



Theme #4

Mobility

Make it easier, safer, and more pleasant to get around

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Mobility Today

Street Network

A number of major roads crisscross Greater Downtown Wilmington. Key north-south routes include Front Street, 3rd Street, 5th Avenue, and the one-way pair of 16th and 17th Streets. Important east-west streets include Market, Dawson, Wooster, and Greenfield Streets. Roads like Oleander Drive, Carolina Beach Road, and 17th Street connect into Greater Downtown from other parts of the city, while Martin Luther King Jr. Parkway provides direct access to the airport and I-40. Two bridges — the Cape Fear Memorial Bridge and Isabel Holmes Bridge — bring traffic into Greater Downtown from across the river.

While some of these streets have sidewalks and bike lanes, many do not — especially on the Southside. Improving these gaps is a key priority.

Key Projects in the Works

Several major projects in planning or under construction aim to make walking, cycling, and getting around without a car easier and safer. These include new sidewalks, safer crossings, and better spaces for people to enjoy the street. These projects are great building blocks — and we can use their momentum to guide future investments.

Existing Greenways

- 1 Riverwalk (1.7 miles)
- 2 Greenfield Park (5 miles)
- 3 Multi-use path from Colwell Ave to Park Ave (0.4 miles)

Walking and Biking Routes

- 4 River to Sea Bikeway
- 5 East Coast Greenway

Key Projects Planned or in Development

- 6 Cape Fear Memorial Bridge Replacement
- 7 Wilmington Rail Trail (multi-use path from 3rd St to Love Grove bridge)
- 8 Greenfield Park Master Plan (including improvements to existing multi-use path)
- 9 5th Ave Improvements (bike lanes, improved sidewalks, and better connection to Greenfield Park)
- 10 3rd St signalized crossings (Orange St and Ann St)
- 11 Wooster and Dawson St (sidewalks, curb extensions, crosswalks, and pedestrian signals)
- 12 S. Front St (road widening and adding multi-use path from Memorial Bridge to Burnett Blvd)



Transit Network

Padgett Station, located at 3rd and Campbell Streets in the heart of the Central Business District, is a hub for several bus routes. WAVE Transit recently launched a redesigned system (Reimagine WAVE) in early 2025, bringing new routes to the area. Most of these serve neighborhoods south and east of Greater Downtown, including along Market Street and the hospital. The Port City Trolley also runs a loop that connects spots like Dram Tree Park, Front Street, and the Brooklyn Arts District. These services are important, but there's room to improve their reliability and connection.

Parking

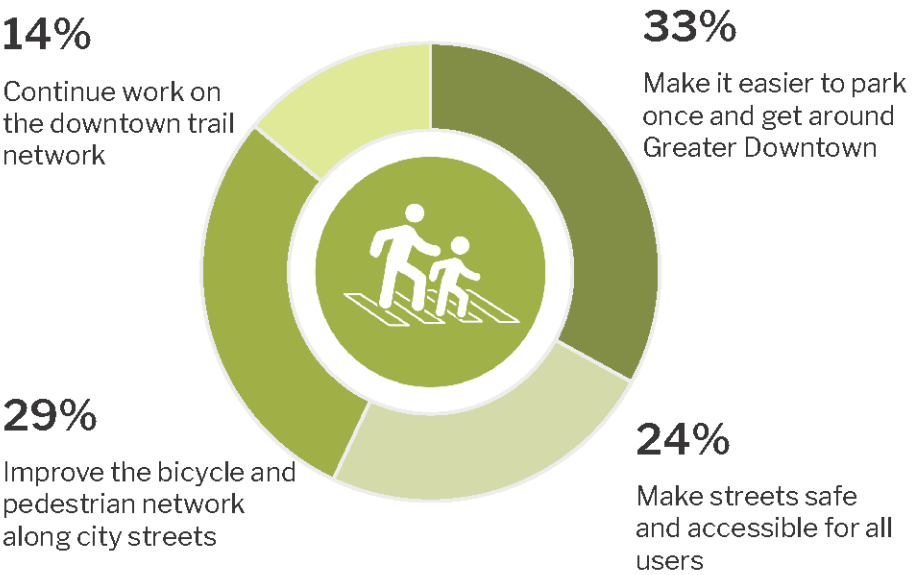
The Central Business District and the Northern Waterfront have a mix of paid street parking, parking decks, and surface lots owned by the city or county. Most street parking is free outside this core area — though the historic neighborhoods just south of Greater Downtown use a residential permit system. As Greater Downtown grows, parking demand is increasing fast, especially in emerging districts like the Cargo District, South Front, Soda Pop, and the Brooklyn Arts District.



What the Community Wants to See in Greater Downtown

Residents generally love that Greater Downtown is walkable — but they want to see more done to improve safety, public transit, and parking access. Here’s a summary of what people said:

Which idea do you think will best improve mobility?



**During the 2nd round of community engagement, this question focusing on local character was asked, and data was collected through online surveys and printed surveys distributed at pop-up events.*



Make it safer to walk and bike

Many residents said they feel unsafe crossing busy streets, biking on roads without protection, or walking in areas without sidewalks or lighting. There is strong support for adding protected bike lanes, better lighting, and improving sidewalk conditions. People also emphasized the importance of completing the Downtown Trail and connecting it to other trails, so there is a safe, continuous route for everyone — whether walking for fun, commuting, or running errands.

Improve public transit access and experience

People want more frequent, reliable, and better-connected transit options. Ideas included expanding bus routes, improving shelters and amenities, and offering alternatives like neighborhood shuttles or more trolley service to help reduce reliance on cars.

Calm traffic and rethink street design

To make streets safer and more comfortable, many suggested slowing down traffic. Some also liked the idea of turning certain streets into pedestrian-focused or one-way streets to help traffic flow better and create a more walkable environment. Front Street’s success and the planned upgrades to Dawson and Wooster Streets were often mentioned as models.

Address growing parking needs

As Downtown gets busier, parking is getting harder to find — especially in newer districts like Cargo and South Front. Residents talked about the need to balance visitor and resident parking, suggested more shared parking options, clearer signage, and better management of which lots are public versus private.

Connect neighborhoods and overcome barriers

Railroads, wide roadways, and missing sidewalks make it hard to move easily across Greater Downtown. Residents recommended building more pedestrian bridges, safer crossings, and clearer signage to link neighborhoods. In the Robert Taylor Homes area, residents especially emphasized the importance of accessible sidewalks and crossings to help older adults and people with disabilities get around safely.

- “more multi-use instead of sidewalks”
- “clearly fenced or divided bike lanes”
- “buffered & protected bike lanes”
- “more connectivity/ walk blue paths”
- “crosswalks/ safe crossing infrastructure @ 17th and Queen/ Castle (Cargo District)”
- “fix uneven sidewalks - elderly mobility issues”
- “increased signage for bike routes/ bikeways (including historical)”
- “more tool stations”
- “bike parking (more) in Cargo District”

Theme #4 Strategies

Mobility

Based on community input and current opportunities, we've identified four key strategies to improve how people move around Greater Downtown Wilmington. These strategies are especially focused on making it safer and easier to walk, bike, use public transit, and travel without needing a personal car.



Strategy #1

Make streets safe and accessible for everyone

Strategy #2

Build a connected trail network for walking and biking across Greater Downtown



Strategy #3

Make it easier to get around Greater Downtown without a car

Strategy #1

Make streets safe and accessible for all users

“Complete streets implementation!”
- May Open House

“I’d like to see crosswalks/ safe crossing infrastructure @ 17th and Queen/ Castle (Cargo District).”
- May Open House

“Make it more pedestrian friendly! Cut down on parking, add public transit and walkability, close streets for outdoor dining, pedestrian safety, and creative public space.”
- May Open House

This strategy is all about designing our streets so they work for everyone — whether you are walking, biking, driving, using a wheelchair, or riding the bus. That means building on what the city and North Carolina Department of Transportation (NCDOT) are already doing and focusing on areas where walking and biking are growing fast.

This strategy also supports: Local Character  Small Businesses  Resiliency 

Action 1:    \$\$\$ ENG, P&D, NCDOT

Add more curb extensions to calm traffic and make crossings safer.

Curb extensions — also called “bump-outs” — make it safer and easier to cross the street by narrowing intersections and slowing down cars. They also create space for things like trees, benches, signs, and bike racks.

To make them work well, we will need to:

- Coordinate with NCDOT on state roads
- Plan around future bike routes and utilities
- Follow design guidelines like NCDOT’s Complete Streets Manual and National Association of City Transportation Officials’ Urban Street Design Guide

How we’ll measure success:

- Number of curb extensions added each year

Getting started:

- Identify priority intersections that need safety improvements by focusing on areas where people are already walking frequently
- Incorporate curb extension efforts into future budgets
- Work with NCDOT to design and approve installations along state-maintained roadways

Action 2:    \$\$\$ ENG, P&D

Build priority sidewalk and crossing projects from the 2023 Walk Wilmington Plan.

The Walk Wilmington Plan, adopted in 2023, identified top priorities for new sidewalks and safer crossings based on public input and safety data. High-priority areas include:

- Around Greenfield Lake
- The Northside and Brooklyn Arts District
- New and growing retail areas

The state manages some of these streets, so we will work closely with NCDOT and the Wilmington Urban Area Metropolitan Planning Organization (WMPO) to spur action and push projects forward.

How We’ll Measure Progress:

Number of improved intersections and new pedestrian signals

Getting started:

- Select top priority projects for funding and design
- Coordinate with NCDOT and WMPO



Curb extensions, like the one shown above from Milwaukee, Wisconsin extend the sidewalk into a street, often at intersections or midblock to enable a midblock pedestrian crossing. These extended sidewalks help to narrow the street and can reduce the speed of vehicles and make pedestrians who would like to cross more visible.

Action 3: ⌚⌚⌚ \$\$\$ ENG, P&D, NCDOT, WMPO

Work to eliminate pedestrian fatalities and serious injuries.

Greater Downtown is the most walkable part of our city, and walking to school, work, or local shops is realistic for many. Still, pedestrian fatalities and serious injuries persist citywide, and we are working to end them. The previous actions, and others in this theme, aim to improve the pedestrian experience in Greater Downtown.

Wilmington is also working with NCDOT and the WMPO on a Safe Streets for All (SS4A) safety plan funded by a federal grant. The goal is to eliminate serious injuries and deaths on our roads. This plan will:

- Help identify dangerous spots for pedestrians and cyclists
- Guide where future safety projects should go
- Unlock future funding for improvements

How We'll Measure Progress:

- Number of pedestrian injuries or fatalities per year

Getting started:

- The City has already adopted Vision Zero as a goal - next, we will development an implement a Vision Zero Action Plan
- Explore low-cost, high-impact ways to reduce pedestrian collisions, including No-Right-on-Red, leading pedestrian intervals, and others
- Do more to get the word out on pedestrian and driver safety, including collaborating with the WMPO's "Be a Looker" campaign



Action 4: ⌚⌚⌚ \$\$\$\$ ENG, P&D

Fund and support Complete Streets projects.

We are committed to designing streets for everyone — not just cars. We will continue to invest in Complete Streets projects that make room for people walking, biking, and using transit.

The city can explore the following:

- Include Complete Streets in the city's Capital Improvement budget
- Support and help implement projects already in the pipeline, like:
 - The City's Dawson and Wooster Street upgrades (starting construction in 2025)
 - NCDOT's 16th and 17th Street corridor improvements
- Work closely with the WMPO to identify and coordinate priority projects

How we'll measure success:

- Dollars dedicated to Complete Streets
- Number of Complete Streets improvements completed

Getting started:

- Identify available funding (grants, local fees, etc.)
- Explore an updated complete streets policy citywide
- Add Complete Streets improvements to future city budgets

Complete Streets in Action:

Conceptual improvements on Castle St at 4th St including curb extensions with green stormwater infrastructure, bike parking, street furniture, high visibility crosswalks, and pedestrian-scale lighting.



Strategy #2

Build a Connected Trail Network for Walking and Biking Across Greater Downtown

Trails are more than just places to walk or bike — they connect neighborhoods, parks, schools, and local businesses. They provide safe and healthy transportation options, reduce traffic, and make Greater Downtown more livable and enjoyable.

The top priority is completing the **Downtown Trail**, which has been in the works since the 2013 Greenway Plan. Once finished, it will stretch from the Riverwalk to Love Grove, Forest Hills, and eventually link up with the River-to-Sea Bikeway and the Gary Shell Cross-City Trail.

This strategy supports: Local Character 

Resiliency  — by connecting people and places while promoting healthy, low-impact ways to get around.



Action 1:    \$\$\$ WMPO, ENG, P&D

Finish the Downtown Trail, all the way from the river to Forest Hills.

Phase 1 of the **Downtown Trail** is already in design. It will follow an old railroad route from the Riverwalk through Cape Fear Community College, the Brooklyn Arts District, and the Northside to Archie Blue Park in Love Grove.

Phases 2 and 3 will continue the trail southward along Burnt Mill Creek and into Forest Hills, eventually linking to the wider citywide trail system.

To make this happen, we will continue our work with the **WMPO** to fund and build each phase.

How we'll measure success:

- Miles of trail designed or built

Getting started:

- Begin dedicating funding for the construction of Phase 1 and finalizing a design for Phases 2 and 3
- Start planning now for placemaking and storytelling elements along the trail's path, including public art and green infrastructure, by engaging the residents along its path.

The City's 2020 Rail Trail Master Plan envisions a phased project to bring a pedestrian/bicycle trail, and eventually a return of passenger rail, to a decommissioned railroad right of way on the Northside



[The Conservation Fund](#) is partnering with Person and Durham counties to acquire a 26-mile rail corridor for a future rail trail. Through partnerships, technical assistance, and financial support, The Fund protects critical lands and waters to provide access to nature, strengthen local economies, and enhance climate resiliency. It uses capital to facilitate timely land acquisition, helping conservationists, agencies, and community leaders protect properties for wildlife, recreation (including parks and trails), and historic significance. The Fund is also working with North Carolina communities to preserve rail corridors for trail use, including Durham and Person counties.

Photo: Alta Planning + Design

Action 2: 🕒🕒🕒 \$\$\$ ENG, P&D, WMPO

Connect the Riverwalk to Greenfield Lake.

Right now, a gap between the south end of the Riverwalk and Greenfield Lake is making it hard to bike or walk between two of our most significant outdoor assets.

Here's how we can close the gap:

- Partner with **NCDOT** to complete a new **multi-use path** along South Front Street (already in design through the South Front Street Widening Project)
- Improve nearby sidewalks and crosswalks to connect the **South Front District** and **Greenfield Lake** safely
- In the long term, consider building a **new pedestrian bridge** over Burnett Boulevard for even better access
- Explore ways to connect this route under the **Cape Fear Memorial Bridge** and eventually tie into the **new bridge replacement**

Previously planned expansions of the riverwalk from its northern end to the Sweeney neighborhood and to the Northside should also be prioritized and completed as funding becomes available.

How we'll measure success:

- Completion of a pedestrian/biking connection from the Riverwalk to Greenfield Lake

Getting started:

- Advertise the viability of walking and biking between the south end of the Riverwalk and Greenfield Park
- Continue to partner with the WMPO and NCDOT on the South Front Street widening project. Safety is a key priority because of the mixture of car, bike, and pedestrian traffic with freight trucks bound to and from the Port of Wilmington.

Action 3: 🕒🕒🕒 \$\$\$ ENG, ED, P&D, WMPO

Plan for a future rail-trail on the Southside.

If the **rail realignment project** moves active freight rail out of Greater Downtown in the future, we may be able to turn the old tracks on the Southside into a new **rail-trail** — a safe, separated route for walking and biking.

Though this is a long-term project, we can start now by:

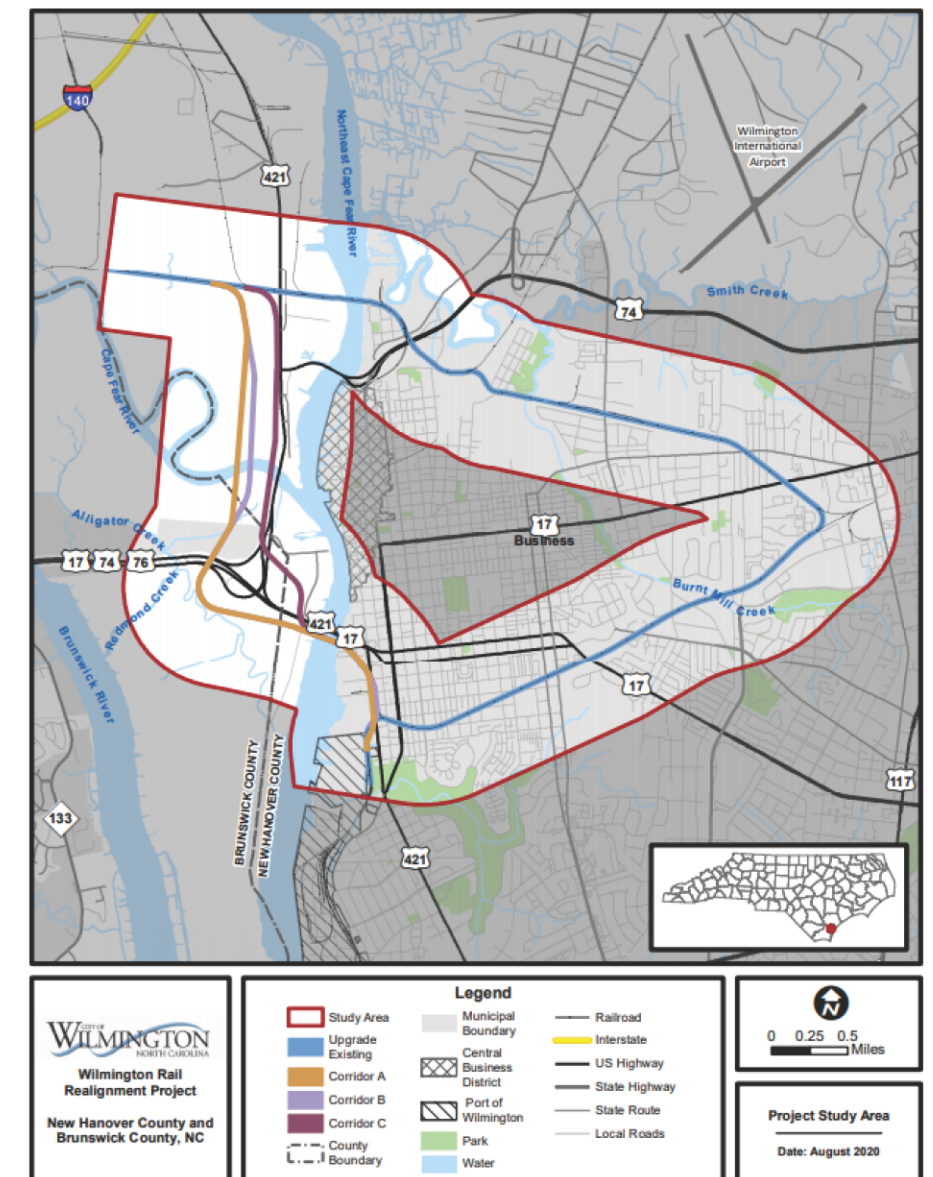
- Meeting with potential partners like **The Conservation Fund**, a nonprofit that helps communities convert rail corridors into trails
- Partnering with state and local organizations to create a plan and open conversations with the track owner, **CSX**

How we'll measure success:

- Progress toward developing a Southside rail-trail plan

Getting started:

- Consider designating a bike route from the River-to-Sea Bikeway in Delgado to connect to Greenfield Park and to the South Front District
- As the future of the rail realignment project is determined, begin analyzing the feasibility



A 2020 study of potential options for realigning freight rail that serves the Port of Wilmington

Strategy #3

Make It Easier to Get Around Downtown Without a Car

"I wanna see ways that support and encourage locals to enjoy and live downtown, such as locals discounted parking, special offers for small/locally owned businesses, etc. In general, I am apprehensive about downtown growing in a way that only supports large corporations and tourism."
- Online Survey

"I'd love to see solutions for downtown parking for shop and restaurant employees."
- Azalea Festival

"More options for visitors to park outside of the city and shuttle bus or bike ride into town would be great."
- Online Survey

Greater Downtown is a busy hub for the entire Cape Fear region. Every day, thousands of people come here to work, visit, or enjoy events — and most still drive. But that is changing. This strategy focuses on improving transportation choices and making walking, cycling, or using transit easier. It also aims to make parking more convenient and reduce its negative impacts on nearby neighborhoods.

This strategy also supports: Local Character  Small Business  Resiliency 



Action 1:  \$\$\$ ENG, P&D

Improve conditions for walking and biking on key streets.

Greater Downtown has important connector streets that link neighborhoods, parks, shops, and cultural destinations. Some of the most critical north-south streets include Front Street, 3rd Street, 5th Avenue, and 10th, 16th, and 17th Streets. Key east-west streets include Greenfield, Dawson, Wooster, Ann, Market, Colwell, Grace, and Chestnut Streets.

Some of these streets are owned and maintained by the city, while others — like Dawson, Wooster, 16th, and 17th Streets — are managed by NCDOT. Each partner has a role to play in making these streets safer.

We're already seeing significant progress:

- 5th Avenue is being redesigned with fewer car lanes, on-street parking, and dedicated bike lanes in both directions.
- Dawson and Wooster Streets will get major safety and pedestrian upgrades starting in late 2025.
- We can build on these successes. That means:
- Adding safer crossings, better sidewalks, and more bike lanes
- Including improvements when roads are already scheduled for repaving
- Trying out **temporary demonstration projects** (like pop-up bike lanes or crosswalks) with input from residents

How We'll Measure Progress:

- Miles of new sidewalks
- Number of new crosswalks
- Number of pilot/demonstration projects
- Community feedback on pilot/demonstration projects

Getting started:

- Identify priority streets and upcoming resurfacing schedules
- Launch a pilot demonstration program with local groups



The image above is an interim design median refuge island at an American Tobacco Trail crossing in Durham, NC. Photo: NCDOT

Demonstration projects (also called quick-build, tactical urbanism, or interim design projects) use lower-cost materials to temporarily introduce a project to the community for a predetermined length of time. Data and public feedback are gathered and, if needed, desired changes can be incorporated into the final (permanent) design. This approach can help build trust between residents and local government and increase community support for walking and biking infrastructure.

NCDOT's [Interim Design Safety Pilot Project Final Report](#) provides guidance for implementing demonstration projects.

Action 2: 🕒🕒🕒 \$\$\$ ENG, P&D

Expand and promote the City's bike rack program.

The city offers a **request-a-bike-rack** program — but not everyone knows about it. We can fix that with better outreach and a proactive plan for installing more bike racks where people need them.

Here is what we can do:

- Spread the word through newsletters, social media, and Downtown networks
- Budget annually for new bike racks based on installation trends
- Identify and install racks in high-demand locations, working with nearby businesses and property owners

How we'll measure success:

- Number of bike racks installed per year

Getting started:

- Launch an awareness campaign
- Map priority areas for bike rack installation

Action 3: 🕒🕒🕒 \$\$\$ ENG, P&D

Pilot temporary street closures for pedestrians.

People loved when Front Street was closed to cars during COVID to allow outdoor dining and safer walking. Many asked for it to return, and opportunities exist to try this on Front Street and many other Greater Downtown streets.

Next steps:

- Learn from other cities that do weekend street closures
- Test a temporary pilot — and adjust based on local business feedback
- Consider other streets for temporary closure as opportunities arise

How we'll measure success:

- Feasibility study and pilot weekend closure completed

Getting started:

- Work with organizations like Wilmington Downtown, Inc. to establish an action plan, ensuring that local businesses are consulted



Charlotte's 2023 [Corridors Connect](#) series (part of its Open Streets 704 program) closed six streets to vehicles on consecutive weekends in October and transformed them into parks. The 2023 event focused specifically on the City's Corridors of Opportunity to promote connectivity and equity across Charlotte neighborhoods.

Photo: City of Charlotte



A portion of Foster St in Durham is closed every Saturday for the farmer's market main season and for additional events on many weekends throughout the year. The street closures are organized by Durham Parks and Rec and Durham Central Park.

Photo: Best of the Bull

Action 4: ⌚⌚⌚ \$\$\$ ENG, P&D

Reconnect streets and sidewalks through redevelopment.

In some parts of Greater Downtown, especially near large housing communities on the Southside, the street network is disconnected. That makes it harder to walk or bike across neighborhoods safely and efficiently. We can reconnect our street grid through large-scale redevelopment efforts—like Hillcrest—or through more incremental changes as time goes on.

Some new connections may be limited to walking and biking to help calm traffic and improve safety. Local engagement is essential to ensure that these changes reflect community needs.

How we'll measure success:

- Number of new or reconnected streets and paths
- Feedback from local residents on mobility improvements

Getting started:

- Coordinate with prospective developers
- Host engagement sessions with nearby residents



10th Street is envisioned as an important north/south route for getting across town safely when walking or biking. It connects the Northside, the Soda Pop District, the Robert Strange Park and public schools complex, Castle Street, and Dawson Street. But it stops short and doesn't link up with Greenfield Lake Park due to an Urban Renewal project that disconnected it.

Action 5: ⌚⌚⌚ \$\$\$ ENG, P&D,

Make it easier to “park once” and explore.

Instead of circling for parking near every destination, people should be able to **park once** in **district parking facilities**, and then walk, bike, or ride to where they want to go. One in three residents identified this as a top priority.

For special events like festivals or concerts:

- Use off-site parking lots (such as schools, churches, or government buildings)
- Provide shuttles, bike parking, or safe walking routes to the event
- Create designated drop-off zones, especially for those with mobility challenges

How we'll measure success:

Number of off-site lots used for events; percent of parking areas within 1-mile walk/5-mile bike ride of key destinations; creation of bike share program

Getting started:

- Connect parking lots to shops, parks, and neighborhoods with sidewalks and bike lanes
- Consider a bike-share system so people can ride from parking areas to their destination
- Consider a shuttle system that connects parking with key destinations



For its 2024 Fourth of July Fireworks event, Dorothea Dix Park in Raleigh organized free off-site parking at NC State University and several downtown parking decks. Free park and ride shuttles were available for certain areas; attendees were encouraged to walk or bike from the closer parking areas (.6 to .9 miles). A local advocacy group, Oaks and Spokes, provided a staffed bike corral at the park. The multi-pronged approach gave attendees plenty of options and freedom to choose their preferred transportation type.

Photo and Graphic: Dix Park

Action 6: ⌚⌚⌚ \$\$\$ ENG, P&D, WMPO

Improve signs and maps for parking and getting around.

Many people do not know where public parking is located — or how to walk or bike from there to their destination easily.

We can help by:

- Working with the Wilmington & Beaches Convention and Visitors Bureau to install clearer signs and directional maps
- Updating online maps to include walking and biking routes, transit options, and parking details

How we'll measure success:

- Number of new signs installed per year
- Improved wayfinding based on user surveys

Getting started:

- Actively participate in the ongoing study and start implementing its recommendations
- Ensure online data is relevant and accessible, and seek feedback from the community on additional improvements

Related Strategy/Action:

Local Character Strategy 1, Action 6

Action 7: ⌚⌚⌚ \$\$\$, ENG, P&D, WMPO

Help service workers get to work affordably.

Downtown service workers often say parking is too expensive for them — but affordable options could help. While the city has programs already to address this, it is clear these programs are not well-known among the community.

We can:

- Promote existing programs and cheaper parking lots farther from the core, paired with the **Downtown Trolley or a future bike share program**
- Explore additional **reduced-rate parking programs** for Greater Downtown businesses and lower-wage workers. For example, in Durham, eligible workers pay just \$35/month for garage parking

How we'll measure success:

- Increased usage of reduced-cost parking program for workers

Getting started:

- Through direct outreach and partnerships with organizations like Wilmington Downtown, Inc. and merchant associations, advertise the discounts we already offer
- Through these partnerships, work with the Greater Downtown business community to determine additional ways to support our workers



Wayfinding signage in Tallahassee, FL

Action 8: 🕒🕒🕒 \$\$\$ DT&P, P&D

Protect neighborhoods with smarter parking rules.

As destinations grow, nearby residential streets often fill with visitor parking — especially during big events. Some streets already have residential permit programs, and as Greater Downtown continues to evolve, introducing these programs to help residents should remain part of our toolbox.

To help:

- Monitor **parking demand and complaints** annually
- Adjust or expand **residential permit programs** as needed
- Respond quickly to issues as they arise

How we'll measure success:

- Annual tracking report of parking use and neighborhood concerns

Getting started:

- Continue ongoing efforts to analyze parking demands across Greater Downtown
- Ensure that neighboring residents and their needs are part of any parking management changes



Many municipalities enforce residential permit parking to protect residential blocks from overparking by non-residential parkers. Photo: Best of the Bull

Action 9: 🕒🕒🕒 \$\$\$ WAVE, P&D, WMPO, ENG

Make bus stops safer and more comfortable.

Better bus stops make riding transit more appealing.

We can:

- Add shelters, benches, trash cans, and multilingual signage at key stops
- Work with WAVE Transit to focus improvements where ridership is highest
- Sync upgrades with route changes from the Reimagine WAVE plan

How we'll measure success:

- Bus shelters installed or improved each year;
- Greater Downtown transit ridership

Getting started:

- Coordinate with WAVE Transit to identify high usage stops and prioritize those for improvements first
- Facilitate new bus stops when new developments are built



The GoRaleigh public bus system held a design competition for new bus shelters to be installed throughout Raleigh. This is Raleigh-based firm LS3P's submission.

Action 10: 🕒🕒🕒 \$\$\$ ENG, P&D, WMPO

Help spread the word about safe travel habits and why walkable, bikeable communities are good for everyone.

Building sidewalks, bike lanes, and multi-use paths isn't enough. We must also remain engaged within the community—sharing information on what we are building, why we are building it, and how to use it effectively. At the same time, we know tourism plays a major role in our economy, and our Greater Downtown always has a mix of visitors from other parts of the world who do not know our streets.

To broaden education, we can coordinate with the WMPO's "Be a Looker" program to increase awareness and education across the city about safe transportation behaviors. We can also collaborate with organizations like the Wilmington and Beaches Convention & Visitors Bureau to ensure that information gets out to visitors. We can also work with these organizations and others through community engagement on the upcoming Vision Zero Action Plan and all future planning efforts.

How we'll measure success:

- Reduction in traffic fatalities and injuries
- Community engagement through public campaigns
- Participation in planning efforts

Getting started:

- Begin more direct collaboration with the WMPO and integrate their messaging and more around transportation safety into regular social media presence
- Ensure walkability and bikeability remain key components of future planning efforts—the community has repeatedly told us that these are high priorities.



Realizing the Strategies

This fictional scene illustrates how the strategies and actions proposed under this theme might manifest in a typical corner of Greater Downtown. The mobility theme is about making it safer, easier, and more pleasant to get around. Layering the actions in one geography reveals how these they reinforce one another in realizing the theme.

