



**Go Coast Committee
August 17, 2023 Minutes**

Members in Attendance

Carolyn Caggia (WMPO)
Brianna D'Itri (Wave Transit)
Karlene Ellis-Vitalis (New Hanover County)
Jared Nelson (nCino)
Deb Porterfield (CastleBranch)
Lynn Sylvia (Cape Fear Community College)
Philip Watts (Colonial Terminals Inc)

Others in Attendance

Abby Lorenzo (WMPO)
Brad Cannon (Wave Transit)
Adam Moran (Pender County)

1. Call to Order

The meeting was called to order at 3:05 p.m.

2. Introductions

3. Approval of the Agenda

Brianna D'Itri made a motion to approve the agenda which was seconded by Deb Porterfield. The motion passed.

4. Approval of the May 2023 Minutes

Lynn Sylvia made a motion to approve the May 2023 meeting minutes, which was seconded by Jared Nelson. The motion passed.

5. Old Business

a. Be A Looker Update

Carolyn Caggia provided updates on the Be A Looker bicyclist and pedestrian safety campaign. 191 new paper and digital pledges have been made since this year's campaign kicked off in April. Additionally, the WMPO received 100 children's bicycle helmets this year to be distributed to children from low-income families. 51 of these helmets have been distributed so far. WMPO staff has promoted Be A Looker at 15 outreach events since April. Carolyn Caggia also showed promotional items ordered this year: keychains, flashlights, and drawstring bags, and mentioned that staff is working on a new tablecloth for the WMPO. Karlen Ellis-Vitalis and Adam Moran indicated interest in distributing Be A Looker brochures to their communities. Jared Nelson suggested pursuing

radio ads. Brianna D'Itri mentioned that placards on buses are free to advertise but bus wraps are not disconnected.

b. Bylaw Updates

As a summary of bylaw updates, edits were made for clarity and to remove typos. For streamlining officer positions and their responsibilities, mentions of chair and vice chair were removed, positioning the WMPO's TDM coordinator as the presiding officer of the committee and outlining their duties. Updates were reviewed by the Go Coast committee, with the only changes being to remove remaining language listing Chair to Presiding Officer. A motion to approve the changes was made by Brianna D'Itri and seconded by Jared Nelson. The motion passed and the changes were approved by the committee. Changes will be reviewed by the WMPO Board for final approval at their September meeting.

6. New Business

a. 2023 Commuter Challenge

Carolyn Caggia presented discussion points from the Commuter Challenge subcommittee which met July 24 to discuss core values, messaging, and branding of the campaign. "Get There Greener" was proposed as a new name for the challenge, for several reasons: returning to the roots of sustainability for the campaign (in 2016, impact and winners were measured with greenhouse gas reductions) to streamline intent and messaging of the challenge; and removing "commuter" is more inclusive of those perhaps not commuting (stay at home parents, retirees, students, errand running). A motion to approve the new name was made by Jared Nelson and seconded by Philip Watts. The motion passed to rename the challenge "Get There Greener."

The committee also voted to change the time frame from the usual last two weeks of October to the full month of October, logic being that it may take a month to form a habit and for ease of promotions with calendar months. The motion to approve the October timeframe was made by Deb Porterfield and seconded by Jared Nelson. The motion passed.

Further discussion is as followed: Deb Porterfield suggested tracking e-bikes separate from traditional bikes, maybe with a drop-down menu on the tracking form. Brad Cannon suggested an option for people to indicate they already commute this way or don't have a car, since the intention of the challenge is to replace single-occupancy vehicle trips. Jared Nelson suggested including two winning categories for prizes – by miles traveled with alternative transportation, and by greenhouse gas savings (based on the vehicle the trip replaces).

b. 3rd Annual Brunswick Heritage Riverside Ride

Carolyn Caggia listed details for the upcoming ride on September 30. Details are posted on gocoastnc.org/brunswick-heritage-riverside-ride. The Eventbrite signup link is not open yet but Carolyn Caggia will email the committee when it's available. She made a call for volunteers to assist with rider parking and check-in. It's a two-hour time commitment and volunteers can ride too when finished volunteering.

7. Discussion

a. Go Coast / WMPO app discussion

Carolyn Caggia mentioned that Go Coast may consider a future app for use in challenges like Get There Greener or Bike Month in May, but the WMPO is also considering an app for inclusion in budgeting for FY25. If Go Coast uses the WMPO app different funding streams could be used. So she asked the committee what they might like to see in a WMPO app. The committee expressed interest in maps, but connection to website/Google Maps might be sufficient. Brad Cannon mentioned prioritizing that the website is mobile friendly. Adam Moran suggested including stories or testimonial videos of alternative commuters. The committee raised questions of how to keep users coming back to the app between challenges and making sure it's useful year-round, when to send push notifications, and how to integrate with existing map apps for directions or tracking.

b. Open discussion

Adam Moran mentioned that Pender County is scheduled to adopt the new Bicycle and Pedestrian Plan at the Planning Board meeting on September 6.

8. Updates

a. Next Meeting

The next Go Coast committee meeting will take place on November 16, 2023, at 3 pm.

b. 2050 MTP Outreach ongoing

WMPO staff told the committee that public outreach for the 2050 Metropolitan Transportation Plan is ongoing with a survey open through November 30, 2023. More information can be found at wmpo.org/2050mtp

9. Adjournment

Brianna D'Itri made a motion to adjourn the meeting which was seconded by Karlene Ellis-Vitalis.