



Go Coast Committee
February 15, 2024 Minutes

Members in Attendance

Shawn Breedlove (Cape Fear Community College)
Adam Moran (Pender County)
Brad Cannon (Wave Transit)
Deb Porterfield (CastleBranch)
Karlene Ellis-Vitalis (New Hanover County)
Travis Henley (City of Wilmington)
Jared Nelson (nCino)
Carolyn Caggia (WMPO)

Members Absent

Shawn Spencer (UNCW)
Wendy Giannini-King (City of Wilmington Fire Department)
Philip Watts (Colonial Terminals, Inc)

Others in Attendance

Emma Stogner (WMPO)
Vanessa Lacer (WMPO)

1. Call to Order
The meeting was called to order at 3:01 p.m.
2. Introductions
3. Approval of the Agenda
Deb Porterfield made a motion to approve the agenda which was seconded by Travis Henley. The motion passed.
4. Approval of the November 2023 Minutes
Carolyn Caggia mentioned a typographical error would be updated from the minutes that were sent out. Deb Porterfield made a motion to approve the November 2023 meeting minutes with the change, which was seconded by Travis Henley. The motion passed.
5. Old Business
 - a. Cape Fear Change in Motion 2020 scorecard report
Carolyn Caggia gave an update of progress made for each of the TDM plan's seven strategies since last meeting. Many of these strategies saw progress through efforts to communicate TDM strategies during the Cape Fear Memorial

Bridge preservation project's lane closures.

b. TDM Strategies During CFMB Preservation Project

Carolyn Caggia overviewed the effort made for TDM outreach during the Cape Fear Memorial Bridge preservation project's lane closures, including communication with WMPO member jurisdictions, outreach to local and regional employers, and working with Wave and NCDOT to expand RideMICRO service and expand TDM marketing.

6. New Business

a. May is Bike Month

Carolyn Caggia spoke about plans for observing National Bike Month in May 2024, including Bike to School Day which is May 17. The Terry Benjey Bicycling Foundation is leading the effort with three local elementary schools and the WMPO will be participating. More information is to come. Additionally, Go Coast plans to run the same challenge as last year where participants are encouraged to log their miles by bike during May to demonstrate local support and interest in bicycling; while publicizing rides we know of and promoting bicycling in a social media and outreach push. No incentives will be provided. Deb Porterfield suggested the importance of iterating why participating in Bike Month matters and what it demonstrates. Travis Henley mentioned incorporating messages into outreach events for the Greater Downtown plan.

b. Cape Fear Change In Motion 2020 Update Process

Carolyn Caggia showed a draft timeline for updating the TDM short range plan, Cape Fear Change In Motion 2020. The update will be included in the WMPO's Metropolitan Transportation Plan (MTP), Cape Fear Navigating Change 2050, which is also going through a 5-year update cycle. The next Go Coast committee meeting, May 16, 2024, will be the kickoff for plan development. A public outreach component is desired although the methods for engagement are still being researched.

Vanessa Lacer mentioned that the MTP survey data will be used to inform this plan as well as lessons learned from public engagement. Emma Stogner reminded the committee that during the projected public outreach period, September through November 2024, two bike rides are scheduled to take place. Additionally, getting buy-in from local officials on the TDM plan and media coverage were suggested.

The committee also discussed expanding the committee during plan development to make sure that voices not currently being heard had a seat at the table. Suggestions included a representative from a community in Brunswick County, local business representatives such as the Chamber of Commerce, a health focused representative, an equity focused representative, a representative from a Parks and Recreation department, and/or a representative from local schools. Carolyn Caggia suggested expanding the committee by 3 members from its 11 members currently.

7. Discussion

a. Open Discussion

Adam Moran stated that Pender County is looking to adopt the 2023 East Coast Greenway Feasibility Study which was completed last year. Pender County is implementing the bicycle and pedestrian plan which was adopted last year. Emma Stogner suggested reaching out to Andrew Meeker with the East Coast Greenway.

8. Updates

a. Next Meeting

The next Go Coast committee meeting will take place on May 16, 2024, from 3 to 5 pm.

b. Bicycle Helmet Initiative Application for 100 helmets was submitted 2/9

Carolyn Caggia told the committee that the letter of support submitted by the Go Coast committee was included in the application for NCDOT's Bicycle Helmet Initiative. This grant program provides helmets to be distributed to children from low income families, and the WMPO has applied for 100 children's helmets in 2024.

c. River to Sea Bike Ride is tentatively scheduled for Sept 7, 2024

Emma Stogner mentioned that the Brunswick Heritage Riverside Ride also is scheduled for September 28. The River to Sea Ride is tentatively scheduled for September 7.

9. Adjournment

Travis Henley made a motion to adjourn the meeting which was seconded by Adam Moran.