



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

Go Coast Committee
July 2024 Virtual Meeting Agenda

To: Go Coast Committee Members
From: Carolyn Caggia, Associate Transportation Planner / TDM Coordinator
Date: July 5, 2024
Subject: July 11, 2024 Meeting

A meeting of the Wilmington Urban Area MPO's Go Coast Committee will be held virtually on Thursday, July 11, 2024, at 3 p.m. The meeting can be joined at the following link:
<https://us06web.zoom.us/j/85651576224>

The following is the agenda for the meeting:

1. Call to Order and Introductions
2. Approval of the Agenda
3. New business
 - a. TDM Short-Range Plan public participation plan
4. Discussion
5. Updates
 - a. Next regular meeting Thursday, August 15, 2024 from 3-5 p.m. (in person)
6. Adjournment

Attachments:

- TDM Short Range Plan public participation plan memo



305 Chestnut Street
PO Box 1810
Wilmington, NC 28402
Ph: (910) 341-3258
Fax: (910) 341-7801
www.wmpo.org

MEMORANDUM

To: Go Coast Committee Members
From: Carolyn Caggia, Associate Transportation Planner
Date: July 5, 2024
Subject: Short-Range TDM Plan Update – Public Participation Plan

The Go Coast Committee will have a virtual meeting on Thursday, July 11, 2024, at 3 p.m. to discuss the public participation plan for the Short-Range TDM Plan update.

To guide discussion of the public participation element at the meeting, WMPO staff has proposed hosting two stakeholder workshops and including targeted questions regarding TDM issues in the upcoming River to Sea and Brunswick Heritage Riverside Ride registrations. Additionally, it is suggested that the public participation element of the short-range plan utilize data from Phase I of public engagement for the WMPO's Metropolitan Transportation Plan (MTP) *Cape Fear Navigating Change 2050*. Staff envisions the proposed public engagement activities for the TDM plan to take place between September and November 2024.

Regarding the workshops, staff recommend the first in-person stakeholder workshop to analyze the current Go Coast program's strengths, weaknesses, opportunities, and threats. These participants will consist of region-wide stakeholders, including large and small businesses from multiple industries, staff from WMPO member jurisdictions, transportation disadvantaged groups, and others. Following this workshop, and utilizing information gathered from it, WMPO staff will draft TDM objectives to be included in the MTP and hold the second meeting virtually to relay what we've heard. At the conclusion of the second meeting, a two-week comment window will be opened for final thoughts from the group.

Per the second recommendation, WMPO staff will include questions regarding bicycle/pedestrian needs in the registration process for the River to Sea Bike Ride on September 7 and the Brunswick Heritage Riverside Ride on September 28.

As the final part of the proposed public engagement element of the TDM plan, staff will review survey data and public comments from the MTP Phase I of public engagement, which took place in late 2023.

Wilmington Urban Area Metropolitan Planning Organization

The feedback and input gained from the proposed public engagement plan will be analyzed and further used to develop draft objectives which will inform the Short-Range TDM Plan's implementation element and be included in the MTP. These draft objectives will be brought to the Go Coast committee for consideration at the regular meeting on November 21, 2024, with approval of objectives requested in December 2024.