



**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
 - b. River to Sea bike ride
 - c. Campaigns
 - Be A Looker
 - Bike Month
6. New Business
 - a. Bylaw updates
 - b. FY24 meeting dates
 - Discussion
 - Approval
 - c. Election of officers
 - d. 2023 Commuter Challenge
7. Discussion
 - a. TDM/Go Coast rack card for outreach
 - b. 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
 - d. East Coast Greenway Alliance Complete the Trails Program
9. Adjournment

Attachments:

- February 2023 Minutes
- Current Commuter Friendly Employer criteria
- Proposed Commuter Friendly Employer criteria
- Go Coast Committee Bylaws
- Proposed FY24 Meetings
- <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.

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 needs for the Wilmington Urban Area MPO's planning boundary.

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 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 to July) 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 organization, it is the responsibility of the Representative to find a replacement to represent the organization. If the Representative of the 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 -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 - OFFICERS

Section 1- Officers Defined:

The Committee, 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-Chairman. 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 Chairman, the Chairman 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 Chairman 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 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, 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 III - 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.



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FY 2024 Go Coast Committee Schedule and Work Plan Scenario 1

All meetings will take place at 3 PM on the dates designated below.

<p><u>Thursday, August 17th, 2023</u></p> <p>Brunswick Heritage Riverside Ride Commuter Challenge Go Coast App discussion</p>	<p><u>Thursday, November 16th, 2023</u></p> <p>Commuter Challenge Recap Brunswick Heritage Riverside Ride Recap Be A Looker campaign recap</p>
<p><u>Thursday, February 15th, 2024</u></p> <p>River to Sea Bike Ride Bike Month 2025 Short Range TDM Plan</p>	<p><u>Thursday, May 16th, 2024</u></p> <p>Presentation (Recap of Go Coast's Year) River to Sea Bike Ride Recap Election of Officers Approval of FY25 Work Plan and Schedule</p>



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION



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FY 2024 Go Coast Committee Schedule and Work Plan Scenario 2

All meetings will take place at 3 PM on the dates designated below.

<u>Thursday, August 17th, 2023</u>	<u>Special Meeting: Thursday, September 14, 2023</u>
Brunswick Heritage Riverside Ride Commuter Challenge Go Coast App discussion	Commuter Challenge subcommittee
<u>Thursday, November 16th, 2023</u>	<u>Thursday, February 15th, 2024</u>
Commuter Challenge Recap Brunswick Heritage Riverside Ride Recap Be A Looker campaign recap	River to Sea Bike Ride Bike Month 2025 Short Range TDM Plan
<u>Special Meeting: Thursday, March 21, 2024</u>	<u>Thursday, May 16th, 2024</u>
Bike Month subcommittee	Presentation (Recap of Go Coast's Year) River to Sea Bike Ride Recap Election of Officers Approval of FY25 Work Plan and Schedule



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