



**Go Coast Committee**  
**November 16, 2023 Minutes**

Members in Attendance

Carolyn Caggia (WMPO)  
Brianna D'Itri (Wave Transit)  
Jared Nelson (nCino)  
Lynn Sylvia (Cape Fear Community College)  
Abie Bonevac (City of Wilmington)  
Deb Porterfield (Castlebranch)  
Shawn Spencer (UNCW)  
Wendy Giannini-King (City of Wilmington Fire Department)  
Karlene Ellis-Vitalis (New Hanover County)

Members Absent

Adam Moran (Pender County)  
Philip Watts (Colonial Terminals, Inc)

Others in Attendance

Travis Henley (City of Wilmington)  
Vanessa Lacer (WMPO)

1. Call to Order  
The meeting was called to order at 3:02 p.m.
2. Introductions
3. Approval of the Agenda  
Deb Porterfield made a motion to approve the agenda which was seconded by Brianna D'Itri. The motion passed.
4. Approval of the August 2023 Minutes  
Lynn Sylvia made a motion to approve the August 2023 meeting minutes, which was seconded by Abie Bonevac. The motion passed.
5. Old Business
  - a. Brunswick Heritage Riverside Ride  
Carolyn Caggia gave an overview of the 3<sup>rd</sup> annual Brunswick Heritage Riverside Ride, which took place September 30, 2023, and had 131 riders check in (up from 64 last year).

b. Be A Looker 2023

Carolyn Caggia reviewed the 2023 Be A Looker campaign, which ran from April through October 2023, listing promotional efforts and results: 82 helmets distributed across 14 events attended, and 212 new pledges were received.

c. Get There Greener 2023

Carolyn Caggia reviewed Get There Greener, Go Coast's annual sustainable transportation challenge which ran during October 2023. Promotions included a webpage, a press release sent out October 2, social media, and email outreach. \$935 of prize donations were received from local businesses.

26 participants logged trips and 39 people indicated interest in participating. 3,857 miles of alternative transportation were logged, with teleworking and bicycling being the highest and public transportation being the lowest, for a total of 1,542 kg of CO2 savings.

In response to propositioning changing the month of the challenge, Jared Nelson and Abie Bonevac commented that this is a good "2<sup>nd</sup> half" of the year activity for Go Coast to balance out and complement spring programming.

This year's prizes were distributed with the highest dollar-amount prizes going to top participants with respect to which transportation mode they logged (ex. Bike-related prizes going to those who logged bike trips). Shawn Spencer suggested giving different prizes to different modes' participants to inspire further participation in alternative transportation.

d. Cape Fear Change In Motion 2020 scorecard report

Carolyn Caggia overviewed the short range TDM plan, Cape Fear Change in Motion 2020, and included updates about each of the seven strategies included in the plan.

For making further progress on each strategy there was some discussion. Travis Henley suggested for Strategy Six: Improved TDM-Focused Collaboration, increasing work with technical staff by participating in development reviews in member jurisdictions. For Strategy Seven: Personalized Commuter Plans, Lynn Sylvia suggested putting sample commuter plans like routes that are easy for beginners – for example, Hampstead to downtown with alternative transportation, and including places you can bike from.

Further ideas included Wendy Giannini-King's and Shawn Spencer's ideas to include TDM strategies for events required to have parking plans. Abie Bonevac added including bike parking requirements for events as part of their permitting.

6. New Business

a. Cape Fear Change In Motion 2020 update for 2025

Cape Fear Change In Motion 2020 is due for an update in 2025, and is planned to be included as an appendix in the next MTP update, Cape Fear Navigating Change 2050. Development is for the short range TDM plan is scheduled for late summer 2024.

Some discussion included, Abie Bonevac suggested to update strategy two's title of Bike Share to Micromobility. Lynn Sylvia reiterated major downtown events needing road closures to improve traffic impacts (with TDM strategies and otherwise).

## 7. Discussion

### a. Open Discussion

Vanessa Lacer spoke about an upcoming NCDOT project to perform maintenance on the Cape Fear Memorial Bridge. NCDOT will be closing a direction of traffic at a time for this project. Inbound to Wilmington from Brunswick County will be closed January 3, 2024 through April 1. Outbound from Wilmington to Brunswick County will be closed April 8 through May 23, with a possibility of extension for closures through June 28.

In light of these lane closures, WMPO staff is planning a marketing push to local employers for TDM strategies to mitigate traffic impacts as well as working with member jurisdictions to coordinate park and ride lots, or other resources.

Karlene Ellis-Vitalis suggested grocery stores for temporary park and rides, Abie Bonevac suggested churches. Vanessa Lacer offered to share the employer outreach spreadsheet staff had prepared so the committee can add employers which may be interested in utilizing TDM strategies at this time. Wendy Giannini-King and Lynn Sylvia suggested distributing bike and park and ride maps to employers. Abie Bonevac suggested reaching out to WDI, the chambers of commerce, and Downtown Business Alliance as well as the Cape Fear COG.

## 8. Updates

### a. Commuter Friendly Employer / STRNC update

Carolyn Caggia mentioned that the WMPO is no longer financially contributing to support Share The Ride NC and will not be promoting the service or app, so mentions of STRNC will be removed from Commuter Friendly Employer criteria.

### b. Next Meeting

The next Go Coast committee meeting will take place on February 15, 2024, at 3 pm.

### c. 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](http://wmpo.org/2050mtp)

## 9. Adjournment

Lynn Sylvia made a motion to adjourn the meeting which was seconded by Shawn Spencer.