



Cover of *Cape Fear Navigating Change 2050*, the WMPO's recently adopted Metropolitan Transportation Plan.



Get There Greener challenge logo.

SHORT-RANGE TDM PLAN UPDATE

October 2025

The Go Coast program operates under a short-range plan, updated every five years. *Cape Fear Moving Forward 2020*, which planned for TDM activities 2021-2025, was updated as a part of the WMPO's Metropolitan Transportation Plan (MTP), *Cape Fear Navigating Change 2050*. The MTP was adopted by the WMPO Board on October 29, 2025, and included the short-range TDM plan as an appendix, Appendix L.

This short-range plan update includes new and continuing TDM activities for the years 2026-2030. Activities include working with neighborhoods and apartment complexes on residential TDM, increased employer outreach, innovative social media campaigns, and more!

Read the MTP and its appendices at wmpo.org/mtp.

GET THERE GREENER

October 2025

In October 2025, Go Coast held its annual sustainable transportation challenge, Get There Greener! Over \$1,200 worth of prizes were donated by local businesses to award to participants of the challenge. This year participants collectively logged 4,294 miles for a total of 3,786 pounds of carbon dioxide savings! Go Coast also hosted Bike to Work Day on Friday, October 17, with six participating pit stops across Wilmington.



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

GO COAST COMMITTEE MEETING

November 20, 2025

The Go Coast committee, which meets quarterly, held its regular meeting on November 20, virtually. The committee recapped the year's outreach events and campaigns, and began planning for the new TDM short-range plan to take effect. The next committee meeting will be held in-person on February 19, 2026.



Staff fits a children's helmet at the Fall Festival at Maides Park on October 10, 2025.

BICYCLE HELMET OUTREACH

Throughout 2025

In February 2025, the WMPO applied for 100 children's bicycle helmets in a grant from NCDOT's Bicycle Helmet Initiative. The helmets were received in April and distributed throughout 2025 outreach.

In 2025, the WMPO distributed 114 helmets to children, with some helmets coming from previous grant years as well. Staff will continue bicycle safety outreach in 2026 and is monitoring for updates about the 2026 grant cycle.