



Get There Greener sustainable transportation challenge logo.

GET THERE GREENER

October 2023

The Go Coast committee worked to rebrand the Commuter Challenge to Get There Greener, to encourage the use of sustainable transportation during October 2023. This year, 26 participants tracked 3,857 miles by alternative transportation for a total of 1,542 kg of greenhouse gas savings (as compared to if these miles were traveled by single-occupancy vehicle). \$935 worth of prizes donated by local businesses were awarded!

gocoastnc.org/get-there-greener

MTP PUBLIC OUTREACH

August 2023 - November 2023

Phase 1 of public engagement for the WMPO's 2050 Metropolitan Transportation Plan, Cape Fear Navigating Change 2050, kicked off in August. Staff participated in public meetings, presentations, outreach events, and stakeholder interviews. The survey for public input closed November 30, which garnered over 2,300 responses.

wmpo.org/2050mtp



Attendees at all events, such as this photo of staff at Padgett Station on November 8, were encouraged to provide input and take the survey.

BE A LOOKER CAMPAIGN

April 2023 - October 2023

Promotion of the Be A Looker campaign, which aims to increase road safety for bicyclists and pedestrians, winded down this quarter. Since April, staff attended 14 events and distributed 82 children's bicycle helmets. A total of 212 Be A Looker pledges were received during the campaign. Staff will continue to promote bicycle and pedestrian safety year-round with quarterly Be A Looker reminder emails to pledgers.



WMPO staff fits a children's bicycle helmet at the Halloween Festival at Maides Park on October 27, 2023.



Meetings are held at 305 Chestnut St, 4th floor, in downtown Wilmington.

GO COAST COMMITTEE MEETING

November 16, 2023

The Go Coast committee, which meets quarterly, met November 16. The meeting agenda included recaps of Be A Looker and Get There Greener as well as a discussion about promoting TDM strategies to support the upcoming Cape Fear Memorial Bridge lane closures. The next meeting is February 15, 2024.



Commuter Friendly Employer

Logo for the Commuter Friendly Employer recognition program.

COMMUTER FRIENDLY EMPLOYER

December 2023

In May 2023, the Go Coast committee approved updated criteria for the Commuter Friendly Employer program, which recognizes area employers for utilizing TDM strategies at their workplaces. This quarter, staff also developed a Commuter Friendly Employer toolkit and a new webpage on the Go Coast site. This program is being highly promoted to support the community during the impacts of the Cape Fear Memorial Bridge Preservation Project which begins in January through June 2024.

gocoastnc.org/commuter-friendly-employer



Downtown Trail study corridor.

FEASIBILITY STUDIES

Ongoing

In February 2023, NCDOT approved funding for 2 WMPO applications for feasibility study grants: for the Downtown Trail phases 2 and 3 in downtown Wilmington, and for the Gullah Geechee Heritage Corridor in Brunswick County. The East Coast Greenway's application for the future Pleasure Island Greenway in Kure Beach was also approved for funding of a feasibility study. Steering committee meetings and public engagement are ongoing.