



Go Coast staff hands out information and swag to promote safe bicycling and walking at the YMCA Health Fair, 9/25/25.

## BE A LOOKER

*Spring, Summer, and Fall 2025*

Every two years, Go Coast ramps up promotion of the Be a Looker campaign, which aims to increase road safety for bicyclists and pedestrians through education and outreach to those who bike, walk, and drive. Staff promotes Be a Looker at every outreach event. Also as a part of this effort, the WMPO applies annually to NCDOT's Bicycle Helmet Initiative to receive bicycle helmets to distribute to children from low-income families throughout the Wilmington region. So far this year, staff has distributed Be a Looker info at 8 events, receiving 108 new Be a Looker pledges. 41 children's bicycle helmets have been distributed. Outreach continues this fall!



WMPO table with SS4A information at UNCW.

## SAFE STREETS FOR ALL (SS4A) OUTREACH

*August - September 2025*

The WMPO received a federal Safe Streets and Roads for All (SS4A) grant to develop a comprehensive safety action plan, focused on preventing roadway fatalities and serious injuries. To help shape the plan, WMPO staff led a public outreach effort that included an online survey, an interactive comment map, and in-person engagement. Staff, along with consultant Kittelson and Associates, attended community events across member jurisdictions, and promoted the survey throughout the process. This phase of outreach generated 571 survey responses and 410 map comments.



2025 Brunswick Heritage Riverside Ride logo.

## BRUNSWICK HERITAGE RIVERSIDE RIDE (CANCELED)

*September 27, 2025*

The 5th Annual Brunswick Heritage Riverside Ride, scheduled for Saturday, September 27, 2025 was unfortunately canceled due to the potential for inclement weather. The WMPO canceled the ride out of concern for rider safety and impacts to traffic during storm preparation. See you in May 2026 for the 36th Annual River to Sea Bike Ride!



Regular in-person meetings are held in the WMPO office at 525 N 4th St. in downtown Wilmington.

## GO COAST COMMITTEE MEETING

*August 21, 2025*

The Go Coast committee, which meets quarterly, held its regular meeting on August 21. The committee discussed the upcoming Get There Greener challenge for October and Bike to Work Day (Fri., Oct 17). The committee also approved the TDM short-range plan which will be included in the WMPO's upcoming Metropolitan Transportation Plan, *Cape Fear Navigating Change 2050*. The next committee meeting will be held virtually on November 20, 2025.



Get There Greener challenge logo.

## GET THERE GREENER PREPARATIONS

*Fall 2025*

Get There Greener, the Wilmington area's annual sustainable transportation challenge, takes place throughout October 2025. Staff began preparations for this challenge by connecting with local businesses and requesting support through donations of gift cards and prizes to award to challenge participants. Additionally, Bike to Work Day will be held Friday, October 17, so staff began requesting businesses and organizations to host pit stops for cyclists, where they hand out water, coffee, snacks, and other goodies to support bicycle commuters.