



WMPO’s SS4A Safety Action Plan Round 3 Engagement Summary



What is a Safety Action Plan?

The WMPO launched the regional Safe Streets and Roads for All (SS4A) Safety Action Plan initiative in March 2025 to enhance roadway safety for all roadway users in the region. The SS4A program is a federal initiative launched by the U.S. Department of Transportation to support efforts to enhance transportation network safety and to eliminate serious injuries and fatalities, particularly for people walking, using a mobility device, biking, taking transit—not just those driving. The goal of the WMPO SS4A Safety Action Plan is to develop a holistic, well-defined multimodal strategy to prevent roadway fatalities and serious injuries in the WMPO region.

Community and Stakeholder Engagement Overview

Community engagement is a foundational component of the WMPO’s SS4A Safety Action Plan. Three rounds of engagement were held throughout the planning process, with each focusing on different elements (Table 1):

Table 1. Engagement Rounds

Round #	Engagement Intent
Round 1	Introduce the WMPO SS4A Safety Action Plan goals, Safe Systems Approach, and existing conditions. Gather community input on safety concerns and priorities through surveys and mapping.
Round 2	Share draft recommendations for infrastructure, policies, and programs. Collect community feedback.
Round 3	Present draft WMPO SS4A Safety Action Plan results and transportation safety pledge.

During Round 3 of community engagement, the project team presented the draft WMPO Safety Action Plan, which outlines key components of the planning process, including the Safe Systems approach, crash data analysis, community and stakeholder engagement, and recommended infrastructure and policy strategies. Community members were invited to review the draft Plan and provide feedback for consideration by the project team. In addition, a WMPO SS4A Safety Action Plan pledge was made available to encourage participants to commit to safer driving behaviors and ongoing support for transportation safety initiatives across the region.

In addition to community engagement, the WMPO and project team engaged the SS4A Safety Action Plan Steering Committee to review the draft Plan and to help share opportunities for their community members to provide input. The committee includes representatives from local municipalities and jurisdictions, providing expertise from several departments including transportation planning and engineering, fire, police, and education.

WMPO SS4A Safety Action Plan Round 3 Engagement Strategy

Round 3 of community engagement was open from May 1 through June 7, 2026. The WMPO launched an outreach campaign through multiple communication channels to promote opportunities to participate in developing the Safety Action Plan:

- Social media
- Email newsletters and blasts
- Press releases
- Meeting presentations
- Flyers

The project team created a comprehensive outreach package that included ready-to-use social media visuals, suggested messaging, and customizable newsletter and email templates (see Figure 1 for sample materials). This toolkit was distributed to the WMPO SS4A Safety Action Plan Steering Committee and key community partners for dissemination through their respective networks and communication channels.



Figure 1. Round 3 Toolkit Examples

Community Engagement Results

Round 3 offered a variety of ways to provide feedback, including comments on the draft Safety Action Plan and the safety pledge. In addition to online feedback, the project team attended a series of pop-up events. In-person events offered a map of the key projects and QR codes to the Safety Action Plan website. Figure 2 summarizes the engagement results over six-week period:

52
Safety Pledges
or Plan Comments



150
Meaningful Conversations



Figure 2. Round 3 Engagement by the Numbers

Your Voice Matters! Engagement Events Timeline

Meeting People Where They Are

The project team capitalized on lessons learned from Round 1 and 2 of community engagement to inform the planning and execution of Round 3. WMPO staff and the project team chose to table at various existing community events during Round 3 to reach more people and encourage meaningful conversations about transportation safety.

Event Location	Feedback	Photos
<p>River to Sea Expo at Empie Park – May 1, 3 PM to 7 PM</p>	<p>Excitement about improving walking and biking safety in the region</p>	
<p>Northside Community Dinner at DREAMS of Wilmington - May 14, 6 PM to 8 PM</p>	<p>Curiosity about the Safety Action Plan and transportation in Wilmington</p>	
<p>Disaster Preparedness Expo at Skyline Center - May 16, 11 AM to 2 PM</p>	<p>Appreciation for education and information about roadway safety</p>	
<p>Poplar Grove Farmers Market at Poplar Grove - May 20, 10 AM to 12 PM</p>	<p>Excitement about planned transportation and safety improvements, particularly in Pender County</p>	

WMPO SS4A Pledge

The WMPO SS4A Pledge was available during Round 3 of community engagement. The pledge invited community members to commit to supporting safer streets throughout the region. The pledge also highlighted simple actions individuals can take to improve transportation safety in their communities. Below is the WMPO SS4A Safety Pledge, along with ways you can help create a safer transportation system for everyone.

WMPO SS4A Pledge

1. Take the pledge to support safer streets in our region:

Yes, I agree

No, I would like to provide feedback only

2. How will you take action? Select all that apply:

Slow down and prioritize safety over convenience

Avoid distractions while driving

Never drive impaired

Yield to pedestrians and bicyclists

Obey speed limits and traffic signals

Wear a seatbelt

Maintain a safe following distance

Respect all road users, regardless of how they travel

Support safer street designs and policies in my community

Participate in local transportation planning

Other

Why Safe Streets are Important to the Community

In the safety pledge and community events, community members were asked to share why safe streets are important to them (see Figure 3 for example quotes). Respondents overwhelmingly emphasized the importance of creating safer streets to prevent injuries and fatalities for all road users. Many shared personal experiences of feeling unsafe while walking, biking, jogging, or driving, citing concerns such as speeding, distracted driving, red-light running, and failure to yield at crosswalks. Comments highlighted the need for improved roadway design, safer pedestrian and bicycle infrastructure, stronger enforcement, and greater awareness among all users. Many also connected street safety to broader community goals, including quality of life, supporting growth, protecting families, and ensuring residents can travel throughout the community without fear.



Figure 3. Community Comments

Conclusion and Next Steps

In summary, the WMPO’s Safe Streets and Roads for All (SS4A) Safety Action Plan is a collaborative, data-driven effort to improve safety for all roadway users. Round 3 of engagement gathered support for the Safety Action Plan and implementation (Figure 4). Following this last round of engagement, the WMPO is working to complete the final Safety Action Plan in August 2026 and adopt the Plan by October 2026.



Figure 4. WMPO SS4A Safety Action Plan Timeline