



MEMORANDUM

DATE: May 19, 2025

TO: City Commission

FROM: Jordan Smith, Director, Planning and Development Services

THRU: Doc Dougherty, City Manager

Re: Discussion - Best Foot Forward Program

REQUEST: Consideration of the City of Deltona's participation in the Best Foot Forward Pedestrian Safety Program.

DISCUSSION:

At the May 5, 2025, City Commission Meeting, the Commission requested a discussion item be added to consider the City of Deltona's involvement in the Best Foot Forward Pedestrian Safety Program.

During the May 5th meeting, Emily Bush, Executive Director of Bike/Walk Central Florida, presented an overview of the Best Foot Forward initiative. Bike/Walk Central Florida is a 501(c)(3) non-profit organization committed to creating a safer Central Florida for pedestrians and bicyclists. The Best Foot Forward program is the largest pedestrian safety initiative in the country, with a proven model that aims to reduce pedestrian injuries and fatalities through education, enforcement and engineering.

The program promotes behavior change by encouraging more drivers to yield and stop for pedestrians in marked crosswalks, which in turn increases pedestrian confidence and crosswalk usage. Best Foot Forward uses data collection, public awareness campaigns, and law enforcement partnerships to achieve measurable improvements in crosswalk compliance and pedestrian safety.

Staff is requesting direction from the Commission on whether to proceed with the steps necessary to explore a formal partnership or participation in the program.

The following is the Best Foot Forward Program Cost Summary. The cost to participate ranges from \$5,455.28 to \$54,524.65, depending on the selected program bundle. Each bundle includes a set number of monitored crosswalks, outreach events, and workshop formats, with an option to add supplementary activities. The bundles are structure as follows:

Bundle	Target	Crosswalks Monitored	Outreach Events	Workshop Style	Funding Amount
1	Small City	1	1	Virtual	\$5,455.28

Bundle	Target	Crosswalks Monitored	Outreach Events	Workshop Style	Funding Amount
3	Small City	3	3	Virtual	\$12,699.17
6	Large City or County	6	6	In-Person	\$32,199.03
9	Large City or County	9	9	In-Person	\$43,891.95
12	Large City or County	12	12	In-Person	\$54,524.65

Each bundle increases a core set of deliverables, such as crosswalk monitoring (conducted five times annually per location), data collection (including driver yield rates, observational notes, and photographs), and outreach events. Participating jurisdictions will also benefit from two county-wide steering committee meetings and two regional high visibility enforcement operations conducted in partnership with local law enforcement. Additionally, the program provides access to digital resource management tools (such as legal flyers and enforcement schedules) and an annual report summarizing all activities and outcomes.

To further customize the program, optional add-on activities are available. These include a Mid-Year Report (summarizing activity progress from October 1, 2025, through March 31, 2026), crosswalk audits with engineering partners to assess safety countermeasures, and a Crosswalk Improvement Plan providing detailed recommendations based on observed data and site conditions. The program also offers additional outreach events, as well as expanded data collection for one additional crosswalk (available for bundles with fewer than 12 crosswalks). These enhancements allow communities to tailor the program to meet specific local safety and planning goals.

RECOMMENDATION:

Provide direction to staff regarding the potential participation in the Best Foot Forward Pedestrian Safety Program, including preferred bundle level and any optional add-ons to be considered.

ATTACHMENTS:

- Best Foot Forward Program Overview FY26