



**April 21, 2020**

## **“Watch For Me NC” Bicycle and Pedestrian Safety Program and Go Coast Bicycle Helmet Program**

The Wilmington Urban Area Metropolitan Planning Organization and Go Coast are partnering with the Wilmington Police Department to participate in the 2020 North Carolina Department of Transportation "Watch For Me NC" safety program.

We all share the goal to make sure North Carolina roads are safe for everyone, including pedestrians and bicyclists. Safe places to walk and bike are important for supporting active, vibrant communities. “Watch for Me NC” aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high visibility law enforcement.

"Watch For Me NC" will raise awareness for bicycle and pedestrian safety issues within communities by fostering strong inter-agency and community relations and activities. NCDOT's partners include staff from municipal police; school campus police; planning, public works, engineering, communications, public relations and parks and recreation departments; universities; school districts and more. The long-term goal is to build a culture of safety around bicycling and walking in the state of North Carolina. <https://www.watchformenc.org/>

In conjunction with "Watch For Me NC", Go Coast will also introduce the “Go Coast Bicycle Helmet Program”. This initiative will provide 100 free bike helmets to WMPO area residents and will be given away during Watch for Me NC community events.

\*\*\*\*\*

Contact: Nick Cannon, Transportation Planner and Go Coast Program Coordinator, 910-341-7806 or [Nick.Cannon@WilmingtonNC.gov](mailto:Nick.Cannon@WilmingtonNC.gov)

---

### 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