



**Go Coast Committee
December 2024 Meeting Agenda**

To: Go Coast Committee Members
From: Carolyn Caggia, Associate Transportation Planner / TDM Coordinator
Date: December 3, 2024
Subject: December 17, 2024 Meeting

A meeting of the Wilmington Urban Area MPO's Go Coast Committee will be held virtually at 3:00 PM on Tuesday, December 17. Committee members and members of the public may access the meeting with the following link: <https://us06web.zoom.us/j/88053588948>

The following is the agenda for the meeting:

1. Call to Order and Introductions
2. Approval of the Agenda
3. Approval of minutes from: May 16, 2024; July 11, 2024; and August 15, 2024 meetings
4. Old Business
 - a. Recap Get There Greener & Bike to Work Day
 - b. Short-Range TDM Plan:
 - Recap employer commuting workshops & public participation
 - Discuss and approve TDM objectives
5. Discussion
 - a. Meeting format (in person vs. virtual)
 - b. Open Discussion
6. Updates
 - a. Next meeting February 20, 2025 from 3-5 pm.
7. Adjournment

Attachments:

- May 2024 Minutes
- July 2024 Minutes
- August 2024 Minutes
- TDM objectives presentation



**Go Coast Committee
May 16, 2024 Minutes**

Members in Attendance

Shawn Breedlove (Cape Fear Community College)
Carolyn Caggia (WMPO)
Brianna D'Itri (Wave Transit)
Karlene Ellis-Vitalis (New Hanover County)
Wendy Giannini-King (City of Wilmington Fire Department)
Deb Porterfield (CastleBranch)
Shawn Spencer (UNCW)

Members Absent

Travis Henley (City of Wilmington)
Jessica Moberly (Town of Leland)
Adam Moran (Pender County)
Jared Nelson (nCino)
Toni Scollins (Novant Health)

Others in Attendance

Vanessa Lacer (WMPO)

1. Call to Order and Introductions
The meeting was called to order at 3:00 p.m.
2. Approval of the Agenda
Shawn Spencer made a motion to approve the agenda which was seconded by Karlene Ellis-Vitalis. The motion passed.
3. Approval of the February 15, 2024 Minutes
Deb Porterfield made a motion to approve the February 15, 2024 meeting minutes which was seconded by Shawn Spencer. The motion passed.
4. Old Business
 - a. May is Bike Month - Update
Carolyn Caggia gave an overview of current and ongoing activities for Bike Month during May 2024, providing a snapshot of participation so far in Bike Month.
5. New Business
 - a. Short Range TDM Plan update kickoff
Carolyn Caggia provided an overview of TDM, Go Coast, and the existing

short-range plan, Cape Fear Change In Motion 2020. The plan update will include two parts: a TDM chapter in the WMPO's Metropolitan Transportation Plan, Cape Fear Navigating Change 2050, and TDM objectives which will be updated with the MTP every 5 years. There will also be a separate implementation plan to serve as a detailed work plan for Go Coast. The update will be complete by November 2025. Carolyn Caggia then summarized public input already received from the MTP's Phase I of public engagement in 2023 and summarized the MTP's existing goals and some example objectives.

- b. Approve FY25 (Jul 2024-Jun 2024) meeting schedule and work plan
The committee voted to approve the FY 25 meeting schedule and work plan, with a motion by Wendy Giannini-King and a second by Shawn Spencer.

6. Discussion

- a. October Bike to Work Day
Carolyn Caggia mentioned planning has begun for a fall Bike To Work Day on October 11, 2024.

7. Updates

- a. Next Meeting
The next regular Go Coast committee meeting will take place on August 15, 2024, from 3 to 5 pm. There will be a doodle poll sent out to schedule a virtual July meeting to discuss public participation for the TDM short-range plan.
- b. Bicycle Helmet Initiative
Carolyn Caggia told the committee that 100 helmets were received from the Bicycle Helmet Initiative grant from NCDOT. This grant program provides helmets to be distributed to children from low income families. The helmets will be distributed throughout the year at WMPO outreach events.
- c. WMPO Bike Rides
Carolyn Caggia told the committee that the Brunswick Heritage Riverside Ride also is scheduled for September 28. The River to Sea Ride is scheduled for September 7.

8. Adjournment

Brianna D'Itri made a motion to adjourn the meeting which was seconded by Shawn Spencer.



Go Coast Committee

July 11, 2024 Minutes

Members in Attendance

Carolyn Caggia (WMPO)
Brianna D'Itri (Wave Transit)
Karlene Ellis-Vitalis (New Hanover County)
Travis Henley (City of Wilmington)
Jessica Moberly (Town of Leland)
Adam Moran (Pender County)
Jared Nelson (nCino)
Deb Porterfield (CastleBranch)

Members Absent

Shawn Breedlove (Cape Fear Community College)
Wendy Giannini-King (City of Wilmington Fire Department)
Toni Scollins (Novant Health)
Shawn Spencer (UNCW)

Others in Attendance

Beth King (WMPO)
Abby Lorenzo (WMPO)
Greer Shivers (WMPO)

1. Call to Order and Introductions

The meeting was called to order at 3:02 p.m.

2. Approval of the Agenda

Jared Nelson made a motion to approve the agenda which was seconded by Travis Henley. The motion passed.

3. New Business

a. Short Range TDM Plan – public participation plan

Carolyn Caggia presented a draft public participation plan which the committee discussed. There was an emphasis on the importance of equity in the consideration of stakeholder workshops and other engagement. The committee did not approve the plan yet, and Carolyn Caggia stated that staff would revise the plan and send it out for comments and then a virtual vote by the end of July.

4. Discussion

a. Open discussion

There were no additional items for discussion.

5. Updates

a. Next Meeting

The next regular Go Coast committee meeting will take place on August 15, 2024, from 3 to 5 pm.

6. Adjournment

Brianna D'Itri made a motion to adjourn the meeting which was seconded by Travis Henley. The meeting was adjourned at 3:45.



Go Coast Committee
August 15, 2024 Minutes

Members in Attendance

Shawn Breedlove (Cape Fear Community College)
Carolyn Caggia (WMPO)
Travis Henley (City of Wilmington)
Jared Nelson (nCino)

Members Absent

Karlene Ellis-Vitalis (New Hanover County)
Wendy Giannini-King (City of Wilmington Fire Department)
Adam Moran (Pender County)
Deb Porterfield (CastleBranch)
Toni Scollins (Novant Health)
Shawn Spencer (UNCW)

Others in Attendance

Abby Lorenzo (WMPO)

1. Call to Order and Introductions

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

2. Approval of the Agenda, February 15, 2024 Meeting Minutes, and July 11, 2024 Meeting Minutes

In the absence of a quorum, the approvals for these items was postponed to the next committee meeting.

3. Old Business

a. Short-Range TDM Plan Update

Carolyn Caggia presented results from TDM program research done to inform the short-range TDM plan update and process. A review of NC TDM programs was conducted and other programs across the US were also contacted for further information about their TDM activities and services provided. TDM plans from across the southeast and the rest of the US were also reviewed. Carolyn Caggia presented key takeaways including equity considerations, strategies for employer engagement and residential engagement, and the importance of targets and performance measures. Many plans also incorporate a TDM toolbox.

4. New Business

a. Get There Greener

Carolyn Caggia showed the committee the webpage, interest from, and

tracking form for the upcoming Get There Greener sustainable transportation challenge in October. She also showed a spreadsheet which was being used for tracking prize donations from local businesses.

b. Bike to Work Day

During Get There Greener, Bike to Work Day is scheduled for Friday, October 11, where local businesses are encouraged to sponsor pit stops where they provide water, coffee, snacks, and other goodies to cyclists passing by. Carolyn Caggia showed a map of potential partners for Bike to Work Day, and collected suggestions on who to contact for this event.

c. WMPO Bike Ride Event Volunteers

Carolyn Caggia overviewed volunteer needs for the two upcoming WMPO bike rides, the River to Sea Bike Ride scheduled for September 7, 2024, and the Brunswick Heritage Riverside Ride scheduled for September 28, 2024, and requested volunteers from the committee.

5. Discussion

a. Open Discussion

Brianna D'Itri submitted a notice about public input and feedback for Reimagine Wave Transit. A survey would close on September 15, 2024.

6. Updates

a. Next Meeting

The next regular Go Coast committee meeting was scheduled for November 21 from 3 to 5 pm. (This meeting has been cancelled and moved to virtual on December 17, 2024, from 3 to 5 p.m.)

7. Adjournment

The meeting adjourned at 3:27 p.m.



Go Coast – Employer Commuting Virtual Workshop

Thursday, November 14, 2024

Carolyn Caggia, Associate Transportation Planner / TDM Coordinator, WMPO

Agenda

1. Introductions
2. Summary of October 18, 2024 meeting
3. Review of all public input
4. Presentation of draft TDM objectives
5. Discussion
6. Overview of next steps
7. Adjourn





Oct 18 Meeting Summary

Overview of TDM and Go Coast

- **Alternative transportation:** carpooling, vanpooling, public transportation, bicycling, walking, teleworking, alternative work schedules
- **Transportation Demand Management (TDM) :** Strategies that support, promote, and encourage the use of alternative transportation to mitigate traffic congestion and improve everybody's mobility options and commute
- **Go Coast** is the region's TDM program
 - Guided by an advisory committee and a short-range plan which is updated every 5 years



Go Coast Short-Range Plan Update – Two Parts:

1. TDM objectives will be incorporated into **Cape Fear Navigating Change 2050**, the WMPO's long-range transportation plan
 - Updated every 5 years, 25-year planning horizon
 - Contains regionally significant priority projects for aviation, bike ped, ferry, rail, public transportation, and roadway out to 2050
 - There will be a chapter for TDM, containing overview of TDM, Go Coast and TDM objectives
 - Seeking adoption for this plan by WMPO Board in Nov 2025
2. Implementation plan 2026-2030
 - Separate document to contain a detailed work plan for Go Coast
 - Updates approved by Go Coast Committee
 - Annual review process if updates are needed



Oct 18, 2024 Meeting Summary – what we asked

We asked about:

1. How various alternative transportation options are utilized by the people your organization employs/serves
2. Ways to increase use of these modes
3. Which strategies would be most impactful in motivating alternative transportation choice
4. Which strategies would be most feasible for your organization



Oct 18, 2024 Meeting Summary – key themes we heard

- **Financial support** for transit or vanpooling would be impactful if the employer received a grant or other external support
- More **education and outreach** to employers is needed and most feasible to implement
- Carpools could increase transportation reliability for employees and employers, and **incentives and assistance** would be impactful
- Transportation challenges vary per industry and commuter. There's no "average commuter" so **working with individual employers is key**
- **Park & Ride lots** are needed to support alternative options like vanpooling, transit, carpooling
- Transit is not always ideal for shift workers due to frequency and hours of service, so carpools/vanpools could provide more flexibility. **Building trust** in the transit system is important as well
- Some company cultures may discourage teleworking in favor of "return to office" policies/ideals post-COVID
- **Safety is a priority** for bicycling and walking, especially at night





Public Input Review

Other public input channels

- Survey in registration for the Brunswick Heritage Riverside Ride and River to Sea Bike Ride (*Fall 2024 – 637 total responses*)
- Survey following Cape Fear Memorial Bridge Preservation Project (*Spring 2024 – 367 responses*)
- Cape Fear Navigating Change 2050 Public Input Phase I Survey (*Fall 2023 – 2,347 responses*)



More key themes from other public input

- **Desire for culture shift** to embrace transportation alternatives
- **Address limited knowledge and trust** in the transit system
- **Carpool matching services** need improvement/promotion
- **Driver education** around sharing the road is needed
- **Reduction in traffic congestion** in the Wilmington urban area is highly desired
- **Opportunity for schools** to encourage alternative transportation
- **Employers are key** in facilitating behavior change and modeshift





Draft TDM Objectives

TDM Objectives

For this plan update, TDM objectives will be included in the WMPO's Metropolitan Transportation Plan, **Cape Fear Navigating Change 2050 (CFNC2050)**, in accordance with its five goals:

- Safe
- Equitable
- Connected
- Resilient
- Proactive

Objectives:

- Detail how these 5 goals will be achieved.
- Are broad enough to be accomplished with potentially more than one approach.
- Will inform initiatives and strategies that go into the implementation plan.
- Complement adopted modal objectives (attached at the end of this presentation)



Draft TDM objectives: Safe

1. Bolster education and outreach for safe bicycling and walking to all road users.
 - *Rationale: Driver education is mentioned as a need in the CFNC2050 survey. Safety when bicycling was also mentioned during the workshop, with many participants saying they know bicyclists who have been hit by drivers.*
 - **Example implementation plan items:** Promote Be A Looker campaign, distribute bicycle safety gear such as lights as a part of outreach
2. Develop tools for education and awareness surrounding safety for motorized forms of alternative transportation, i.e. carpooling, vanpooling, and public transportation.
 - *Rationale: Expanding safety for all TDM strategies to add to efforts being done for bicycling and walking.*
 - **Example implementation plan items:** Develop safe carpooling guide, social media campaign for transit safety



Draft TDM objectives: Equitable

1. Prioritize employer outreach in areas which are transportation disadvantaged, and employers which qualify as a Disadvantaged Business Enterprise.
 - *Rationale: Federal funding recipients are required to distribute funding in a way that complies with the Justice 40 initiative, and other programs and requirements for equity. Additionally, this approach is supported in the short-range plan update's Public Participation Plan.*
 - **Example implementation plan items:** Promote Commuter Friendly Employer and develop the program to best serve underserved employers/communities



Draft TDM objectives: Connected

1. Pursue opportunities to increase carpooling and facilitate carpool ride-matching.
 - *Rationale: Carpooling was highly rated as impactful from the workshop. Inability to find a carpool partner is cited by 23% of CFMB survey respondents as to why they were unable to utilize alternative transportation.*
 - **Example implementation plan items:** Work with employers on carpool matching, promote Share The Ride NC when applicable
2. Coordinate with Wave Transit on outreach to increase familiarity with public transportation.
 - *Rationale: CFNC2050 survey contains several comments mentioning limited knowledge or trust in the transit system; aim to reduce stigma and normalize transit usage.*
 - **Example implementation plan items:** Partner with Wave for outreach and social media campaigns, plan events for group transit rides
3. Investigate opportunities for Park and Ride lots within the WMPO boundary.
 - *Rationale: Needed to facilitate carpooling, potential vanpooling, and increasing transit usage. Would benefit downtown according to workshop.*
 - **Example implementation plan items:** Open discussions with churches, shopping centers, etc. for establishing Park and Ride lots.



Draft TDM objectives: Resilient

1. Foster a regional culture where alternative transportation usage is legitimized and embraced.
 - *Rationale: A desire for a culture shift to embrace transportation alternatives is brought up by comments in CFNC2050 survey. Reduction in traffic congestion is a common value as well as responding to climate change.*
 - **Example implementation plan items:** Create an education and outreach campaign surrounding the benefits of alternative transportation and promote highly on social media; plan events to build excitement around transit, carpooling, and biking



Draft TDM objectives: Proactive

1. Increase marketing and outreach to improve awareness and understanding of alternative transportation options to audiences including area employers, neighborhoods, schools, and others.
 - *Rationale: Facilitated discussion from workshop. Educational programs were also highly rated for impact and feasibility. Employer outreach also supported decisions to use alternative transportation during the CFMB pres. Project.*
 - **Example implementation plan items:** Promote Commuter Friendly Employer to a wide range of employers; conduct outreach in schools; develop a TDM toolkit for apartment complexes
2. Identify opportunities to facilitate commuter incentives at the employer level.
 - *Rationale: Public transit affordability is mentioned on the CFNC2050 survey. Financial support for transit usage was ranked as a highly impactful strategy from the workshop, especially if funded through a grant and not directly by the employer.*
 - **Example implementation plan items:** Investigate incorporating a microgrant funding element into the Commuter Friendly Employer program for employers to take advantage of



Next steps

1. **Review draft TDM objectives and provide comments by Wednesday, November 27**
2. Staff will bring draft objectives to the Go Coast committee for review and approval (December 2024), then to WMPO Board for adoption (January 2025)
3. Staff will draft TDM chapter for CFNC2050 and implementation plan items (February 2025)
4. Final CFNC2050 draft (May 2025)
5. CFNC2050 Public Engagement Phase 2 (Summer 2025)
6. CFNC2050 Adoption (November 2025)





MTP Adopted Objectives

Modal objectives were adopted at the 4/25/24 meeting of the MTPC and the 5/29/24 meeting of the WMPO Board.

2050 MTP Bicycle and Pedestrian Objectives

How is success defined for the goals:

Safe

- Build facilities and traffic engineering solutions that prioritize vulnerable road users.
- Increase visual cues and traffic calming strategies that prioritize vulnerable road user safety.
- Maintain, enhance and increase infrastructure to improve safety between non-motorists, cyclists, and/or motorized vehicles.

Equitable

- Prioritize projects located in EJ census tracts or that would benefit EJ communities.
- Prioritize new bicycle and pedestrian facilities that connect to employment centers, community resources and/or services.
- Increase accommodation of older adults, persons with disabilities, young, and low-income populations during the design of bicycle and pedestrian facilities and amenities (i.e. age-friendly design features).
- Engage diverse communities in the planning process.

Connected

- Increase multimodal density to facilitate intermodal connection opportunities.
- Create first and last-mile connections (such as bike/ped infrastructure to access to a transit hub).
- Build connections that fill gaps in the existing network that will allow for an uninterrupted bicycle and/or pedestrian path of travel.
- Collaborate with jurisdictions on comprehensive plans, other plans, or ordinances to include bicycle and pedestrian elements.



2050 MTP Bicycle and Pedestrian Objectives Cont.

How is success defined for the goals:

Resilient

- Increase bicycle and pedestrian facilities that provide alternatives to auto transport.
- Consider the long-term costs of constructing bicycle and pedestrian facilities and future funding for anticipated maintenance.
- Encourage facilities with low environmental impact.

Proactive

- Identify and reserve right-of-way and/or easements for future bicycle and pedestrian projects.
- Promote and support educational programs that teach bicycle and pedestrian safety.
- Utilize and develop partnerships to support bicycle and pedestrian infrastructure and initiatives.
- Increase promotion of bicycle and pedestrian facilities, amenities, and resources.



2050 MTP Roadway (and Freight) Objectives

How is success defined for the goals:

Safe

- Reduce the rate and severity of crashes.
- Increase visual cues and traffic calming strategies that prioritize vulnerable road user safety.
- Maintain, enhance and increase infrastructure to improve safety between non-motorists, cyclists, and/or motorized vehicles.

Equitable

- Enhance and maintain the cultural, aesthetic, and environmental character of the community and ensure environmental justice.
- Prioritize projects located in EJ census tracts or that would benefit EJ communities.
- Engage diverse communities in the planning process.

Connected

- Support existing and new multimodal facilities and connections along corridors for the movement of goods and people.
- Increase interconnectivity of roadway facilities and the redundancy of routes.

Resilient

- Build resiliency to extreme events and hazards by designing and constructing less vulnerable infrastructure to minimize loss and employing rapid restoration techniques after a disaster.
- Ensure facility design supports efficient emergency response.
- Develop efficient and redundant routes to support the movement of goods.

Proactive

- Consider and support projects that facilitate future adaptations and new technology to accommodate changing demands.
- Support community development and placemaking efforts when designing roadway facilities.
- Consider and support projects that align with anticipated land use patterns and adopted plans.
- Provide timely notification and education around current and future roadway projects.



2050 MTP Public Transportation Objectives

How is success defined for the goals:

Safe

- Prioritize installation of crosswalks at or near bus stop locations.
- Prioritize safe design and aesthetics of new and existing transit facilities.

Equitable

- Identify and pursue opportunities to provide public transportation options that benefit unserved and underserved populations, including older adults, people with disabilities, and other non-driving populations.
- Increase accommodation for older adults, persons with disabilities, young, and low-income populations during the design of public transportation facilities and amenities (i.e. age-friendly design features).
- Engage diverse communities in the planning process.

Connected

- Increase network of bus shelters, benches, and other amenities at bus stop locations.
- Prioritize new public transportation facilities that connect to employment centers, community resources and/or services.

Resilient

- Identify strategies to broaden the ridership base and encourage transit usage.

Proactive

- Support community development and placemaking efforts along public transportation routes and near public transportation facilities.
- Provide direct, time competitive transit services that complement other transportation modes.



2050 MTP Rail (Passenger and Freight) Objectives

How is success defined for the goals:

Safe

- Eliminate and/or mitigate rail conflicts with other modes.
- Enhance infrastructure to improve safety for all other modes (cyclists, pedestrians, etc).
- Provide a safe and secure rail system and operations.

Equitable

- Encourage job creation by providing sufficient transportation capacity for rail users.
- Engage diverse communities during the design of facilities/routes.
- Increase accommodations for passenger to include other non-motorized modes of transportation (ie. Bicycles, e-bikes).

Connected

- Improve or maintain safe and reliable connections to ports, rail terminals, military bases, and major logistics and manufacturing sites.

Resilient

- Build and sustain resiliency to extreme events and hazards by designing and constructing less vulnerable infrastructure to minimize loss and by employing rapid restoration techniques after a disaster.

Proactive

- Identify rail-served sites for future rail-served industrial development.
- Promote future opportunities for passenger facilities.



2050 MTP Ferry and Water Transportation Objectives

How is success defined for the goals:

Safe

- Reduce conflicts with non-ferry automobile traffic at ferry terminals.
- Provide a safe and secure ferry system.

Equitable

- Improve ADA-accessibility on ferry vessels and from ferry terminal to adjacent destinations.

Connected

- Prioritize projects that allow for bike share and public transportation at ferry/water transportation terminals.
- Increase infrastructure to promote biking and walking to and from the ferry/water transportation terminal.

Resilient

- Prioritize projects and routes that are resilient against climate change and / or sea level rise or reduce overall maintenance costs.
- Improve and maintain the efficiency of evacuation operations.

Proactive

- Prioritize projects that develop new ferry routes to serve both commuter and tourism markets.
- Increase the use of environmentally-preferable fuel and renewable resources.



2050 MTP Aviation (and Freight) Objectives

How is success defined for the goals:

Safe

- Ensure the safe and secure arrival and departure of passenger and freight aircraft.
- Provide a safe and secure environment along the full passenger journey.

Equitable

- Increase transportation mode choice to ILM, the Business Park and terminal areas.
- Reduce or remove barriers to air travel.
- Ensure aviation growth is grounded in the fair and equitable consideration of surrounding communities and the environment.

Connected

- Coordinate with roadway and rail network projects that support the development of ILM to include accommodations necessary for truck/rail freight transportation to/from site.
- Provide efficient intermodal connections to/from the airport for passengers and freight.

Resilient

- Increase resiliency of airport facilities disasters or other disruptions, man-made or natural.

Proactive

- Support opportunities for rail service to ILM.
- Identify opportunities for new and innovative transportation connections for passengers and freight.

