GO COAST

July 2026 - September 2026

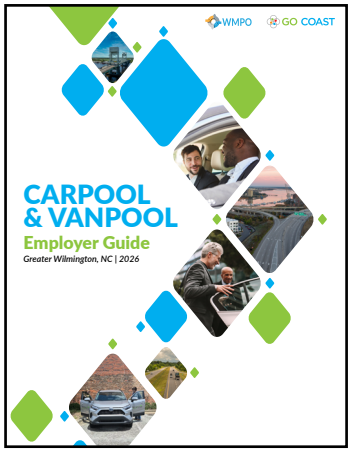
FY 27 QUARTER 1 REPORT

COMMUTER CHALLENGE PLANNING

The annual Go Coast Commuter Challenge encourages Wilmington-area commuters to use alternative transportation by entering challenge participants into prize drawings for goodies from local businesses. Preparations for the Commuter Challenge, which takes place October 5-18, 2026, were made leading up to the challenge months. Work included soliciting prize sponsorships, creating a marketing toolkit, beginning outreach and advertising, and engaging with local employers to promote the challenge.

CARPOOL & VANPOOL EMPLOYER GUIDE

TDM staff worked to develop a draft carpooling and vanpooling guide for employers to utilize in encouraging and supporting the formation of carpools and vanpools at their workplaces, which will be published in the coming months. The guide features information about ridesharing and its benefits as well as resources and tips for employers and commuters. The guide also features a carpool formation checklist and safety tips which addresses one of the TDM short-range workplan items, Safe 2.1, development of a safe carpooling guide. With additional vanpool information to be added, the guide will be promoted as part of a larger set of technical transportation guides to support Commuter Friendly Employer program outreach.



GO COAST COMMITTEE QUARTERLY MEETING

The Go Coast committee held its regular quarterly meeting on August 20, 2026. The meeting was held in-person at the WMPO office, 525 N 4th St., in downtown Wilmington. Agenda items included review of draft updates to bylaws and rules of procedure, an update about implementation progress for the short-range TDM plan, and discussion about the 2026 Commuter Challenge.

BENEFITS OF ALTERNATIVE TRANSPORTATION CAMPAIGN

Go Coast social media featured a series of five video posts highlighting the benefits of alternative transportation: health, economic, environment, cost savings, and community. The videos were posted weekly throughout July 2026, addressing the short-range TDM plan item Resilient 1.1. Videos will be re-shared regularly as part of the goal to upload quarterly short-form video posts.

SS4A SAFETY ACTION PLAN



At its September 30 meeting, the WMPO Board adopted the Safe Streets and Roads for All (SS4A) Safety Action Plan. The SAP sets a goal of eliminating roadway fatalities and serious injuries throughout the WMPO region by 2050 through a multimodal approach to safety. Informed by crash data, community input, and proven safety countermeasures, the plan identifies infrastructure and non-infrastructure strategies to improve safety for all roadway users. Making progress towards this vision will take collaboration across the region. Check out the WMPO's SS4A Safety Action Plan at **wmpo.org/safetyactionplan** to explore the recommendations and learn more about the path forward.

NC BIKEWALK SUMMIT



WMPO staff attended the 15th Annual NC BikeWalk Summit in Carolina Beach, held September 17-19, 2026. The summit connected transportation professionals and advocates from across North Carolina to discuss topics ranging from bike safety and advocacy to community connectivity and transportation choices. Staff also participated in the conference bike rides, a preview of the 3rd Annual Tour de Island route and a community bike audit in Carolina Beach!

TUNE UP & TUNES



Special Pedals hosted the WMPO, DJ Rizzybeats, and food truck Coco Pipa for its second Tune Up & Tunes event. Participants were invited to have their bikes checked over by Special Pedals, enjoy tunes and bites, and the WMPO handed out bicycle-related swag and safety gear such as bike lights and keychains, and info about bicycle safety. Approximately 40 people were in attendance.

BICYCLE HELMET INITIATIVE



In February 2026, the WMPO applied for NCDOT's Bicycle Helmet Initiative and in April, received 60 children's bicycle helmets to distribute to the community. All helmets were distributed along with Be A Looker roadway safety materials during the WMPO's 2026 outreach.