

Best Foot Forward Pedestrian Safety Program

Background

Florida's metropolitan areas are consistently ranked among the most dangerous in the nation for pedestrians, according to multiple reports, including SmartGrowth America's *Dangerous By Design* and the reports from the Governor's Highway Safety Association. These reports underscore the troubling rise in pedestrian fatalities on our roadways over the past decade. This alarming trend has not gone unnoticed. In response, both local and state governments across the country are rallying behind a vision of zero fatalities and serious injuries on our roads. However, achieving this goal will require significant effort. *Best Foot Forward* was created to unite partners from diverse sectors, with a shared commitment to addressing the needs of vulnerable road users and collaborating toward ending the tragic loss of thousands of lives each year.

Research indicates that a lack of driver compliance with failure to yield for the pedestrian in a crosswalk is associated with pedestrian motor vehicle crashes. One way of increasing compliance is to utilize high visibility enforcement coupled with low-cost engineering upgrades, publicity about the enforcement programs, and education of the law. A key variable to facilitate a sustained change in driver compliance is focused, localized community engagement.

In 2014, NHTSA released a report, Pedestrian Safety Enforcement Operations "How to Guide," which details the methodology to employ high visibility enforcement, low-cost engineering, and education outreach to effectuate sustained change in the local driving culture as noted above. Best Foot Forward, the largest grassroots pedestrian safety program in the nation, serves the geographic boundaries in Orange, Osceola, Seminole, Brevard, Volusia, Flagler, Marion, Polk and Lake Counties and follows NHTSA's approach to increase driver compliance of Florida's crosswalk laws. FDOT's Target Zero Initiative also supports the Best Foot Forward program and is one of Central Florida Vision Zero's non-engineering countermeasures solutions to bring down serious injuries and fatalities on our roadways to zero.

LIST OF PROGRAM ACTIVITIES AND FUNDING AMOUNTS FOR FY26

To serve the diverse needs of our various partners, Bike/Walk Central Florida has created Best Foot Forward "crosswalk bundles" at various levels to accommodate our partners from small cities to large counties. The bundles are summarized below with the deliverables and costs for each bundle. All activities will start October 1, 2025 and end September 30, 2026. In order to serve your community, please fill out [the linked survey](#) to confirm your participation in the program for fiscal year 2026 and what bundle and additional services you are planning for us to provide for you next year.

Single (1) Crosswalk Bundle (Small City only) = \$5,455.28

- Monitor **one (1)** crosswalk five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners.
- Conduct **one (1)** outreach event, including pedestrian safety presentation (in person or virtually), pop-up and community table event, and/or sign-waving event at program crosswalks.
- Coordinate **two (2)** county-wide steering committee meetings to share program progress on education, enforcement, engineering, and evaluation.
- Facilitate **two (2)** regional high-visibility crosswalk enforcement operations with local law enforcement partners, and manage digital resources on our website, including state law flyers, cone distance/statute cards, enforcement schedule, and operational procedures.
- Organize **one (1)** virtual end-of-year workshop to review crosswalk data and observations, discuss and track potential engineering plans, and select crosswalk locations for further evaluation.
- Provide **one (1)** annual report summarizing final review of program activities and crosswalk data.

Three (3) Crosswalk Bundle (Small City only) = \$12,699.17

- Monitor **three (3)** crosswalks five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners.
- Conduct **three (3)** outreach events, including pedestrian safety presentations (in person or virtually), pop-up and community table events, and/or sign-waving events at program crosswalks.
- Coordinate **two (2)** county-wide steering committee meetings to share program progress on education, enforcement, engineering, and evaluation.



- Facilitate **two (2)** regional high-visibility crosswalk enforcement operations with local law enforcement partners, and manage digital resources on our website, including state law flyers, cone distance/statute cards, enforcement schedule, and operational procedures.
- Organize **one (1)** virtual end-of-year workshop to review crosswalk data and observations, discuss and track potential engineering plans, and select crosswalk locations for further evaluation.
- Provide **one (1)** annual report summarizing final review of program activities and crosswalk data.

Six (6) Crosswalk Bundle (Large City or County) = \$32,199.03

- Monitor **six (6)** crosswalks five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners.
- Conduct **six (6)** outreach events, including pedestrian safety presentations (in person or virtually), pop-up and community table events, and/or sign-waving events at program crosswalks.
- Coordinate **two (2)** county-wide steering committee meetings to share program progress on education, enforcement, engineering, and evaluation.
- Facilitate and participate in **two (2)** regional high-visibility crosswalk enforcement operations with local law enforcement partners, and manage digital resources on our website, including state law flyers, cone distance/statute cards, enforcement schedule, and operational procedures.
- Organize **one (1)** in-person workshop to review crosswalk data and observations, discuss and track potential engineering plans, and select crosswalk locations for further evaluation.
- Provide **one (1)** annual report summarizing final review of program activities and crosswalk data.

Nine (9) Crosswalk Bundle (Large City or County) = \$43,891.95

- Monitor **nine (9)** crosswalks five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners.
- Conduct **nine (9)** outreach events, including pedestrian safety presentations (in person or virtually), pop-up and community table events, and/or sign-waving events at program crosswalks.
- Coordinate **two (2)** county-wide steering committee meetings to share program progress on education, enforcement, engineering, and evaluation.
- Facilitate and participate in **two (2)** regional high-visibility crosswalk enforcement operations with local law enforcement partners, and manage digital resources on our website, including state law flyers, cone distance/statute cards, enforcement schedule, and operational procedures.
- Organize **one (1)** in-person workshop to review crosswalk data and observations, discuss and track potential engineering plans, and select crosswalk locations for further evaluation.
- Provide **one (1)** annual report summarizing final review of program activities and crosswalk data.

Twelve (12) Crosswalk Bundle (Large City or County) = \$54,524.65

- Monitor **twelve (12)** crosswalks five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners.
- Conduct **twelve (12)** outreach events, including pedestrian safety presentations (in person or virtually), pop-up and community table events, and/or sign-waving events at program crosswalks.
- Coordinate **two (2)** county-wide steering committee meetings to share program progress on education, enforcement, engineering, and evaluation.
- Facilitate and participate in **two (2)** regional high-visibility crosswalk enforcement operations with local law enforcement partners, and manage digital resources on our website, including state law flyers, cone distance/statute cards, enforcement schedule, and operational procedures.
- Organize **one (1)** in-person workshop to review crosswalk data and observations, discuss and track potential engineering plans, and select crosswalk locations for further evaluation.
- Provide **one (1)** annual report summarizing final review of program activities and crosswalk data.

Additional optional activities can be added on to any bundle*

- **Mid-Year report:** A report on activities from the beginning of the Fiscal Year (October 1, 2025) through March 31st, 2026 – submitted no later than April 30, 2026
 - o 1-3 Crosswalks: \$352.98
 - o 6 Crosswalks: \$789.76
 - o 9-12 Crosswalks: \$1,392.93
- **Crosswalk Audit:** Coordinate and attend **one (1)** crosswalk safety audit with transportation/engineering partners to review existing and potential safety countermeasures. These can be scheduled during any point within the fiscal year after the initial baseline data collection.
 - o 1 Crosswalk Audit: \$1,609.78
 - o 3 Crosswalk Audits: \$2,683.41

- **Crosswalk Improvement Plan:** Provide ***one (1)*** Crosswalk Improvement Plan document to review crosswalk data for the fiscal year, observations, photos, an inventory of existing infrastructure, and countermeasure recommendations based on land use and road characteristics. Reports will be drafted and discussed with partners before being finalized.
 - o 1-3 Crosswalks: \$891.97
 - o 6 Crosswalks: \$1,609.69
 - o 9-12 Crosswalks: \$2,414.54
- **BFF Outreach Activities:** Conduct additional pedestrian safety presentations (in person or virtually), pop-up and community table events, and/or sign-waving events at program crosswalks.
 - o Each Additional BFF Outreach Activity: \$2,100
- **Additional Program Data Collection:** Monitor additional crosswalks five (5) times annually, including data collection on driver yield rate, observations, and photos. Crosswalk locations will be selected by the funding partners. *(For bundle packages of less than 12 crosswalks, you may only add one additional crosswalk)*
 - o Each Additional Crosswalk: \$2,092.78