



GO COAST
CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

**Go Coast Committee
Quarter Four Meeting Agenda**

To: Go Coast Committee Members
From: Nick Cannon, TDM Coordinator
Date: May 14, 2021
Subject: May 20, 2021 Meeting (Quarter 4 Meeting)

A meeting of the Wilmington Urban Area MPO's Go Coast Committee will be held on Thursday May 20, 2021 at 3:00 pm. The meeting will be virtually via Zoom at

<https://zoom.us/j/91376127061?pwd=OVhXTTZzWHNRM1VKR0xISHpVdFp4dz09>

Meeting ID: 913 7612 7061

Passcode: GoCoast!

One tap mobile

+16465588656,,91376127061# US (New York)

+13017158592,,91376127061# US (Washington DC)

The following is the agenda for the meeting:

1. Call to Order and Roll Call
2. Approval of the Agenda
3. Approval of the minutes from February 21, 2021 meeting
4. Presentations
5. Old Business
 - a. *Cape Fear Change in Motion 2020* Short-Range TDM
 - i. Strategy Work Plans evaluation schedule
 - b. Commuter Challenge Subcommittee
 - c. Bike Month
 - i. Wilmington Area "Bike There" Map
6. New business
 - a. Amendment of committee bylaws to add committee representation
 - b. Adoption of FY 2022 Meeting Schedule



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- c. Election of committee officers for FY 2022
- 7. Discussion
 - a. Future meeting locations
- 8. Updates
 - a. River to Sea Bike Ride
 - b. Next meeting August 19, 2021 at 3pm

Attachments:

- 1. FY2021 Q3 Go Coast Committee Meeting Minutes
- 2. Link to Cape Fear Change in Motion 2020
- 3. Proposed Strategy Work Plan Evaluation Schedule
- 4. Notes from Commuter Challenge Sub-Committee April Meeting
- 5. Link to Wilmington Urban Area "Bike There" Map
- 6. Recommended committee bylaw amendment language
- 7. Proposed FY 2022 Meeting Schedule



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**Go Coast Committee
February 2021 Meeting Minutes**

A meeting of the Wilmington Urban Area MPO's Go Coast Committee was held on Thursday, February 18th at 3:00 pm. The following are the meeting minutes:

Members Present:

Nick Cannon, WMPO
Sam Shore, Pender County
Dylan McDonnell, New Hanover County
Jared Nelson, nCino
Kat Pohlman, UNCW
Lynn Sylvia, CFCC
Deb Porterfield, CastleBranch
Venessa Lacer, Wave Transit

Guests and WMPO Staff Present:

Abby Lorenzo, WMPO
SJ Larkins, CastleBranch

1. Call to Order

- a. N. Cannon called the meeting to order at 3:04 pm

2. Approval of the Agenda

- a. V. Lacer made a motion to approve the agenda
- b. S. Shore made a motion to second the agenda
- c. Motion approved unanimously

3. Approval of the minutes from November 19, 2020 meeting

- a. D. Porterfield made a note to correct her last name on in the meeting minutes
- b. D. Porterfield made a motion to approve the minutes from the November 19, 2020 meeting with the proposed corrections
- c. Seconded by V. Lacer



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- d. Motion approved unanimously

4. Presentations

- a. N. Cannon gave a presentation on Go Coast initiatives from July 2020 to February 2021

5. Old Business

- a. *Cape Fear Change in Motion 2020* Short-Range TDM Plan
 - i. N. Cannon shared staff recommendation of three additions to *Cape Fear Change in Motion 2020* that were suggested in comments during the public comment period
 - ii. J. Nelson made a motion to approve the final draft of *Cape Fear Change in Motion 2020* to take to the WMPO Board for consideration for adoption
 - iii. K. Pohlman seconded the motion
 - iv. Motion was approved unanimously

6. New business

- a. Go Coast Commuter Challenge Sub-Committee
 - i. N. Cannon recommended to form a sub committee to explore opportunities to improve the annual Commuter Challenge
 - ii. V. Lacer made a motion to approve the formation of a Go Coast Commuter Challenge Sub-Committee
 - iii. J. Nelson seconded the motion
 - iv. Motion was approved unanimously

7. Discussion

- a. Go Coast Bike Month
 - i. N. Cannon shared with the committee plans for 2021 Go Coast Bike Month. Participants track their bike rides during the month of May and report back to share how many vehicle miles traveled were reduced
 - ii. J. Nelson suggested in future years (after COVID-19) to work closely with businesses to provide prizes and also set up stations to support individuals commuting by bike by giving out bagels or coffee
 - iii. V. Lacer asked N. Cannon to describe what has been done in the past to promote Bike Month.
 - iv. V. Lacer recommended in future years to host a bike clinic to kick off bike month



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- v. J. Nelson recommended to create a map of the WMPO region that provides recommendations of bikeable locations
- b. Additional Discussion
 - i. N. Cannon shared there will be a new member added to the Go Coast Committee in the next meeting per the suggestions recommended from the public comment period for *Cape Fear Change in Motion 2020*

8. Updates

- a. River to Sea Bike Ride
 - i. N. Cannon shared that the WMPO Bicycle and Pedestrian Advisory Committee has moved to postpone the Annual River to Sea Bike Ride to the fall.
- b. Next meeting May 20, 2021 at 3pm

9. Adjournment

- a. Motion made by Sam Shore
- b. Seconded by Lynn Sylvia
- c. Motion was approved unanimously



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Cape Fear Change in Motion 2020 Strategies Score Cards and Work Plans

<https://www.gocoastnc.org/wp-content/uploads/Cape-Fear-Change-in-Motion-2020-Short-Range-Plan-Final-Draft-March-2021-copy.pdf>

Proposed Schedule to Review Strategy Work Plans for *Cape Fear Change in Motion 2020*

To: Go Coast Committee Members

From: Nick Cannon, TDM Coordinator

Subject: Adoption of FY 2020 Meeting schedule

Per the short-range TDM plan *Cape Fear Change in Motion 2020*, The TDM Coordinator, with assistance from the Go Coast Committee should develop an annual schedule to ensure goals from each of the strategies are being adequately attempted and achieved. Current Go Coast Committee bylaws require the committee to hold regular meetings of one every quarter. Review of progress made on these provided strategies should be on the agenda for each of these meetings. The calendar proposed will require the TDM Coordinator to review progress made for each task given for the strategies outlined in *Cape Fear Change in Motion 2020* monthly, and provide updates to the Go Coast Committee quarterly.

Review Calendar

The TDM Coordinator shall be responsible for reviewing and recording achievements of tasks in each Strategy Work Plan each month. Reviews will be performed the first week of each month for the previous month. The strategy's work plan will be updated to reflect achievements.

1. June 2021
 - a. July 1-7
2. July 2021
 - a. August 2-6
3. August 2021
 - a. September 1-6
4. September 2021
 - a. October 4-8
5. October 2021
 - a. November 1-5
6. November 2021
 - a. December 1-6
7. December 2021
 - a. January 3-7
8. January 2022
 - a. February 1-4
9. February 2022
 - a. March 1-4
10. March 2022
 - a. April 4-8
11. April 2022
 - a. May 2-6
12. May 2022

- a. June 1-6
- 13. June 2022
 - a. July 4-8

Reporting Calendar

The TDM Coordinator shall be responsible for presenting achievements of tasks in each Strategy Work Plan to the Go Coast Committee in each quarterly meeting.

August 19, 2021

November 18, 2021

February 12, 2022

May 19, 2022

Commuter Challenge Sub-Committee

Meeting Notes, April 1, 2020

Sub-committee members present:

- Jared Nelson, Go Coast Committee Member
- Kat Pohlman, Go Coast Committee Member
- Carol Stein, WMPO BPAC Member
- Deb Porterfield, Go Coast Committee Member
- Carly Wilson, BPAC Committee member
- Nick Cannon, WMPO
- Abby Lorenzo, WMPO

1. Introduction

- a. N. Cannon started off the meeting by explaining to the sub-committee the reason for the annual Go Coast Commuter Challenge and how the event has been organized in the past
- b. Purpose
 - i. Increase alternative transportation and decrease VMT
 - ii. Introduce WMPO area residents to discover and use alternative forms of transportation
 - iii. Collect data about alternative mode use
- c. Past event details
 - i. Participation tracked through the mobile app "My open Road" or by a method of the individual's choice
 - ii. Share the Ride NC made the platform available on a mobile app in January 2020

2. Open discussion:

- a. Current Challenges
 - i. Effective Marketing
 - ii. Convincing individuals to keep track of their alternative transportation usage for weeks at a time
 - iii. Go Coast staff securing prizes each year
- b. Opportunities to improve
 - i. Marketing efforts through major employers
 - ii. Request employers to send notifications of the Commuter Challenge to all employees (as commuter friendly designated employers)
 - iii. Incentives: employer competition
 - iv. Create teams. Give people the opportunity to sign up as a team to compete with each other and give team prizes
- c. Marketing strategies
 - i. Constant Contact mass email
 - ii. Social Media (WMPO, Go Coast accounts, and City of Wilmington accounts at their discussion)

- iii. Press Release
- iv. Newspaper advertising
- v. Radio advertising
- vi. Digital billboards
- d. Share the Ride NC
 - i. It is good to promote STRNC as a method for tracking mode use AND it introduces user to the platform as a carpool matching service
 - ii. Committee consensus is that STRNC is not user-friendly
 - 1. Cons: the app freezes and crashes, does not save password, lots of steps
 - 2. Pros: can link with Strava and other fitness apps
 - iii. Nick to ask STRNC administrators what type of improvements, if any are coming
- e. The name of the event
 - i. Committee reached a consensus to re-name the Go Coast Commuter Challenge (if a better name can be thought of)
 - ii. Trigger words related to an alternative transportation event
 - 1. Go, smart, move, green, mode, commute, travel, path, mobility
 - 2. Coast the Most
 - 3. Work off “be a” from Be A Looker
 - a. Be a smart commuter
- f. Occurrence
 - i. The committee reached a consensus to keep this event in October

Wilmington Urban Area “Bike There” Map Link

https://www.gocoastnc.org/wp-content/uploads/Bike-There-Map_Final_-16.5-by-22-for-print_copy-1.pdf



To: Go Coast Committee Members
From: Nick Cannon, TDM Coordinator
Date: May 13, 2021
Subject: Amendment to Go Coast Committee Bylaws

During the public comment period for *Cape Fear Change in Motion 2020*, Go Coast staff received the recommendation to add representation on the Go Coast Committee to include the interests of public and environmental health and safety. Additionally, considering bicycle and pedestrian safety efforts, which is a major component of the highest scoring strategy in *Cape Fear Change in Motion 2020* "Fostering a Bicycle and Pedestrian Friendly Community", institutions that promote public and environmental safety will be beneficial partners for programs like "Be A Looker" and "Watch for Me NC", as well as in the events held by the WMPO.

Go Coast staff proposes to amend the bylaws of the WMPO Transportation Advisory Committee to include committee representation to further the efforts of the Go Coast program. The recommended additions are indicated below in red text:

ARTICLE III - MEMBERS

Section I- Qualifications:

The Go Coast Committee shall consist of Representatives from the WMPO region's major employers, member jurisdictions, and other community stakeholders. Representatives should submit a letter of acceptance to the Go Coast Committee presented on the organization's letterhead with the name and signature of the Representative. The Go Coast Committee shall strive to have representation from a variety of interests and perspectives in the WMPO planning region. The Go Coast Committee will select members to have representation from, including but not limited, to the following:

- A minimum of one employer with more than 1,000 employees
- A minimum of one employer with between 500 and 1,000 employees
- A minimum of one employer with between 100 and 500 employees
- The Cape Fear Public Transportation Authority
- A minimum of one institution of higher learning
- The WMPO member jurisdictions
- An organization or governmental departments that focus on public and environmental safety

Wilmington Urban Area Metropolitan Planning Organization

City of Wilmington • Town of Carolina Beach • Town of Kure Beach • Town of Wrightsville Beach
County of New Hanover • Town of Belville • Town of Leland • Town of Navassa • County of Brunswick
County of Pender • Cape Fear Public Transportation Authority • North Carolina Department of Transportation

Proposed FY 2022 Meeting Schedule for Go Coast Committee

To: Go Coast Committee Members

From: Nick Cannon, TDM Coordinator

Subject: Adoption of FY 2020 Meeting schedule

Per the Wilmington Urban Area MPO Transportation Demand Management Advisory Committee Bylaws, there is to be one meeting of the Go Coast Committee each quarter of the fiscal year. This schedule proposes to convene the third Thursday of the middle month of each quarter in FY 2022.

1. Quarter One:

- Thursday, August 20th, 2021
- 3:00 pm

2. Quarter Two:

- Thursday, November 18th, 2021
- 3:00 pm

3. Quarter Three:

- Thursday, February 17th, 2022
- 3:00 pm

4. Quarter Four:

- Thursday, May 19th, 2022
- 3:00 pm