

CAROLINA BEACH

Town Council Workshop

Tuesday, April 25, 2023 – 9:00 AM

Council Chambers, 1121 N. Lake Park Boulevard, Carolina Beach, NC



AGENDA

CALL TO ORDER

DISCUSSION ITEMS

- [1.](#) WMPO's Presentation on the "Be A Looker" Road Safety Campaign
- [2.](#) Update from the Beautification Committee
- [3.](#) Consider Approving Resolution 23-2286 Supporting the Town's Application for the 2023 Bicycle and Pedestrian Planning Grant
- [4.](#) Manager's Update
- [5.](#) Department Budget Presentations
- [6.](#) Discuss Agenda Items Scheduled for the April Council Meeting

COUNCIL COMMENTS

ADJOURNMENT



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward

DEPARTMENT: Clerk

MEETING: Town Council 4/25/2023

SUBJECT: WMPO's Presentation on the "Be A Looker" Road Safety Campaign

BACKGROUND:

The Wilmington Urban Area Metropolitan Planning Organization (WMPO) will present the "Be A Looker" bicycle safety program.



2023 Be a Looker Campaign

Carolyn Caggia, WMPO

Bicycle and Pedestrian Safety

- Between 2017-2021: Brunswick, New Hanover, and Pender counties, averaged 90 pedestrian crashes annually with 12 deaths, and 59 bicycle crashes with 4 deaths, [according to the NCDOT](#).
- In NC, fatal and suspected serious injury pedestrian crashes [doubled](#) between 2010-2019



The Be A Looker Campaign

The Be A Looker campaign kicked off in 2019 to promote safety among all road users. The campaign runs April-September, every two years.

- Press releases and local media
- Digital billboards
- Events and community outreach
- Social media
- Print media and stickers



Item 1.

Messages for Drivers



Stop for pedestrians



Don't drive distracted



Give bikes and pedestrians 4 feet of passing distance



Slow down!



Look right before you turn right



Don't block the crosswalk

Messages for Bicyclists



Be predictable



Ride with traffic



Wear a helmet
and use lights



Don't bike with
headphones



Obey the rules
of the road

Messages for Pedestrians



Cross in expected locations



Don't walk distracted



Make yourself visible



Use the built infrastructure

Be A Looker Website and Pledge

Gocoastnc.org/bealooker

The Be A Looker pledge is a commitment to following the listed safety tips. Pledgers sign their name and email, and Go Coast will send quarterly emails to remind pledgers of these safety tips.

Item 1.



Graphics – for drivers

Item 1.



Graphics – bike/ped

Item 1.

BE A LOOKER
...and be seen!

Use hand signals when stopping or turning.



 GO COAST

BE A LOOKER
...and be seen!

Wear bright colors and use a light when walking at night.



 GO COAST

BE A LOOKER
...and be seen!

When cycling on the road, ride in the same direction as motor vehicle traffic.



 GO COAST

Marketing and Outreach

- Newsletters of member jurisdictions and other partners
- Social media and social media advertising
- Digital billboards
- Press releases
- Sponsored content in UNCW and CFCC student media
- Advertising inside Wave buses
- Print brochures
- Tabling and events with partner organizations such as National Night Out with police, WMPO-organized rides such as River to Sea



Thank you!

Questions? Thoughts? Ideas?

Carolyn Caggia, Associate Transportation Planner, WMPO

Email: Carolyn.Caggia@wilmingtonnc.gov

Phone: (910) 341-4661



Item 1.



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Workshop 4/25/2023

SUBJECT: Update from the Beautification Committee

BACKGROUND:

Cindy Dunn, Chair of the Beautification Committee will give an update on their upcoming projects.

ACTION REQUESTED:



State of the Committee '23

Town of Carolina Beach
Beautification Committee



Who Are We – A Review

- We are a 10-member Council appointed advisory committee

- **Mission and Vision Statements**
- Adopted January 6, 2021- Revised May 4, 2022
-
- **Mission Statement:** The mission of the Beautification Committee is to enhance the quality of life in our community through the planning and management of the town's municipal valuable landscape and public open space assets. As directed by Town Council the committee shall:
 - Organize annual town wide activities to promote community pride and involvement through beautification projects;
 - Identify and recommend utilization of financial grants applicable for our community;
 - Form cooperative partnerships with individual volunteers, schools, civic organizations, and town appointed committees, businesses and Town Administration.



How do we get there

- **Vision Statement:** The Beautification Committee's Vision for achieving success for our mission of quality community appearance is to:
- Review and recommend revisions to the town's tree ordinance and continue to encourage the town to pursue Tree City USA designation;
- Recommend to Town Council landscaping standards for commercial and industrial development;
- Make recommendations on proposals for the installation of street furnishings, art, accessories, lights, or other forms of furnishings, etc. of an aesthetic nature as to design and cost;
- Suggest to Town Council available grant opportunities;
- Recommend a Master Plan for Beautification with detailed standards;
- Organize, publicize and participate in annual town-wide events such as Earth Day, Arbor Day, and various town-clean up or landscaping projects;
- Present beautification awards for enhancing the aesthetics of the commercial areas;
- Work at the direction of Town Council on the planning and development of beautification projects.



Goals for FY 23-24

- **Recommend** that Council continue to pursue the Tree City USA designation on an annual basis to continue protection and management of trees on publicly owned land and located within public right-of-ways
 - *Organize, publicize and participate in annual town-wide events such as Arbor Day, Earth Day*
 - *Encourage participation by school children, scouts and civic organizations*

- **Continue** the Public Beach Access Beautification Project (re-establishing since Covid)
 - *Public Notice of project via newspaper, social media and on town's website*
 - *Application process through town's website*

- **Pursue** the support of Council for the addition of a budget line item for beautification within the town's FY 23-24 budget process.
 - *Funding to support watering resources for the various landscaping projects to ensure their success*
 - *Pursue public-private partnership with various 501(c)3 entities to secure funding in support for various projects*



- **Goals cont'd.**
- **Continue** efforts to move forward with the Master Beautification Plan for the Lake Park Corridor
 - *New signage identifying Snow's Cut Bridge and the Atlantic Intracoastal Waterway,*
 - *Continue efforts to landscape the signage area as well as within the center grass median*
 - *Beautification of right-of-way area along the west side of Dow Rd from Bridge Barrier Rd to Elton or Glenn Avenues*
 - *Utilize and build on the landscaping plan that was approved by the NCDOT for the Gateway median landscape project*
- **Continue** to maintain the wildflower project area along Bridge Barrier and Old Dow Rd
- **Continue** working with the Friends of the Parks & Greenways and the NCWF Clean and Green Program (CB Trash Walkers) to maintain and re-supply the Friends Tree Nursery
- **Present** to Council the concept of an annual business beautification awards program
 - *Make recommendations on the creation of the award criteria*



- In closing, we'd like to thank Council for allowing us to present today and for your continued support.

○ *Your CB Beautification Committee*





AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council 4/25/2023

SUBJECT: Consider Approving Resolution 23-2286 Supporting the Town's Application for the 2023 Bicycle and Pedestrian Planning Grant

BACKGROUND:

The North Carolina Department of Transportation is accepting proposals from communities for the 2023 Bicycle and Pedestrian Planning Grant Initiative. The program provides funding for municipalities and counties across the state to develop comprehensive multi-modal, bicycle and/or pedestrian plans. The cost of a Multimodal Bicycle and Pedestrian Plan is estimated to be \$60,000 with the North Carolina Department of Transportation Grant paying 90% of the cost and the Town of Carolina Beach being responsible for the remaining 10% to satisfy local match requirements.

ACTION:

Motion to approve Resolution 23-2286 supporting the Town's application for the 2023 Bicycle and Pedestrian Grant.

Resolution



Town of Carolina Beach
Town Council

RESOLUTION NO. 23-2286

RESOLUTION SUPPORTING THE TOWN OF CAROLINA BEACH’S APPLICATION TO THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION FOR THE 2023 BICYCLE AND PEDESTRIAN PLANNING GRANT INITIATIVE TO COMPLETE A STANDALONE BICYCLE AND PEDESTRIAN PLAN

WHEREAS, to encourage the development of comprehensive bicycle plans and pedestrian plans the North Carolina Department of Transportation has created a matching grant program to fund plan development; and

WHEREAS, the North Carolina Department of Transportation is accepting proposals from communities for the 2023 Bicycle and Pedestrian Planning Grant Initiative until April 10, 2023; and

WHEREAS, the program provides funding for municipalities and counties across the state to develop comprehensive multi-modal, bicycle and/or pedestrian plans; and

WHEREAS, the cost of a Multimodal Bicycle and Pedestrian Plan is estimated to be \$60,000 with the North Carolina Department of Transportation Grant paying 90% of the cost and the Town of Carolina Beach being responsible for the remaining 10% to satisfy local match requirements, and

NOW THEREFORE, be it resolved that the Carolina Beach Town Council hereby supports an application by the Town of Carolina Beach to the North Carolina Department of Transportation for the 2023 Bicycle and Pedestrian Planning Grant Initiative for a standalone Bicycle and Pedestrian Plan.

TOWN OF CAROLINA BEACH

Albert L. Barbee, Mayor

ATTEST:

Kimberlee Ward, Town Clerk



AGENDA ITEM COVERSHEET

PREPARED BY: Bruce Oakley, Town Manager

DEPARTMENT: Executive

MEETING: Town Council 4/25/2023

SUBJECT: Manager's Update

BACKGROUND:

Town Manager Bruce Oakley will give an update on current and future projects.



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council 4/25/2023

SUBJECT: Department Budget Presentations

BACKGROUND:

Department Heads will present their requested budgets.

ACTION:

No action needed today. Presentations only.



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Workshop 4/25/2023

SUBJECT: Discuss Agenda Items Scheduled for the April Council Meeting

BACKGROUND:

Council will discuss items that they would like to see on the next regular Council meeting agenda.