



GO COAST

CAPE FEAR'S OFFICIAL AGENCY
FOR SMART TRANSPORTATION

FY 2021 QUARTER TWO REPORT

— October to December 2020 —



Cape Fear Change in Motion 2020

In September, 2020 the Go Coast Committee approved the first draft of the short-range TDM plan "Cape Fear Change in Motion 2020". Go Coast held a public comment period from December 3, 2020 to January 3, 2021. The public comment period was promoted on the Go Coast and WMPO social media pages, advertised in the Star News, and shared through email to 13,000 local residents. The Star News also wrote a story on the short-range TDM plan and its public comment period. Go Coast held a virtual open house on December 16th from 6 to 7 pm to give residents the opportunity to ask questions and provide feedback in-person. In total, Go Coast received nearly 50 comments. Go Coast staff will review the comments and make recommended changes to the plan before the February Go Coast meeting.

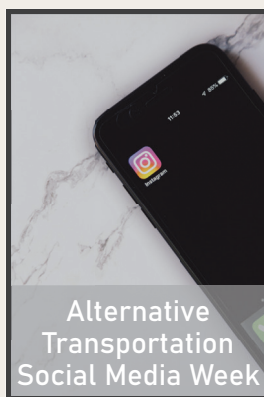
Go Coast performed an analysis of bike share programs in cities throughout the United States. Wilmington has shown interest in implementing a bike share program but has been unsuccessful in doing so. This analysis researched how cities fund their bike share programs, compared the styles of programs, and most successful vendors. This report is available to councils of WMPO member jurisdictions to help guide future bike share initiatives. Go Coast staff will perform a similar analysis on scooter share program in early 2021.



Micro Mobility



Go Coast held its Fifth Annual Go Cost Commuter Challenge from October 16-30, 2020. Nearly 100 participants tracked their alternative transportation usage to reduce 5,661 vehicle miles traveled, save \$900 in fuel, and burn 5,900 calories from walking and biking. Top achieving participants won prizes from sponsors Lidl, Odgen Tap Room, Trader Joe's, Two Wheeler Dealer, and Whole Foods.



Alternative Transportation Social Media Week

The week of November 16, 2020 Go Coast hosted "Alternative Transportation Social Media Week". Go Coast made videos on social media that discussed the following topics:

- What is Alternative Transportation?
- Why is America so car-centric?
- Equitable transportation
- Smart urban planning

These videos were viewed over 1,000 times.



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The Go Coast Committee met virtually on November 19, 2020. The Quarter 3 meeting will take place February 18, 2021.