



Who We Are



Core Programs

Bike/Walk Central Florida is a 501c3 **NONPROFIT** organization with a mission to create a **SAFER** Central Florida.

Steward
partnerships

Be a
Resource



Empower people

Advocate for
safe policies

Foster
community
involvement



One of the Most Dangerous Regions in U.S.



2024 Most Deadly Metro Areas in the US

Rank	Metro area	Average ped deaths/100k per year	Rank	Metro area	Average ped deaths/100k per year
1	Memphis, TN-MS-AR	5.14	12(t)	Riverside-San Bernardino-Ontario, CA	3.46
2	Albuquerque, NM	4.83	14	Miami-Fort Lauderdale-Pompano Beach, FL	3.44
3	Tucson, AZ	4.16	15	Jacksonville, FL	3.40
4	Bakersfield, CA	3.99	16	Cape Coral-Fort Myers, FL	3.29
5(t)	Deltona-Daytona Beach-Ormond Beach, FL	3.96	17	North Port-Sarasota-Bradenton, FL	3.27
5(t)	Baton Rouge, LA	3.96	18	Orlando-Kissimmee-Sanford, FL	3.26
7	Fresno, CA	3.89	19	Stockton, CA	3.23
8	Tampa-St. Petersburg-Clearwater, FL	3.75	20	Sacramento-Roseville-Folsom, CA	3.15
9	Charleston-North Charleston, SC	3.66	21(t)	Lakeland-Winter Haven, FL	3.12
10	Little Rock-North Little Rock-Conway, AR	3.63	21(t)	New Orleans-Metairie, LA	3.12
11	Palm Bay-Melbourne-Titusville, FL	3.47	23	Phoenix-Mesa-Chandler, AZ	3.10
12(t)	Columbia, SC	3.46	24	Jackson, MS	2.98

Florida metro areas are ranked among the most dangerous for pedestrians in the nation according to Smart Growth America’s Dangerous by Design reports



Why are we the most dangerous?



Speed Kills

Hit by a vehicle traveling at:

40
MPH



1 out of 10 survives

20
MPH



9 out of 10 survive

Distractions all around



Design for cars, not people



Design for cars; not people

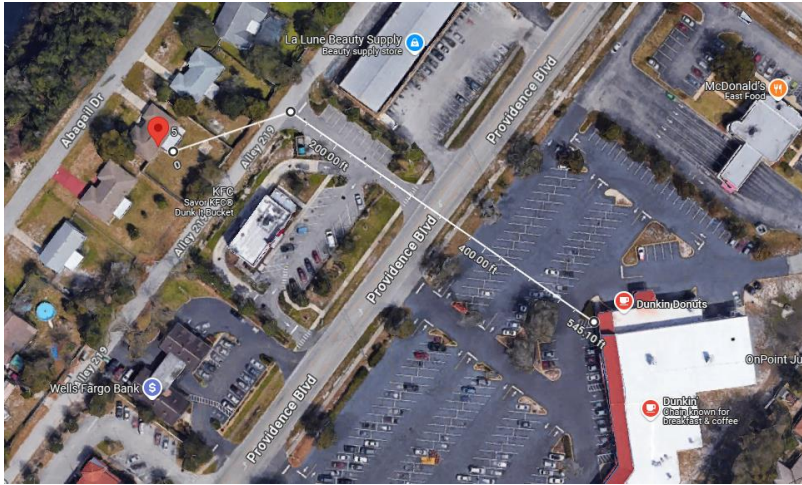
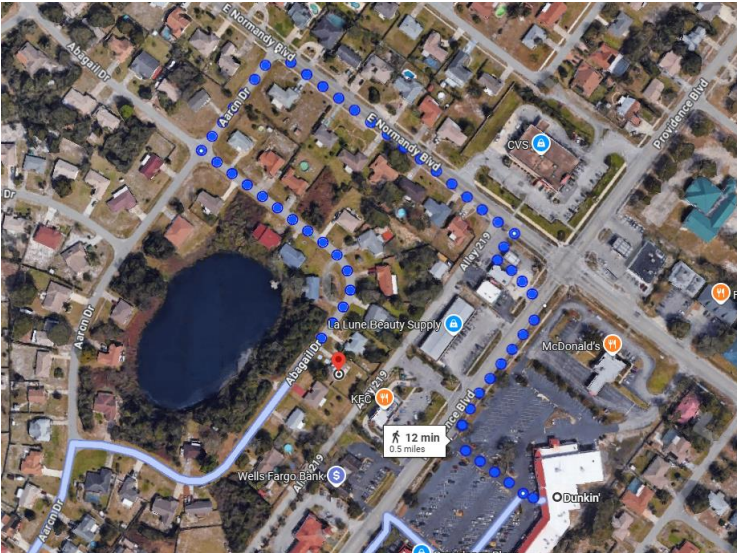
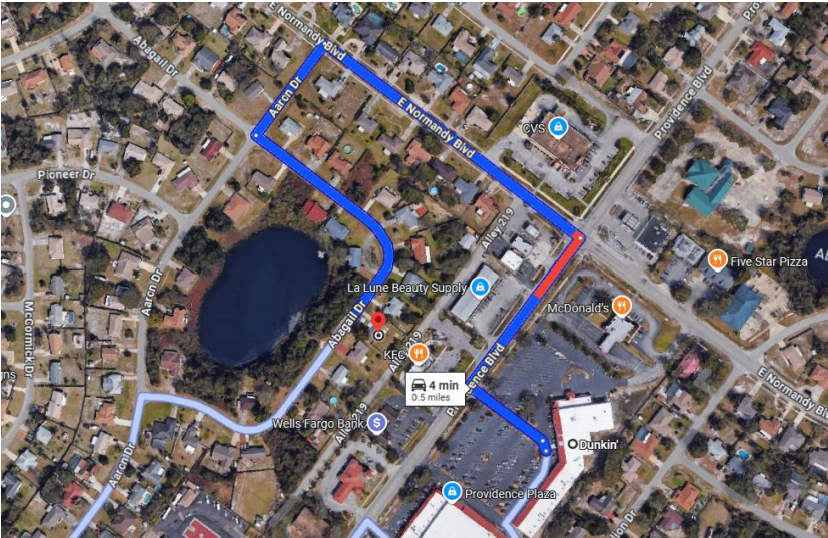


Lets pretend I live at 1292 Abigail Dr and want to go to the Dunkin' Doughnuts

Drive = .5 Miles (3 minutes)

Walk = .5 Miles (12 minutes)

As the crow flies =545 feet

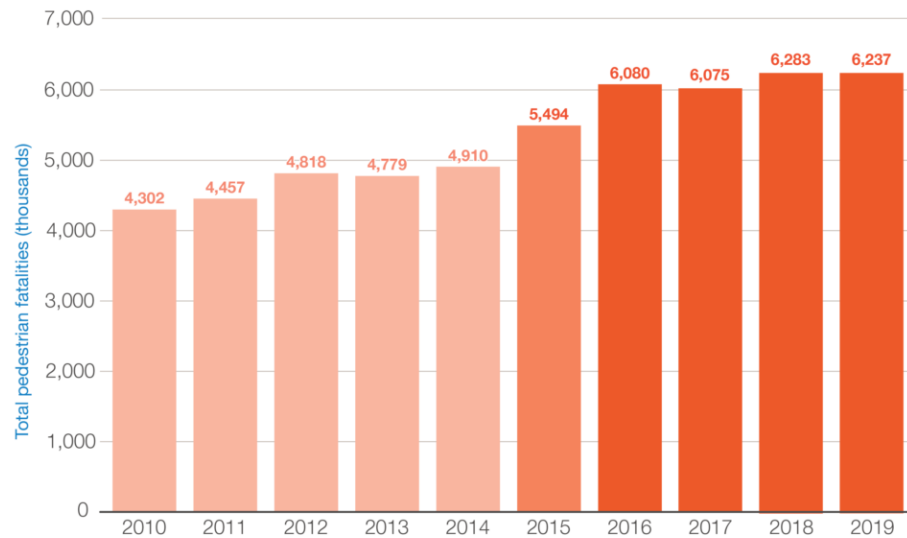


The Most Dangerous Developed Country in the World



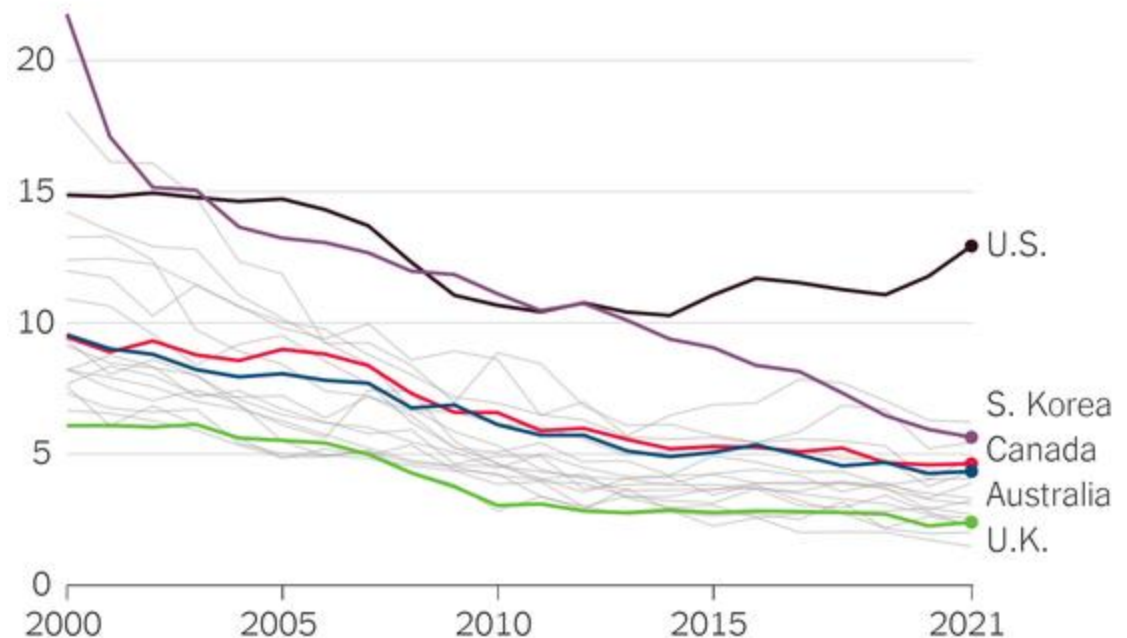
45% increase in people struck and killed while walking

The last four years were the most deadly in three decades



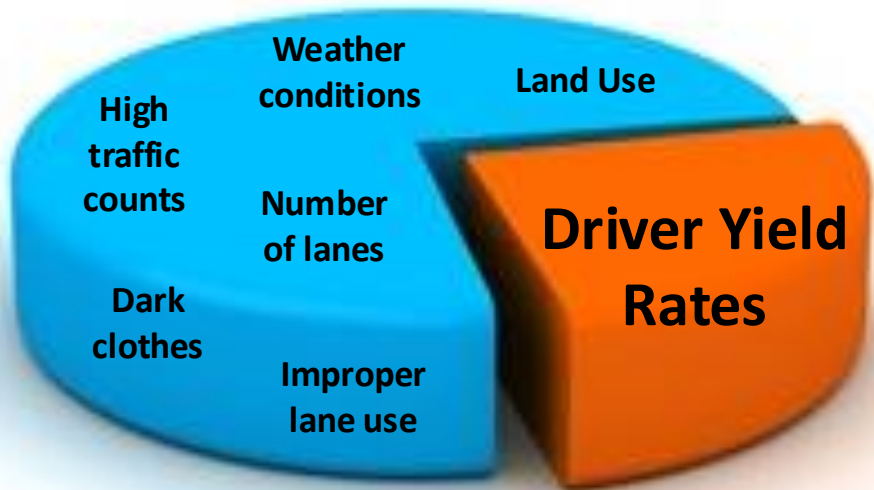
Smart Growth America, Dangerous By Design Report, 2021

Vehicle deaths per 1 million residents, in 20 rich countries



New York Times, 2021

Changing the Culture of Drivers vs. Walkers



Focus on one behavior to monitor, measure, & change

BFF Program Hypothesis:

IF

we increase the rate of drivers that stop for pedestrians in crosswalks...

THEN

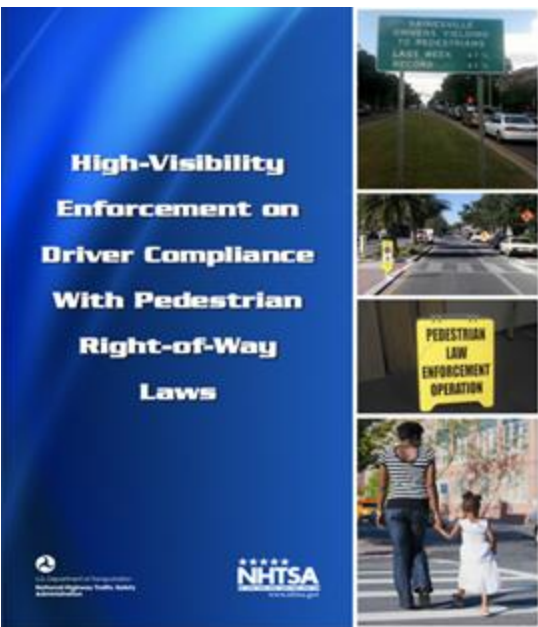
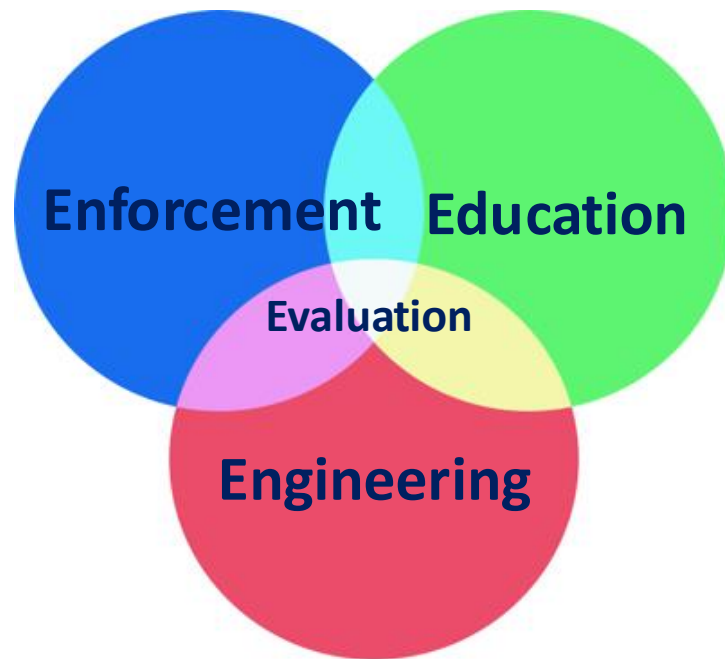
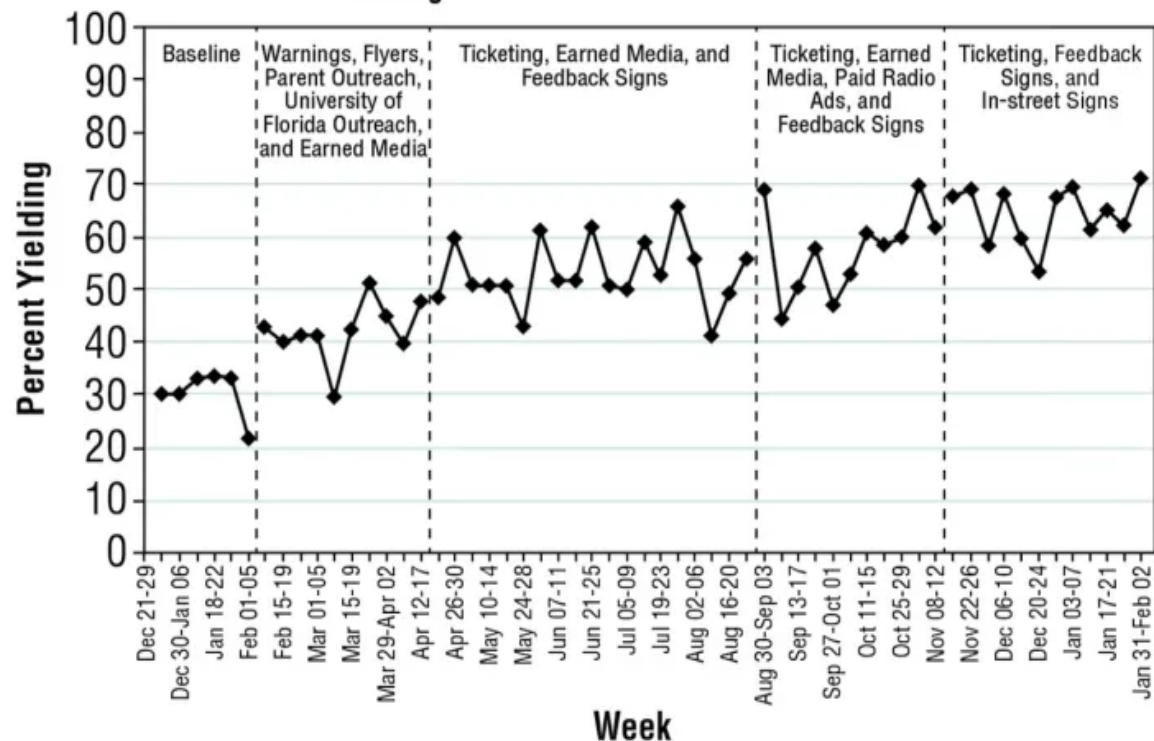
...more pedestrians will cross in crosswalks.

Changing the Culture of Drivers vs. Walkers

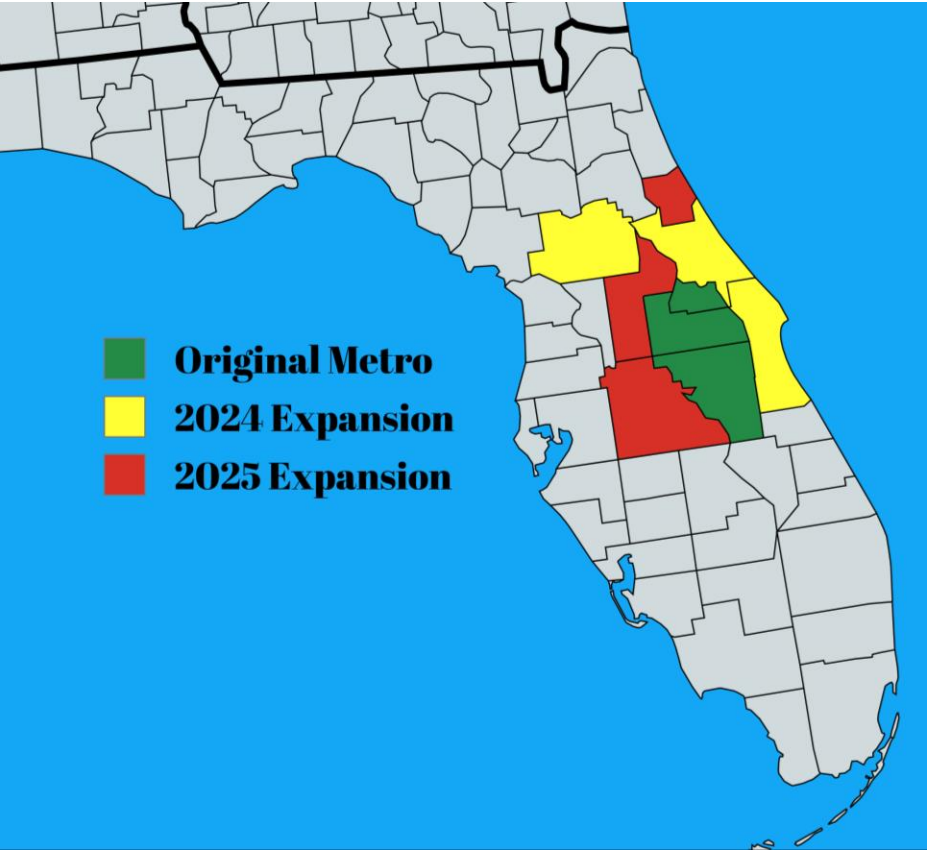


2013 NHSTA Study: Percent of Drivers Yielding to Pedestrians

Averages Across All 6 Enforcement Sites



Growing a Multi-County Footprint



Best Foot Forward Partners

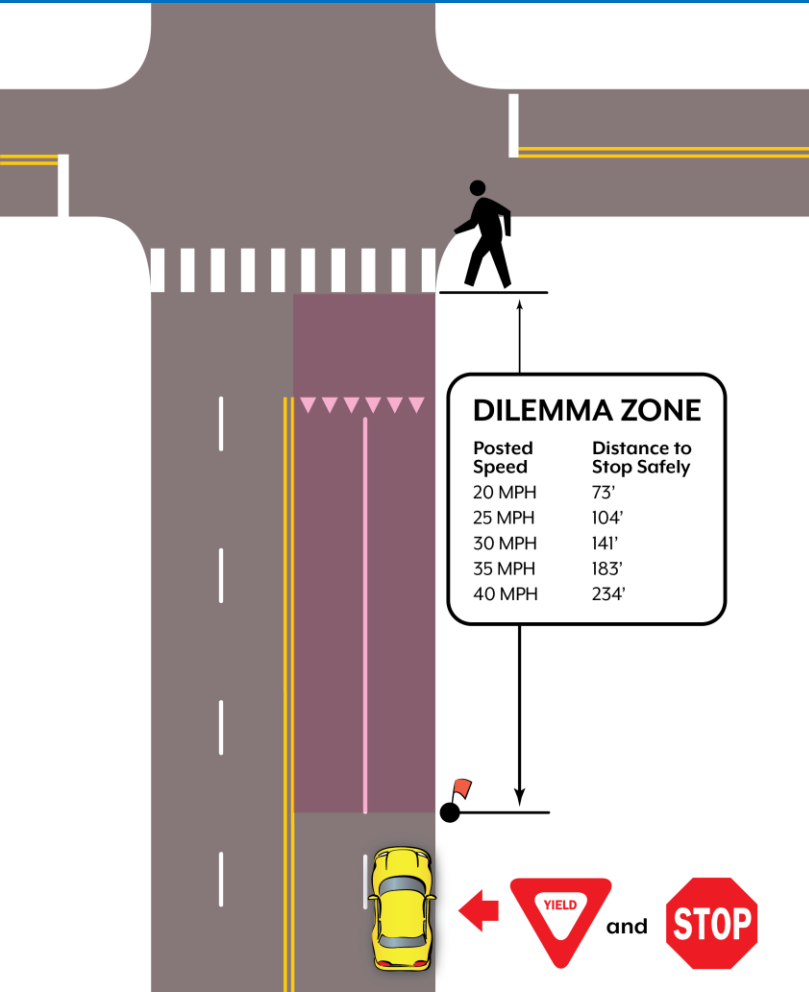


Evaluate: Collecting Data on Driver Yield Rate



BFF Data Collectors

- Take **photos** of the crosswalk and record observations
- Set up **flag markers** at a safe stopping distance for drivers
- Conduct 20 **staged crossings** at two different times of day
- Return throughout the year to **monitor changes**



Volusia - Evaluation



Jurisdiction	Crosswalks	FY24 DYR	FY25 DYR
Port Orange	Clyde Morris Blvd & Victoria Garden Blvd		27%
DeLand	N Woodland Blvd & W Church St		64%
Ponce Inlet	S Atlantic Ave & Harbour Village Blvd		51%
New Smyrna Beach	S. Atlantic Ave. midblock S. of Bahama Dr.		32%
Daytona Beach	S. Beach St. & Cedar St.	41%	45%
Volusia County	Dirksen Dr. & Mansion Blvd.	12%	18%
Volusia County	Ocean Shore Blvd & Tom Renick Park	42%	47%
Volusia County	US-1 & Halifax Ave		19%



Enforcement – Creating High Visibility



High-visibility enforcements are an **evidence-based** way to help educate drivers about Florida's driver yield laws.

How we create high visibility:

- Distribute **press releases** and contact local broadcast, radio, & print **media**
- Inviting **elected officials** to attend
- Posting full list of locations, dates, and times across Central FL on our **website**
- Promoting the operation through **social media** & our **weekly newsletter**



1000+ media placements
22.9 M viewers reached
\$7.4 M earned media value
9.6 M social media impressions
241 K social media engagements



Enforcement – Creating High Visibility



Over a Decade of Operations



9 Participating Counties



30+ Law Enforcement Agencies



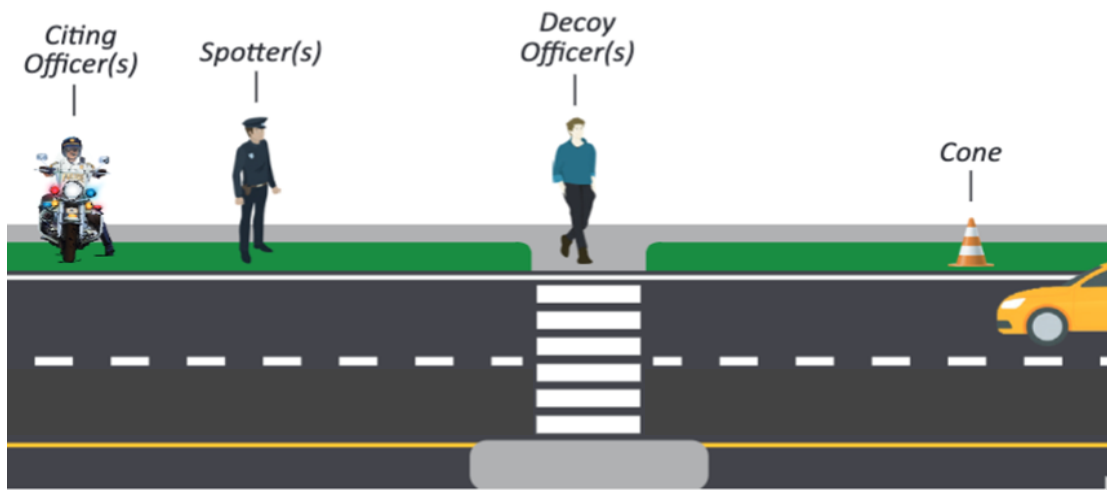
700+ Enforcement Details



12,000+ Warnings & Citations

*Through 23.11.30

EXAMPLE OPERATIONS LAYOUT:



Enforcement - Most Improved in 2024



Volusia Co: Ocean Shore Blvd. & Tom Renick Park



Before - 19%

2 Details
75 Warnings
& Citations

23% increase



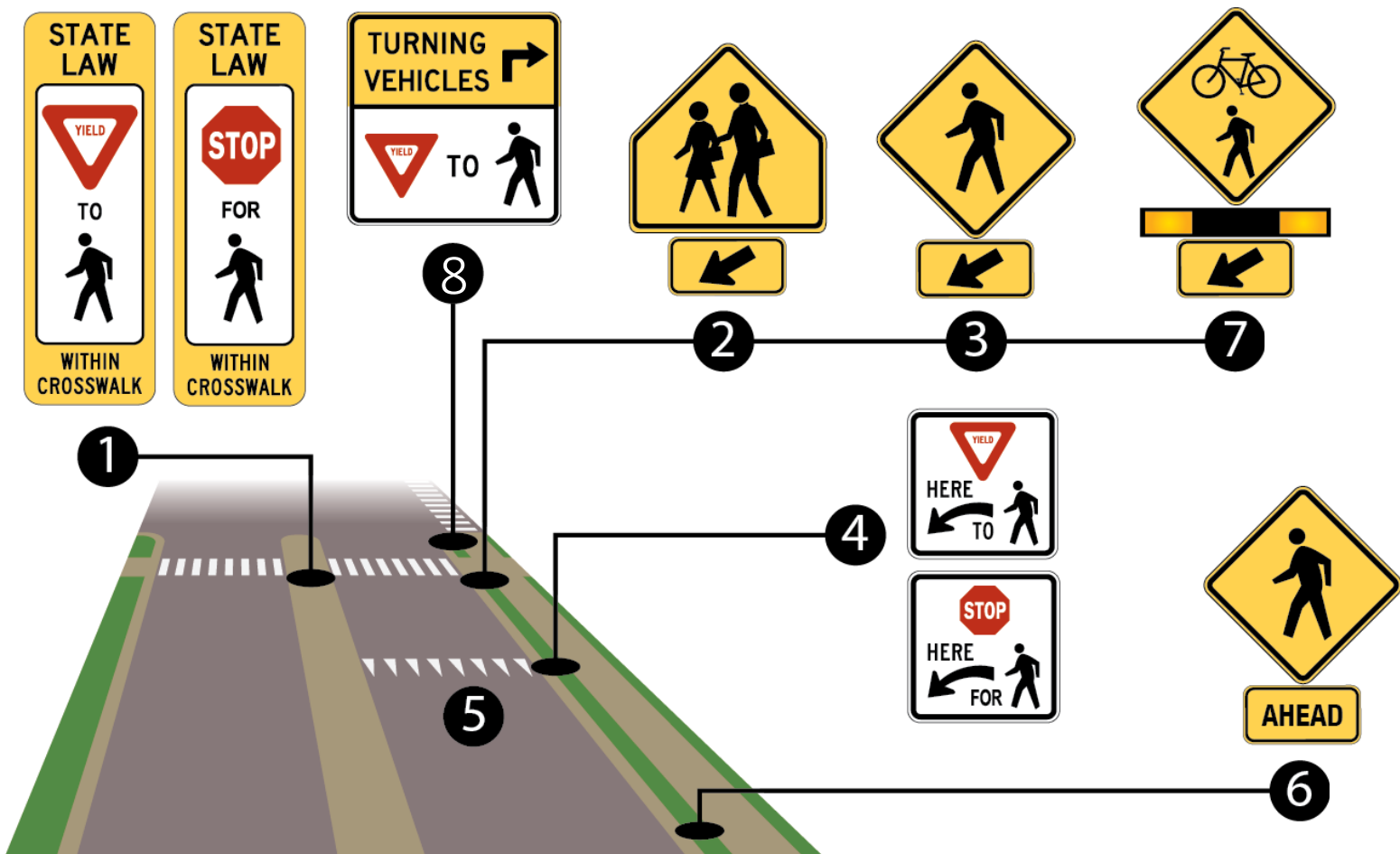
After - 42%

Volusia – Enforcement in 2025



Crosswalks	FY25 Ped Warnings	FY25 Ped Citations
Volusia County Sheriff's Office		
W. Highbanks Rd. & Spring to Spring Trail	0	4
Dirksen Dr. & Mansion Blvd.	0	46
Ocean Shore Blvd. & Tom Renick Park	3	34
Daytona Beach PD		
S. Beach St. & Cedar St.	10	15
S. Atlantic Ave. midblock, N. of Revilo Blvd.	18	6
Daytona Beach Shores Dept. of Public Safety		
S. Atlantic Ave. & Bellemead Dr.	1	15
3332 South Atlantic Ave.	0	11
Ponce Inlet PD		
S. Atlantic Ave. & Harbour Village Blvd	2	3





Crosswalk Improvement Plans

- Evaluate existing countermeasures and make recommendations based on guiding documents
- Use our historical data to analyze what has worked at similar crosswalks across the region
- Track the effectiveness of new signage, markings, and signals over time

Crystal Bowl Circle – City of Casselberry



Before - 36%

Gateway
Treatment
\$2,400
Cost of
Install



After - 74%

38% increase

Engineering – Speed Hump Comparison



City of Orlando



Virginia Dr. & Ferris Ave.

- 50% Driver Yield Rate
- 30 MPH
- 2 Lanes

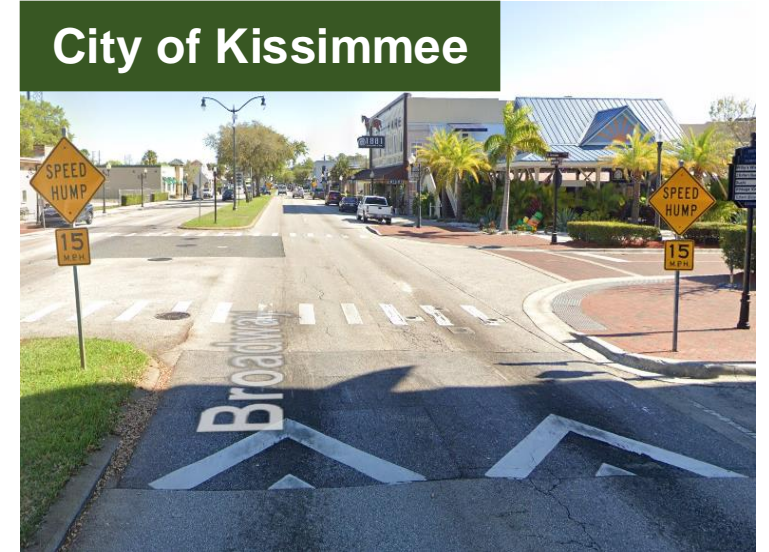
Orange County



Beggs Rd. & Armstrong Rd.

- 44% Driver Yield Rate
- 30 MPH
- 2 Lanes

City of Kissimmee



Broadway & E. Dakin Ave.

- 65% Driver Yield Rate
- 30 MPH
- 4 Lanes

Oakland: W. Colonial Dr. & Oakland Ave.



Before - 45%

5-Second
Leading
Pedestrian
Interval

35% increase



After - 80%

Brevard Co: N. Atlantic Ave. & Southgate Mobile Homes



Before - 42%

Flexible
Delineators,
23 Warnings
& Citations

36% increase



After - 78%

Other Engineering Solutions



Speed Management

- Speed tables, raised crosswalks or raised intersections
- Narrow the roadway, curb extensions, bike lanes.
- Create raised medians
- Plant trees, add bollards, harden the curb of the roadway



Make Crosswalks more visible

- Restripe faded crosswalk markings
- Mark all legal crosswalks (all intersections!)
- Add decorative crosswalks (follow MUTCD guidance)

Educate: Through Outreach



Sign Waving Campaigns



Pop Up Events



Community Events



Program Presentations

Educate: Through Digital Channels



Program Impact (2012 – Present)



Education

~1,000

Events &
Presentations

~134K

People
Reached

~343K

Resources
Distributed



Enforcement

~800

Crosswalk
Details

~7,300

Crosswalk
Warnings

~6,700

Crosswalk
Citations



Engineering

~60

Engineering
Projects Tracked

22%

Avg. DYR
Increase

~1,000

Engineering
Recommendations



Evaluation

~400

Crosswalks
Monitored

~2,400

Collections
Completed

~120K

Staged
Crossings

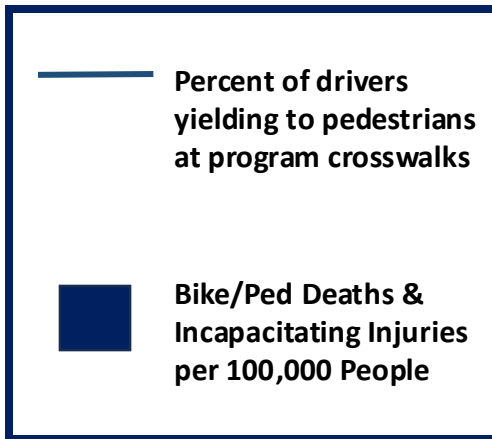
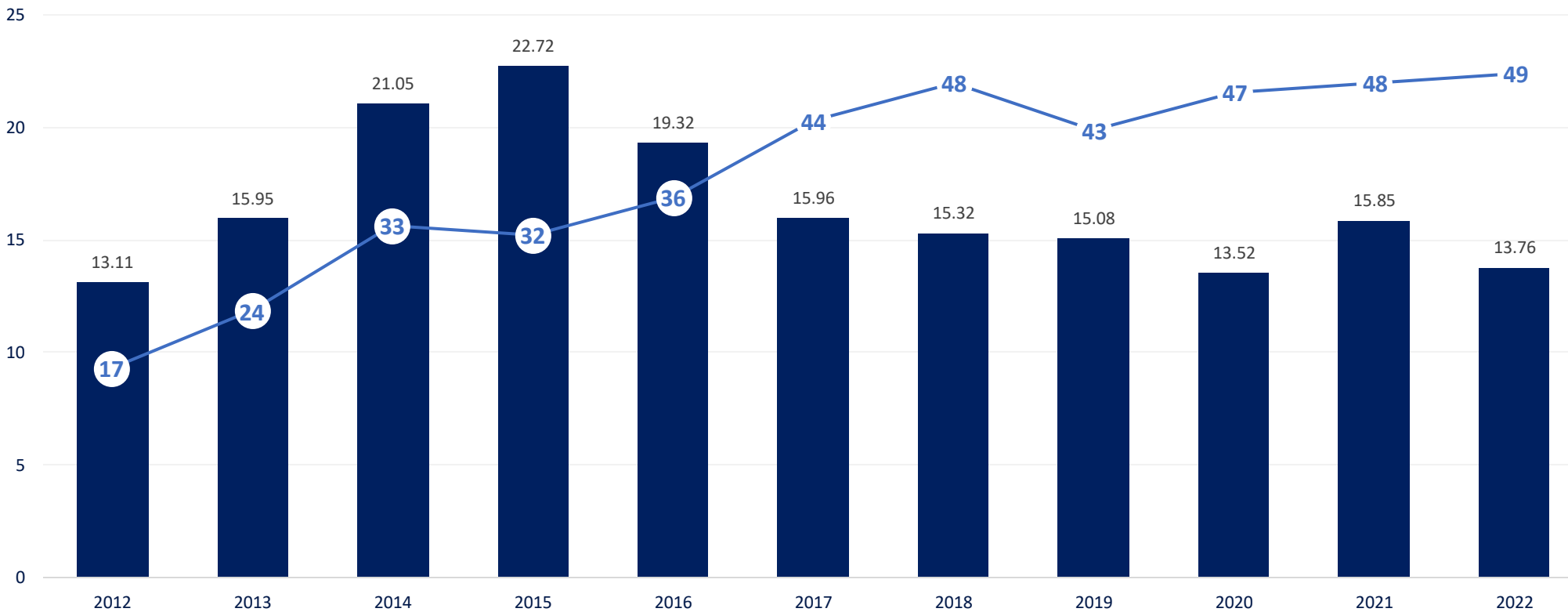
Tracking Progress: Serious Injuries vs. DYR



Bike/Ped Deaths & Incapacitating Injuries Per 100,000 Population

3-County Orlando Metro Area, 2012-2022

Sources: Signal Four Analytics, U.S. Census



2026 Anticipated Program Costs



We have created an options menu to work within our partners' safety budgets and priorities:

<u>Included Services:</u>	<u>Est. Cost:</u>	<u>Budget & Priority Options:</u>
1 Crosswalk Monitored & 1 Outreach Event	\$5,620	<ul style="list-style-type: none">Budget option for small cities (pop. <100K) looking to get involved or stay involved
3 Crosswalks Monitored & 3 Outreach Events	\$13,190	<ul style="list-style-type: none">Standard option for small cities to regularly review a sample crosswalks
6 Crosswalks Monitored & 6 Outreach Events	\$33,286	<ul style="list-style-type: none">Priority option for small cities with aggressive focus on pedestrian safetyBudget option for counties and large cities looking to get involved or stay involved
9 Crosswalks Monitored & 9 Outreach Events	\$45,216	<ul style="list-style-type: none">Standard option for counties and large cities to regularly review a sample of crosswalks
12 Crosswalks Monitored & 12 Outreach Events	\$56,047	<ul style="list-style-type: none">Priority option for counties and large cities with aggressive focus on pedestrian safety

Additional included services:

- Coordination and facilitation of two (2) **regional high-visibility awareness campaigns** with local law enforcement
- Coordination and facilitation of two (2) **county-wide steering committee meetings**
- Annual crosswalk review/selection **workshop & annual report**
- Inclusion of crosswalks & activities in our regional **public GIS database**

Additional Programs & Expertise



Advocacy & Support

- Program Presentations
- Public Hearings
- Bike Tours
- Policy Letters
- Public Committees & Workshops
- Curated Online Resources & Guides
- Review Designs & Plans

Active Transportation Projects

- Regional Trail Maps
- Active Transportation Network Studies
- Sidewalk Studies
- Trail Activation Policy Guidance

Awards & Grant Programs

- Wheel of Achievement Awards
- Best Foot Forward Awards
- Grant Program Facilitation





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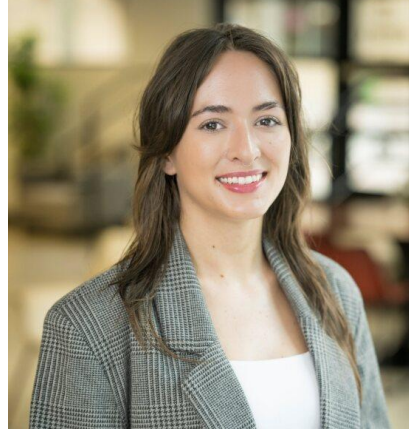
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Thank you

**Contact our team
or visit our social
media pages and
websites!**

