



Cover of the current short-range TDM plan, Cape Fear Change in Motion 2020, which plans for TDM activities 2021-2025.

SHORT-RANGE TDM PLAN UPDATE

Summer 2024 - Fall 2025

The Go Coast program operates under a short-range plan, updated every five years, with WMPO staff currently working on the latest update. In winter 2025, the WMPO TCC and Board adopted the TDM objectives that were developed through public engagement and steering committee input. These objectives were used to draft the 2026-2030 implementation plan for Go Coast, which was reviewed at the February and March committee meetings. The implementation plan will be included as an appendix in *Cape Fear Navigating Change 2050*, the WMPO's Metropolitan Transportation Plan (MTP).

WMPO staff seeks adoption of *Cape Fear Navigating Change 2050*, including this short-range TDM plan, in October of 2025.



WMPO staff fits a child's helmet at the Fall Fest at Maides Park, 10/11/24. Helmets are being distributed at events like this along with info and safety/swag items including bike lights, bike bells, and reflective drawstring bags.

BICYCLE HELMET OUTREACH

Throughout 2025

In February 2025, WMPO applied for 100 children's bicycle helmets to be distributed to children from low-income families through NCDOT's Bicycle Helmet Initiative, and was selected as a 2025 helmet recipient. The helmets are scheduled to arrive in April, and will be distributed throughout the WMPO's 2025 outreach efforts.

In 2024, the WMPO distributed 92 helmets to children and aims to continue promoting bicycle safety in our community in 2025.



Regular meetings will be held in the WMPO's new office at 525 N 4th St. in downtown Wilmington.

GO COAST COMMITTEE MEETING

February and March 2025

The Go Coast committee, which meets quarterly, held its regular meeting on February 16, and met virtually on March 20 to review the TDM implementation plan timeline. The committee focused on the development of the short-range TDM plan update, reviewing the draft 2026-2030 implementation plan which will be incorporated into the WMPO's Metropolitan Transportation Plan, *Cape Fear Navigating Change 2050*.



Riders queueing at the starting line of the ride along Front St., downtown Wilmington, at the 33rd annual ride in 2023.

RIVER TO SEA BIKE RIDE

May 3, 2025

The 35th Annual River to Sea Bike Ride takes place Saturday, May 3, 2025. The River to Sea Bike Ride attracts over 450 participants annually and is a 20-mile casual paced ride from downtown Wilmington to Wrightsville Beach and back. Planning for the ride begins in December.

This year, the WMPO invited local businesses to sponsor the event and help cover ride costs including event insurance and amenities. Nine sponsors answered the call this year! In return, sponsors receive recognition in ride marketing, including day-of signage, social media, and more.



Young bicyclists and families participating in 2024's Bike To School Day in Carolina Beach.

OUTREACH PLANNING

Spring 2025

WMPO staff is hard at work preparing for spring and summer outreach and activities, including the 2025 Be A Looker bicycle and pedestrian safety campaign, events for National Bike Month in May, ordering promotional items to enhance safety and visibility, and more! Lots in store for Q4 (April - June 2025)!