



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

Go Coast Committee
May 21, 2026 Meeting Agenda

To: Go Coast Committee Members
From: Carolyn Caggia, Associate Transportation Planner / TDM Coordinator
Date: May 14, 2026
Subject: May 21, 2026 Meeting

A meeting of the Wilmington Urban Area MPO's Go Coast Committee will be held virtually at 3:00 PM on Thursday, May 21. The meeting can be joined at the following link:
<https://us06web.zoom.us/j/88171243579>

The following is the agenda for the meeting:

1. Call to Order and Introductions
2. Approval of the Agenda
3. Public Comment Period
4. Presentations
 - a. Go Coast Year In Review | *Carolyn Caggia*
5. Consent Agenda
 - a. Approval of minutes from February 19, 2026 meeting
6. Regular Agenda
 - a. Adopt meeting schedule and work plan for Fiscal Year 2027
7. Discussion
 - a. Commuter Challenge / Get There Greener re-structure and branding
 - b. Bike Month mid-campaign update
 - c. Draft bylaw updates
8. Updates
 - a. Committee member updates
9. Next committee meeting in-person, August 20, 2026
10. Adjournment

Attachments:

- February 19, 2026 meeting minutes
- Proposed FY 27 Calendar and Work Plan
- *Cape Fear Navigating Change 2050* Appendix L: Transportation Demand Management



Go Coast Committee Meeting Minutes

Thursday, February 19, 2026

Members Present

Carolyn Caggia (WMPO)
Brianna D'Itri (Wave Transit)
Karlene Ellis-Vitalis (New Hanover County)
Deb Porterfield (CastleBranch)
Shawn Spencer (UNCW)
Marcy Waters (Pender County)

Others Present

Brad Cannon (Wave Transit)
Amanda Halbert (WMPO)
Greer Templer (WMPO)

Members Absent

Rosemary Guendner (Cape Fear Workforce
Development Board)
Travis Henley (City of Wilmington)
Toni Scollins (Novant Health)

1. Call to Order

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

2. Approval of the Agenda

Karlene Ellis-Vitalis made a motion to approve the agenda which was seconded by Shawn Spencer. The motion passed.

3. Public Comment Period

There were no public comments.

4. Presentations

Carolyn Caggia gave an update on the WMPO's Safe Streets and Roads for All Safety Action Plan development, with a focus on Round 2 of community engagement and next steps. Round 2 includes an online survey and interactive comment map, both scheduled to close on February 22, 2026.

5. Consent Agenda

- a. Approval of Go Coast Committee Meeting Minutes – November 20, 2025
Brianna D'Itri made a motion to approve the consent agenda which was seconded by Marcy Waters. The motion passed.

6. Regular Agenda

a. Letter of Support for WMPO application to NCDOT IMD's 2026 Bicycle Helmet Initiative

Carolyn Caggia overviewed the NCDOT Bicycle Helmet Initiative, which the WMPO applies for in the amount of 100 children's bicycle helmets annually. The Go Coast letter of support was supported by the committee and approved with a motion from Shawn Spencer and a second from Deb Porterfield.

7. Discussion

a. 36th Annual River to Sea Bike Ride

Carolyn Caggia updated the committee on the planning effort for the 36th Annual River to Sea Bike Ride, which will take place Saturday, May 2, 2026. The WMPO is actively seeking sponsors to support the ride and offset ride costs. Additionally, the River to Sea Bike Ride Expo will be held on Friday, May 1, from 3 to 7 p.m. at Empie Park. The expo will include complimentary bicycle checks for participants, event related merchandise available for purchase, information about the ride and route, and event sponsor promotional tables.

b. May is Bike Month – Plans for 2026

Carolyn Caggia provided an update about plans for Bike Month in May 2026. The WMPO intends to move Bike to Work Day from October to May to coincide with the national observance and have earlier daylight hours for bicyclists. The committee discussed additional opportunities for engagement during Bike Month, including proclamations by WMPO member jurisdictions.

c. Short-Range TDM Plan Initiatives

Carolyn Caggia overviewed items on the TDM short-range plan which would be worked on throughout 2026. The safe carpooling guide mentioned at the last meeting will be worked on in the later half of the year, pending an update to the statewide Share The Ride NC platform. Social media content is being planned for quarterly videos and a transit safety campaign. The WMPO intends to conduct the youth poster contest in 2027 to coincide with increased Be a Looker outreach that year. Additional items discussed were updates to the Commuter Friendly Employer toolkit considering the effort to increase outreach and promotion of the program. Vanpooling interest and opportunities were also discussed, and meetings are ongoing with Wave Transit and the Cape Fear Workforce Development Board.

d. Bylaw Updates

Carolyn Caggia alerted the committee about the WMPO's intent to update Go Coast committee bylaws to match other WMPO committee operations, including shifting committee operations from the fiscal year to calendar year to align with the short-range TDM plan. Additionally, there is a need to broaden representation from area employers on the committee, with a reassessment of membership structure and a formalization of committee operations.

8. Updates

a. River to Sea Bike Ride - Saturday, May 2, 2026

b. Committee Member Updates

Wave Transit: Brianna D'Itri provided an update from Wave Transit about the development of the Locally Coordinated Plan which will be conducting outreach throughout the year and aims for adoption by the end of 2026.

UNCW: Shawn Spencer provided an update from UNCW that Hawk Wheels has 120 new rental bicycles available, and UNCW is continuing bike/scooter share with Bird.

9. Next Meeting - May 21, 2026, from 3-5 p.m., held virtually

10. Adjournment

A motion to adjourn was made by Deb Porterfield which was seconded by Marcy Waters. The motion passed and the meeting adjourned at 3:59 p.m.



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FY 2027 Go Coast Committee Schedule and Work Plan

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

Regular Meeting, In Person | *Thursday, August 20, 2026*

- Presentation of draft bylaw updates
- Commuter Challenge planning
- Transit safety social media campaign planning

Special Meeting, Virtual | *Thursday, September 17, 2026*

- Review and adopt draft bylaw updates

Regular Meeting, Virtual | *Thursday, November 19, 2026*

- Commuter challenge recap
- Safe carpooling guide (pending STRNC update)
- Be A Looker 2027 campaign planning & youth poster contest
- Commuter Friendly Employer update

Regular Meeting, In Person | *Thursday, February 18, 2027*

- Be a Looker update
- River to Sea Bike Ride planning update
- Bike Month / Bike to Work Day planning

Regular Meeting, Virtual | *Thursday, May 20, 2027*

- Presentation: Go Coast year in review
- Bike Month update
- Commuter Friendly Employer update



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Transportation Demand Management

Table of Contents

- 1. Introduction
- 2. Go Coast 2026–2030 Implementation Plan
- 3. Go Coast Implementation Plan Timeline

Introduction

Transportation Demand Management (TDM) objectives, which were developed through public engagement with area employers and other stakeholders in conjunction with the Go Coast advisory committee, were used to develop a five-year implementation plan for the Go Coast program. This plan will serve as an update to the Cape Fear Change in Motion 2020 short-range plan. Each TDM objective is addressed with at least one activity to work towards the objective with subtasks for conducting the activity. Additionally, a timeline (Table L.1-L.5) was developed to guide implementation over the next five years, 2026 through 2030.

Go Coast 2026–2030 Implementation Plan

Safe

1. Bolster education and outreach for safe bicycling and walking to all road users.

1.1 Promote Be a Looker campaign

a. 2027 Campaign

Begin planning in October 2026, launch campaign April through September. Focus on working with school districts and PTA/PTOs to get safety tips in parent email newsletters, social media, and other channels to reach families.

Target(s): Receive 250 new pledges, and attend eight or more events promoting Be a Looker.

b. 2029 Campaign

Begin planning in October 2028, launch campaign April through September.

Target(s): Receive 350 new pledges, and attend eight or more events promoting Be a Looker.

c. Year-round promotion 2026-2030

Regularly promote Be a Looker messaging and safety tips at outreach events, monitor supply of brochures and swag.

Target(s): Attend 6+ events annually where Be A Looker is promoted, and send quarterly emails.

1.2 Distribute bicycle safety gear such as lights as a part of outreach.

a. Year-round distribution 2026-2030

Order white front lights and rear red lights for bicycles, reflective gear, and other visibility items for bicyclists and pedestrians, as budget allows.

Target(s): Provide safety gear at all outreach events attended and document distribution.

2. Develop tools for education and awareness surrounding safety for motorized forms of alternative transportation, i.e. carpooling, vanpooling, and public transportation.

2.1 Develop safe carpooling guide

a. Guide development

Develop the guide in alignment with any updated platform features and marketing materials from Share the Ride NC or other ride-matching services.

Target(s): Develop guide in 2026.

b. Guide promotion

Feature the guide on the Go Coast website. Promote the guide via social media, press releases, direct emails, and send to employers.

Target(s): Send guide to 20+ employers directly.

2.2 Social media campaign for transit safety

a. Campaign development

Work with the WMPO's Public Information Officer as well as marketing staff from Wave Transit to develop a safety campaign. Work with UNCW/CFCC Transportation/Sustainability departments and/or community safety partners including law enforcement.

Target(s): Develop campaign in 2026. Include multimedia elements (video).

b. Campaign promotion

Run joint social media posts with Wave Transit to boost to a wider audience. Begin promotions to coincide with the start of the academic school year and promote widely to UNCW, CFCC, and others. Save this information on the Go Coast website as well. Promote content annually.

Target(s): Develop at least one video and post at least twice. Present or table with at least one partner per year.

Fair

1. Conduct employer outreach in all areas to a broad range of employer sizes and industries.

1.1 Redevelop and promote the Go Coast Commuter Friendly Employer program to better support all employers and communities.

a. Identify and contact employers

Identify employers and points of contact for businesses in the Wilmington urban area.

Target(s): Contact at least 10 employers representing a broad range of size and industry, and request feedback on Commuter Friendly Employer recognition program criteria.

b. Review program criteria

After receiving feedback from employers, consider revisions to program criteria and the necessary approval process.

c. Promote Commuter Friendly Employer

Promote revisions to Commuter Friendly Employer recognition program criteria to a wide range of employers.

Target(s): Contact 20+ employers.

Connected

1. Pursue opportunities to increase carpooling and facilitate carpool ride-matching.

1.1 Work with employers on carpool matching

a. Identify employers for whom carpooling would be ideal.

Based on parking availability at the worksite, industry, shift needs, and other considerations, develop a spreadsheet of contacts. Draft this spreadsheet after the Share the Ride NC (STRNC) platform is updated, after the safe carpooling guide is developed, and while contacting employers about Commuter Friendly Employer (CFE).

Target(s): Reach out to three or more employers annually about their commuting needs.

1.2 Promote carpool ride-matching services

a. Promote carpool ride-matching services when applicable.

Participate with statewide and local partners to promote the ride-matching services provided when applicable, such as Share The Ride NC.

Target(s): Promote carpooling on social media biannually.

2. Coordinate with Wave Transit on outreach to increase familiarity with public transportation.

2.1 Partner with Wave for outreach and social media campaigns.

a. Develop social media strategy with Wave Transit.

Meet with Wave staff to discuss limitations and opportunities of using social media to promote and build trust with transit. Highlight popular stops on each route, how to ride the bus, or benefits of using transit. Use paid promotion on joint posts.

Target(s): Meet bimonthly to coordinate social media strategy.

b. Promote and assess campaign on social media.

Launch promotion of a transit-focused social media campaign and monitor analytics for lessons learned.

Target(s): Post quarterly about transit in coordination with Wave.

2.2 Plan events for group transit rides.

a. Identify group for pilot transit ride.

Identify an interested group, such as a UNCW student group, scout troops, community centers, clubs, etc. who may be interested in taking a group ride on a Wave Transit vehicle. Coordinate with Wave Transit for tips and best practices for these group rides.

Target(s): Approach at least four groups about a group transit ride.

b. Apply lessons learned from pilot event.

For future rides, invite groups directly or host public ride events in conjunction with City of Wilmington Parks, New Hanover County Libraries, senior centers, or other partners. Create an interest form for groups interested in group rides/travel training and coordinate with Wave.

Target(s): Conduct one group ride event per year.

3. Investigate opportunities for Park and Ride lots within the WMPO boundary.

3.1 Open discussions with churches, shopping centers, etc. for establishing Park and Ride lots.

a. Conduct research about Park and Ride lots.

Identify existing Park and Ride lots in North Carolina and elsewhere, and gain understanding about how they were formed, how they are utilized, any necessary ongoing agreements between transit agencies, property owners, MPOs, etc. Investigate how signage is installed and designated spaces are marked.

Target(s): Review at least three existing Park and Ride lots for agreements, etc. Reach out to three peer organizations for guidance.

b. Open discussions with potential Park and Ride location partners.

Identify contacts with potential partners. Utilize the employer carpooling spreadsheet developed in Connected 1.1, Employers contacted for updating Commuter Friendly Employer recognition criteria, and employers from 2024 employer commuting workshops. It may be prudent to approach an individual business needing employee transportation assistance, such as a downtown Wilmington business where parking is limited, and work with them to form a Park and Ride.

Target(s): Contact three or more employers about their needs and identify interest.

c. Stay informed on opportunities for vanpooling.

Work with community partners, employers, and the Cape Fear Workforce Development Board to identify opportunities for carpooling and informal vanpooling. Monitor opportunities for restarting vanpooling with Wave Transit.

Target(s): Schedule biannual check-ins with service providers and employers.

Resilient

1. Foster a regional culture where alternative transportation usage is legitimized and embraced.

1.1 Create an education and outreach campaign surrounding the benefits of alternative transportation and promote highly on social media

a. Draft and launch campaign

Work with WMPO Public Information Officer to create compelling visuals/photos, email blasts, and video, and spotlight this content on Go Coast's story highlights on Facebook and Instagram. Consider sharing to WMPO platforms as well.

Target(s): Post a short mobile video (such as Instagram Reel) quarterly.

1.2. Plan events to build excitement around transit, carpooling, and biking

a. Annual bike rides

Continue to plan and host the WMPO's annual bike rides, the River to Sea Bike Ride in May and the Brunswick Heritage Riverside Ride in September. Pursue opportunities to partner on regular rides that may be hosted by community partners in Pender County and southern New Hanover County.

Target(s): Two rides organized per year, and support partner rides when available.

b. Bike Month

Work with member jurisdictions, local bike shops, and community partners to plan events to observe National Bike Month every May. Encourage WMPO-area residents to report their miles traveled by bicycle during Bike Month and consider awarding prizes to participants who log miles. Events to consider: wrench nights; beginner rides or how-to-ride-a-bike workshops; beginner maintenance workshops; safe cycling classes with League of American Bicyclists-Certified

Instructors (LCIs); glow rides with Terry Benjey Bicycling Foundation (TBBF); a social media campaign/contest; rides with elected officials; bike on bus workshops; giveaways (of bicycles or gear); etc.

Target(s): Organize, facilitate, or participate in two or more events during Bike Month. Aim to attract at least 50 participants logging miles.

c. Commuter Challenge

Conduct annual Get There Greener challenge each October. Request prize donations from local business to award to top and random participants who report miles traveled by alternative transportation during the challenge. Promote with press releases, social media, and encourage participation by local employers.

Target(s): Aim to attract 50 participants logging miles across any mode. Engage five or more employers about promoting this challenge to their employees. Post weekly about the challenge on social media during October.

d. Bike to Work Day

Work with member jurisdictions, local organizations, and businesses to promote Bike to Work Day on a Friday in October. Encourage partners to host a pit stop for cyclists who pass by (although open to anyone) handing out water, coffee, snacks, or other items.

e. Other events

Monitor opportunities to host other events throughout the year, virtually, on social media, or in person. Consider Walk to School Day in October, World Sustainable Transport Day in November, Dump the Pump by APTA in June, Earth Day in April, Park(ing) Day in September, Transportation Equity Day (February) and winter campaigns – including handing out lights for Daylight Saving Time. Consider one-off events with community partners including group rides, or events like a carpool-to-work day.

Target(s): Identify one to two potential new events where there is either a gap in content or interest from the public.

1.3 Design initiative to promote TDM in local land use ordinances and for developments.

a. Aid member jurisdictions in developing TDM-oriented ordinance

Work with member jurisdictions on developing ordinances, potentially including provisions to incentivize site improvements which support TDM strategies. Examples include bicycle parking requirements, transit shelter provisions, preferred parking for carpools, covered bike parking, and other items.

Target(s): Conduct annual reviews with each member jurisdiction's staff to assess needs and progress.

1.4 Apply annually or NCDOT's Bicycle Helmet Initiative

a. Distribute helmets received from grant throughout the year.

Apply for 100 children's bicycle helmets annually through this grant process. Generally, applications are due early February and helmets are received in late April. Work with local partners including Terry Benjey Bicycling Foundation (TBBF), Safe Kids New Hanover, local police and fire departments, community organizations, schools, and others to distribute these helmets to children. These helmets are a key component of outreach for the WMPO by functioning as a conversation starter at tabling events, and a way to serve the community and expand education and understanding of bicycle and pedestrian safety, TDM promotion, and WMPO role.

Target(s): Apply for the grant annually and distribute at least 85 helmets per calendar year.

Proactive

1. Increase marketing and outreach to improve awareness and understanding of alternative transportation options to audiences including area employers, neighborhoods, schools, and others.

1.1 Promote Commuter Friendly Employer to a wide range of employers

a. Promoting Commuter Friendly Employer

Following employer partner review, promote Commuter Friendly Employer by engaging with at least three new employers quarterly.

Target(s): Engage with at least three new employers quarterly.

1.2 Conduct outreach in schools

a. Develop TDM outreach kit for schools and families.

Use connections from 2027 Be a Looker campaign to approach New Hanover County, Brunswick County, and Pender County schools. Work with partners to develop an outreach kit focused around TDM strategies that would work for schools and determine the best way to distribute this information to students, staff, and families.

b. Host a youth poster contest focusing on bicycle/pedestrian safety

Reach out to public school systems and provide facts about bicycle and pedestrian safety. Then, promote a poster contest and feature the winner(s) on social media and recognize them at a Board meeting. Distribute winning poster(s) throughout the community (libraries, the mall, etc). Alternatively, if more practical, the art contest is for a billboard, and the winning design gets on a billboard for three months.

Target(s): Host a poster contest annually, aiming for at least three entries.

1.3 Develop residential TDM toolkits

a. Develop toolkit and promote to area apartment complexes

Research TDM plans and toolkits that exist in other parts of the country. Draft a residential toolkit for our region. Reach out to area apartment complexes/property management companies and ask for feedback on the draft toolkit. Then, promote widely.

Target(s): Send draft toolkit for review by two or more apartment complexes.

b. Develop neighborhood toolkit for HOAs.

Research existing TDM outreach to HOAs done in other parts of the country. Draft an HOA toolkit for our region. Reach out to HOA boards or management companies and request feedback on the draft toolkit – when edits are incorporated, promote to member jurisdictions and directly to HOA contacts.

Target(s): Send draft toolkit for review by two or more HOA boards or management companies.

2. Identify opportunities to facilitate commuter incentives at the employer level.

2.1 Investigate incorporating a microgrant funding element into the Commuter Friendly Employer program for employers to take advantage of

a. Research other existing microgrant programs

Paying special attention to MPO funded programs, conduct research into microgrant programs surrounding TDM, transportation, sustainability, or other similar topics. Research funding opportunities.

Target(s): Contact at least three programs.

b. Design microgrant pilot program

Document interest from area employers in how they would use funds and invite them to participate in a future pilot program. Draft an application process and a review process for assessing application of awarded funding by recipients.

Target(s): Reach out to 10+ employers to request ideas about utilizing a pilot program.

c. Conduct microgrant pilot program

When funding is identified, pilot a microgrant cycle.

Go Coast Implementation Plan Timeline

Table L.1 - Safe																					
Activity	Subtasks	Timeline*																			
		2026				2027				2028				2029				2030			
		Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa
1.1 Promote Be a Looker Campaign	1.1.a 2027 Campaign																				
	1.1.b 2029 Campaign																				
	1.1.c Year-round promotion (ongoing)																				
1.2 Distribute bicycle safety gear such as lights	1.2.a Ordering safety gear																				
2.1. Develop safe carpooling guide	2.1.a Develop guide and promote																				
2.2 Social media campaign for transit safety	2.1.b Develop and launch campaign																				

* Wi = Winter, January - March. Sp = Spring, April - June. Su = Summer, July - September. Fa = Fall, October - December.

 Implementation  Ongoing action/ preparation

Table L.2 - Fair																					
Activity	Subtasks	Timeline*																			
		2026				2027				2028				2029				2030			
		Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa
1.1 Promote Commuter Friendly Employer and develop the program to best serve all employers and communities	1.1.a Identify broad range of employers																				
	1.1.b Review program criteria and adjust accordingly																				
	1.1.c Promote Commuter Friendly Employer widely (ongoing)																				

* Wi = Winter, January - March. Sp = Spring, April - June. Su = Summer, July - September. Fa = Fall, October - December.

 Implementation  Ongoing action/ preparation

Table L.3 - Connected

Activity	Subtasks	Timeline*																			
		2026				2027				2028				2029				2030			
		Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa
1.1 Work with employers on carpool matching	1.1.a Develop contacts spreadsheet of employers																				
1.2 Promote carpool ride matching services	1.2.a Promote carpool ride matching services (ongoing)																				
2.1 Partner with Wave Transit for outreach	2.1.a/b Develop social media strategy with Wave and assess																				
2.2 Plan events for group transit rides	2.2.a/b Identify interested group, plan pilot event, and apply lessons learned to future events.																				
3.1 Open discussions for establishing Park and Ride lots	3.1.a. Conduct research about Park and Ride lots																				
	3.1.b Open discussions with potential Park and Ride location partners																				
	3.1.c Stay informed on opportunities for vanpooling (biannual checkins)																				

* Wi = Winter, January - March. Sp = Spring, April - June. Su = Summer, July - September. Fa = Fall, October - December.

 Implementation  Ongoing action/ preparation

Table L.4 - Resilient

Activity	Subtasks	Timeline*																			
		2026				2027				2028				2029				2030			
		Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa
1.1 Campaign for benefits of alternative transportation	1.1 Draft and launch campaign																				
1.2 Plan events to build excitement around transit, carpooling, and biking	1.2.a Annual bike rides																				
	1.2.b Bike Month																				
	1.2.c Commuter Challenge																				
	1.2.d Bike to Work Day																				
	1.2.e Other events (ongoing)																				
1.3 Promote TDM in land use ordinances and developments.	1.3.a Aid member jurisdictions in developing TDM oriented ordinance (ongoing)																				
1.4 Apply annually for NCDOT's Bicycle Helmet Initiative	1.4.a Distribute helmets received from grant throughout the year (ongoing)																				

* Wi = Winter, January - March. Sp = Spring, April - June. Su = Summer, July - September. Fa = Fall, October - December.

 Implementation  Ongoing action/ preparation

Table L.5 - Proactive

Activity	Subtasks	Timeline*																			
		2026				2027				2028				2029				2030			
		Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa	Wi	Sp	Su	Fa
1.1 Promote Commuter Friendly Employer	1.1.a Promote Commuter Friendly Employer (ongoing)	Ongoing action/ preparation																			
1.2 Conduct outreach in schools	1.2.a Develop TDM outreach kit for schools and families																				
	1.2.b Host a youth poster contest focusing on bike/ped safety																				
1.3. Develop residential TDM toolkits	1.3.a Develop toolkit for apartment complexes																				
	1.3.b. Develop toolkit for HOA/neighborhoods																				
2.1 Investigate incorporating a microgrant funding element into Commuter Friendly Employer	2.1.a Research existing microgrant programs																				
	2.1.b Design pilot program																				
	2.1.c Conduct pilot program																				

* Wi = Winter, January - March. Sp = Spring, April - June. Su = Summer, July - September. Fa = Fall, October - December.

 Implementation  Ongoing action/ preparation

