



FY 2021 QUARTER FOUR REPORT

— April through June 2021 —



Cape Fear Change in Motion 2020

During the fourth quarter of FY 2021, the WMPO Board adopted the TDM plan update "Cape Fear Change in Motion 2020". This short-range plan will guide Go Coast initiatives to reduce vehicle miles traveled in the region over the next one to five years and is outlined through seven strategies. In the fourth quarterly Go Coast Committee meeting, the committee approved a calendar to regularly review the plan monitor the progress made on each strategy every month in Fiscal Year 2022.

2021 Go Coast Bike Month took place during the Month of May in coordination with National Bike Month. Residents of the WMPO region registered online and tracked their trips on bicycle each week. Go Coast Bike Month had 121 participants who reported riding 4,922 miles and taking 800 trips, 500 of which were in place of a single occupancy vehicle. Participants were also able to share if they were biking to and from work. There was top representation from the WMPO, nCino, New Hanover County, New Hanover Regional Medical Center, UNCW, and Aplitude. A major feature of this year's Bike Month was the creation of a Wilmington Urban Area "Bike There" Map which indicates areas throughout the region that are safety accessible by bicycle such as restaurants, museums, shopping centers, places of cultural importance, and more. This map can be viewed at gocoastnc.org.



2021 "Be A Looker" Campaign

Go Coast launched its second biennial "Be A Looker" Campaign; an educational bicycle and safety campaign to reduce bike/ped fatalities in the region. This year, Go Coast is partnering with the Wilmington Fire Department to hold a series of events throughout Wilmington to promote "Be A Looker" messaging. This year's campaign will include giving away bicycle helmets as part of the Go Coast Bike Helmet Grant Initiative. The 2021 Be A Looker Campaign will take place May through October.



Bike Suitability Map

Go Coast, with collaboration with the WMPO Bicycle and Pedestrian Advisory Committee, approved a methodology to score roadways in the region to update the WMPO Bicycle Suitability Map. This map of the region scores roadways on their bicycle friendliness to provide recommendations for bicyclist based on their level of comfort and expertise. This map will be updated in the coming months.



Due to COVID-19 the WMPO Board approved a new date of the 2021 River to Sea Bike Ride from the traditional first Saturday in May to Saturday October 16th. Preliminary planning for this annual event is underway.