one (1) unexcused absence each year. Upon the second unexcused absence, the ~~chair~~ Chair will ask the Representative to resign from the Committee and find a new Representative to represent their organization.

ARTICLE VI -VOTING PROCEDURES

Section I- Majority Votes:

Any Representative may call for a vote on any issue provided that it is seconded by another Representative. Each voting member of the Committee shall have one vote, and a majority vote of those

present and voting shall constitute approval of any motion, provided a quorum exists. Absentee voting is not permitted.

Section II- Agenda:

The agenda is the list of items suggested for discussion at a Committee meeting. Agenda items originate from the Transportation Demand Management Coordinator or as a carry-over from previous meetings, and are placed on the agenda prior to its distribution. In order for a Committee member to submit an item(s) to the Go Coast Committee, the item(s) must be submitted no later than 5:00 p.m. seven (7) business days before the following meeting.

ARTICLE #VII - AMENDMENTS TO BYLAWS

The bylaws may be amended or repealed and new bylaws adopted by the affirmative vote of at least two-thirds (2/3) of the eligible voting members. Amendments can take place during any regular or special meeting.

Amendments to Committee bylaws must be approved by the WMPO Board.

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