



Examples of billboard content run during the Cape Fear Memorial Bridge lane closures.

TDM / RIDEMICRO MARKETING

January - May 2024

The Cape Fear Memorial Bridge Preservation Project, which includes lane closures that will impact traffic congestion, is scheduled to last January through May of 2024. Go Coast is working to offset traffic congestion from the project by promoting transportation demand management (TDM) strategies.

The WMPO and Wave Transit partnered on a joint request to NCDOT for additional funding to support RideMICRO and TDM marketing efforts. NCDOT agreed to provide \$500,000 which supported increased service in RideMICRO Zone 1 serving Brunswick County (with an additional vehicle and expanded service hours), as well as marketing for TDM strategies to mitigate traffic congestion.

WMPO and Wave staff have collaborated on several advertising campaigns including Google ads, social media ads, and advertising with traditional media both radio and online with Port City Daily, WECT, WHQR, and The Penguin radio. Digital billboards have also been posted around Wilmington and northeastern Brunswick County to encourage use of alternative transportation, safe bicycling and walking with the Be A Looker campaign, and usage of Wave services including RideMICRO.

These efforts to mitigate traffic congestion will continue throughout the bridge lane closures and beyond.

BICYCLE HELMET INITIATIVE

February 2024

The WMPO applied for 100 children's bicycle helmets to be distributed to children from low-income families through NCDOT's Bicycle Helmet Initiative. The application was submitted February 9, 2024, and if awarded, helmets are anticipated to be delivered in late April.



Go Coast staff fits a child's helmet at an outreach event in summer 2023.

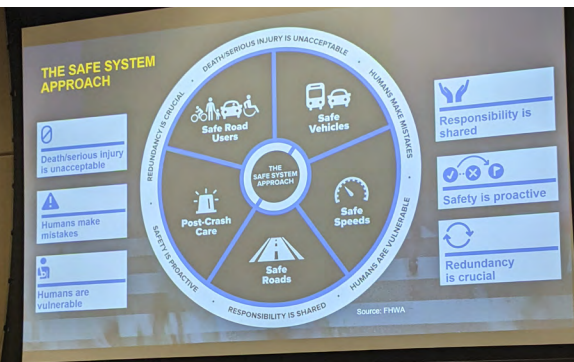


The meeting was held at 305 Chestnut St, 4th floor, in downtown Wilmington.

GO COAST COMMITTEE MEETING

February 15, 2024

The Go Coast committee, which meets quarterly, met February 15. The meeting agenda included discussion of promotion of TDM strategies during the Cape Fear Memorial Bridge preservation project, and planning for Bike Month in May. The next meeting is May 16, 2024.



Safe Systems approach slide from a session at the Safe Mobility Conference.

SAFE MOBILITY CONFERENCE

March 26-27, 2024

Go Coast staff attended the Safe Mobility Conference in Chapel Hill, NC during March 2024. The conference was organized by AAA Foundation for Traffic Safety and UNC Highway Safety Research Center. Topics of interest included the safe systems approach, safe access to transit by bicyclists and pedestrians, and community and stakeholder engagement around safe transportation planning.



Public meeting at Kure Beach Town Hall on March 20, 2024 for the Island Greenway Feasibility Study, for which the WMPO is on the steering committee.

FEASIBILITY STUDIES

Ongoing

In February 2023, NCDOT approved funding for two WMPO applications for feasibility study grants: for the Downtown Trail phases 2 and 3 in downtown Wilmington, and for the Gullah Geechee Heritage Trail in Brunswick County. Public outreach for the Gullah Geechee Heritage Trail alignment and amenities was conducted in March 2024 with a survey and three public meetings.

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.