



IMPACT REPORT

2021-2022 FISCAL YEAR



LETTER FROM THE BOARD OF DIRECTORS



In 2021-2022, Bike/Walk Central Florida (BWCF) witnessed unprecedented growth. We added new partners to our growing list of long-time stakeholders and expanded our reach to new neighborhoods and cities who have joined our effort for safer streets for all users, especially the vulnerable ones. Fixing our roads, building trails and changing driver behavior is not easy and it takes a long time. I believe it's important to always take time to reflect on our small and big wins.

BWCF doesn't exist and operate alone as an organization. We are part of a growing community of passionate people and organizations dedicated to a world where active transportation is the norm and we can feel comfortable doing it. With their help and yours, here is what we accomplished in 2022:

- We launched the Bike/Walk Kids Program and hosted the Pineloch Play it Safe event and collaborated with kid's entertainer and composer Richard Peeples to create "Left, Right, Left" song teaching children how to safely cross the street.
- We grew the Bike 5 (formerly Bike 5 Cities) event and included a shorter distance ride to encourage everyone of all ages and abilities to participate.
- We continued to move the needle to make walking, biking and rolling safer in Central Florida.
- Built our organization's volunteer and staff capacity to provide consultation services to communities seeking our guidance and community direction in their planning efforts.

I was outdoors being active 291 days last year and I see the infrastructure changes happening, but we have a long way to go for our metrics to show the results of that work in fewer crashes and deaths on our roads. Our journey ahead is exciting and we are eternally grateful for your support.

Our founding Chairman said it best, "be careful and watch out for each other."



Lisa Portelli

Lisa Portelli, Board Chair

LETTER FROM THE EXECUTIVE DIRECTOR



Bike/Walk Central Florida (BWCF) has so much to be thankful for in 2022. This year was marked by wonderful change and substantial growth.

We doubled the size of our team, embarked on a new coalition for healthy and active transportation, expanded our signature pedestrian safety program – Best Foot Forward, and held another successful Bike 5 (formerly Bike 5 Cities) event – adding two shorter distanced rides so people of varying abilities could participate.

Our BWCF Board of Directors volunteered over 350+ hours in support and advocacy towards our mission and our team spent countless hours advocating for

project improvements around our region, reviewing plans, sending comments, and speaking publicly advocating for safer streets and trail connections in our community. As we reflect upon this past year, we certainly know we could not have done all this important work without our partners and supporters.

We are deeply grateful for the opportunity to collaborate with our incredible partners, board members, volunteers, and supporters, like you, in serving our beautiful community.

Together, we will make Central Florida a safe place for people to walk, bike, and roll.



Emily Bush [Hanna]

Emily Bush [Hanna], Executive Director

OUR MISSION

BWCF educates and advocates to make communities more walkable, bikeable, and rollable. We strive towards a connected and equitable transportation system that is safe and comfortable for all.



OUR VISION

To transform Central Florida into a premiere biking and walking community

OUR VALUES

Safety, Health, Civility,
Transportation Choice,
Collaboration, Equity,
Transparency

IN EVERYTHING WE DO, WE KEEP OUR

FOUR PILLARS

AT THE FOREFRONT

POLICY

Advocate, educate, support policies and infrastructure that reduce serious or fatal bike and pedestrian crashes

PERCEPTION

Normalize walking and biking and foster a culture of courtesy among road users

PRACTICE

Get people of all ages and abilities to walk, bike and roll more

SUSTAIN

Ensure long-term sustainability to achieve our mission





OUR TEAM EXPANDED IN MANY WAYS

OUR NEWEST BOARD MEMBERS



Tina Valeri, Certified SAFe® Product Owner / Product Manager, brings decades of experience in leading transformation across various areas, including Workforce Intelligence, Enterprise Workforce Planning and Strategic Workforce Planning.

Judy Pizzo is a former transportation planner for the Florida Department of Transportation whose career includes more than 30 years in Central Florida, working in civil, environmental, and land development.



Laura Turner is the Founder and Owner of the Winter Park-based consulting company, Laura Turner Planning Services. Her community planning expertise includes creating and executing outreach programs for transportation and land-use projects.



"It's been an amazing year that has included incredible opportunities and moments to educate and work with people of all ages including organizations, schools, companies, police departments, area businesses and so many more throughout Central Florida on the importance of walkable and bikeable communities."

Frankie Gonzales
2022 BWCF Board Member.

From supporting the Orange County Tax Initiative to supporting our partners in creating a pop-up walk/bike path at a local elementary school to advocating for a pedestrian hybrid beacon at a busy intersection, the Bike/Walk Central Florida team has been there.



Our Bike/Walk Central Florida family grew in 2022 from 10 to

13 leaders with the addition of **3 dynamic board members.**

Each new board member brings a **fresh perspective, valuable skill set**, and a **dedicated desire** to help address the needs of our organization's mission and vision by working in conjunction with the Bike/Walk Central Florida staff in advocating for bikeable and walkable communities through supporting infrastructure changes, raising awareness throughout the community, and helping to incorporate cycling and walking into people's daily activities.

70%



of board members personally know someone who has been killed or seriously injured in a bike or pedestrian crash in Central Florida

30%



of board members have been hit while walking or biking in Central Florida

8%



Transportation disadvantaged* (themselves or family member)

*Transportation disadvantaged means those persons who because of physical or mental disability, income status, or age are unable to transport themselves or to purchase transportation and are, therefore, dependent upon others to obtain access to health care, employment, education, shopping, social activities, or other life-sustaining activities, or children who are handicapped or high-risk or at-risk as defined in Florida Statute Section 411.202.





OUR BOARD IN ACTION

TECHNICAL ADVISORY COMMITTEE

This year, the board established its first Technical Advisory Committee (TAC).

The TAC is responsible for reviewing projects which this year included supporting the:

- **Development of the Packing District Trail connections**

Providing recommendations on:

- **Florida bicycle rumble strips**
- **City of Apopka advisory shoulder**
- **Casselberry speed cushions**
- **Aloma/Howell branch – Cady/Cross Seminole Trail connections**
- **Edgewater Drive Study**
- **Penny sales tax transportation funding initiative**

The TAC's hands-on involvement provokes and encourages community conversations that are necessary to understand and embrace change.

ADVOCATING FOR DEDICATED FUNDING FOR TRANSPORTATION SAFETY IN CENTRAL FLORIDA

ORANGE COUNTY SALES TAX INITIATIVE

Our BWCF team was invited to speak at the Move Orange Forward launch event. We provided commentary to the Orlando Sentinel about the effort and shared our opinions and expert insight with the Orlando Business Journal. Additionally, we were asked to review and edit the Transportation Dashboard for the Move Orange Forward effort.



While we may not have successfully moved the mountain, we have taken valuable steps in educating the local residents and gaining recognition from Mayor Demings and other community leaders by having a seat at the campaign table.

**– Patrick Panza, Programs Director
[former Board Member]**

In addition to utilizing our social media platforms, we also hit the pavement canvassing, distributing signs, sourcing/surveying referendum supporters at Bike 5, and had hundreds of one-on-one conversations with many friends and colleagues.





OUR VOLUNTEERS

Volunteers are the foundation of nonprofit organizations, including Bike/Walk Central Florida, and our volunteers did not disappoint!

500

hours of volunteers' time invested



BEST FOOT FORWARD FOR PEDESTRIAN SAFETY

ABOUT THE PROGRAM

Best Foot Forward (BFF) campaign was conceived to address a Dangerous by Design report that listed Orlando as the most dangerous metropolitan area for pedestrians in the United States. The mission of BFF is to increase the number of drivers stopping for pedestrians at crosswalks, as Florida law requires, through community education, low-cost engineering, high-visibility enforcement, and data-driven evaluation.



90
crosswalks



406
collections



35
partners



9
engineering
enhancements

Our programs help foster behavior change in drivers at marked crosswalks. We aim to educate people on active transportation safety and facilitate healthy habits in specific communities.

91

events

28,039

resources distributed

19,791

people



32%

avg. improvement with engineering

4%

avg. improvement without engineering



NEW PROGRAM! **BIKE/WALK KIDS**



We helped facilitate and support teaching kids (and adults) how to ride bicycles safely and comfortably in our community.

We launched Bike/Walk Kids which included co-hosting an event with the Jordan Smelski Foundation, giving away 1,000 bicycles to local Central Florida youth.

We hosted the Pineloch Plays it Safe event and collaborated with kid's entertainer and composer Richard Peeples to create "Left, Right, Left" song teaching children how to safely cross the street.

We also participated in Scopes and Spokes with our partners reThink Your Commute and Florida Department of Transportation (FDOT), as well as supported a bike rodeo at Keene's Elementary.



Bike 5 Cities

Our signature bicycling advocacy event grew in miles and in participants.

This year, we rebranded the event to “Bike 5” and included two additional rides, dubbed Bike 5 Miles and Bike 5 Parks (11 miles), for those who might not be able to take a long route around 5 cities.

These two routes stick to bike-friendly streets and are centered along the Cady Way Trail. In addition, the signature 28-mile route grew an additional 2 miles with the addition of portions of Seminole County’s Kewanee Trail and the Oxford Road complete street project in the City of Casselberry, which includes dedicated buffered bike lanes and a wide multi-use path.



HEALTHY WEST ORANGE TRAILS CONNECTION

We helped facilitate the launch of a trails activation program centered around health.

Healthy West Orange Trails Connection (HWOTC) was born from the need to **activate, engage and cultivate a healthy culture** around trails in West Orange County. The West Orange Health Care District and the Foundation for a Healthier West Orange spearheaded the work to promote and support these efforts, along with five municipal partners: cities of Winter Garden, Ocoee, Windermere, the town of Oakland, and the rural settlement of Gotha. Additional partners supporting the effort include Orange County, Florida Department of Transportation (FDOT), East Central Florida Regional Planning Council (ECFRPC), and MetroPlan Orlando.





In the first year of facilitation, this group achieved the following:

- **Activation**

- Scheduled the first **Take Over the Trails Day**, a yearly event that will allow sponsors and partners to interact with trail users and provide outreach for HWOTC, its mission and accomplishments.
- Began developing an online map depicting events on or near trails in West Orange County.

- **Safety**

- Distributed a survey to identify concerns on the West Orange Trail and mapped them for use in identifying segments to audit.
- Conducted the first of many trail safety audits from Apopka Vineland Outpost to Keene Blvd, to identify safety and quality concerns and provide recommendations on action items for addressing those concerns.

- **Beautification + Enhancement**

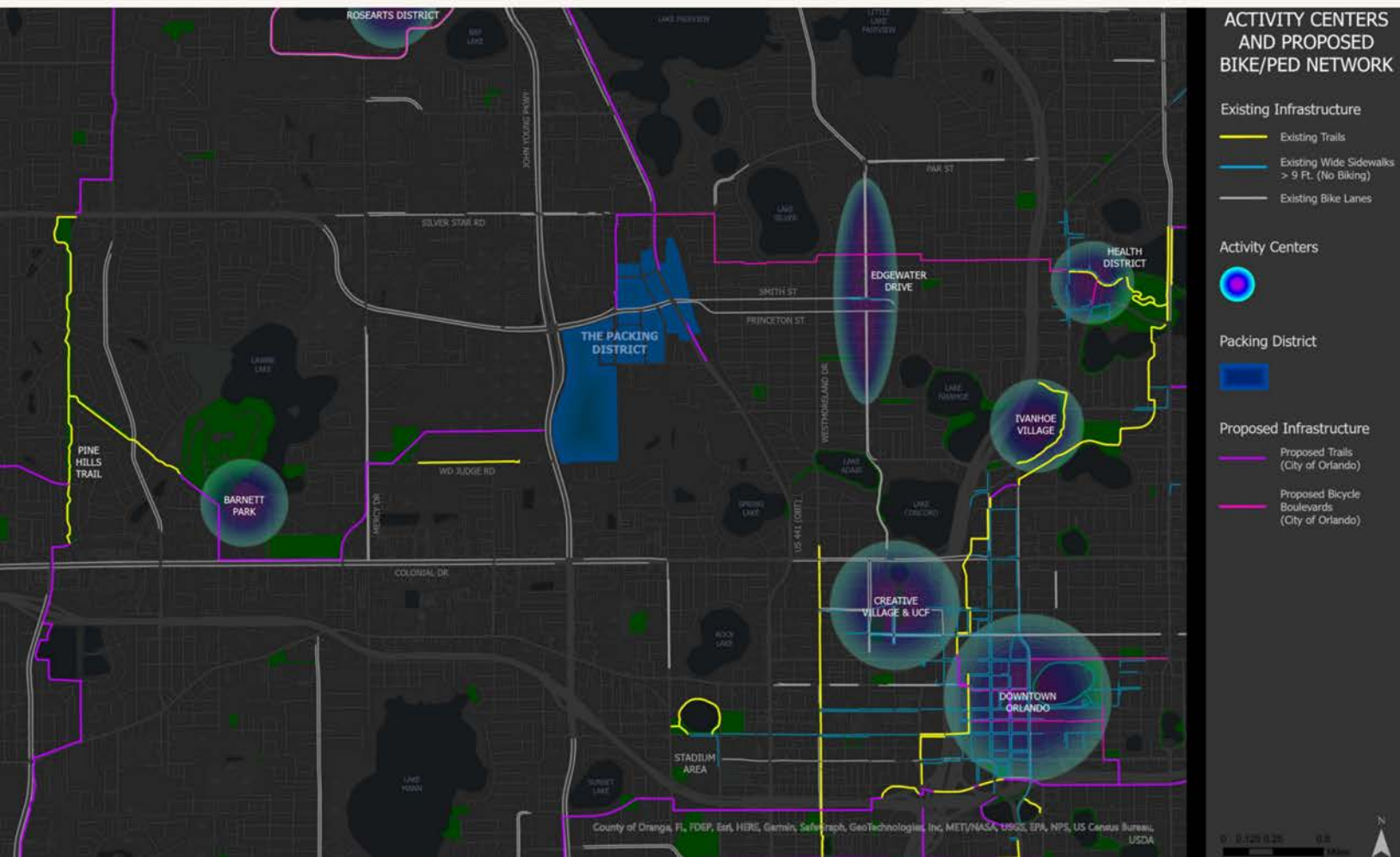
- Planted live oaks and fire bushes on the West Orange Trail along Hennis Road with the help of Bloom and Grow Garden Society, Orange County Parks and Recreation, the City of Winter Garden and the Friends of Lake Apopka. Informational signage about HWOTC and its partners' involvement in the project was also placed.
- Planted 100 Confederate Jasmine along the wire fence adjacent to Central Florida Expressway Authority (CFX) property running along West Road.
- Began efforts on a trailside development guidelines document to offer recommended guidelines to HWOTC jurisdictions for how trailside developments should interact with the trail in different contexts.

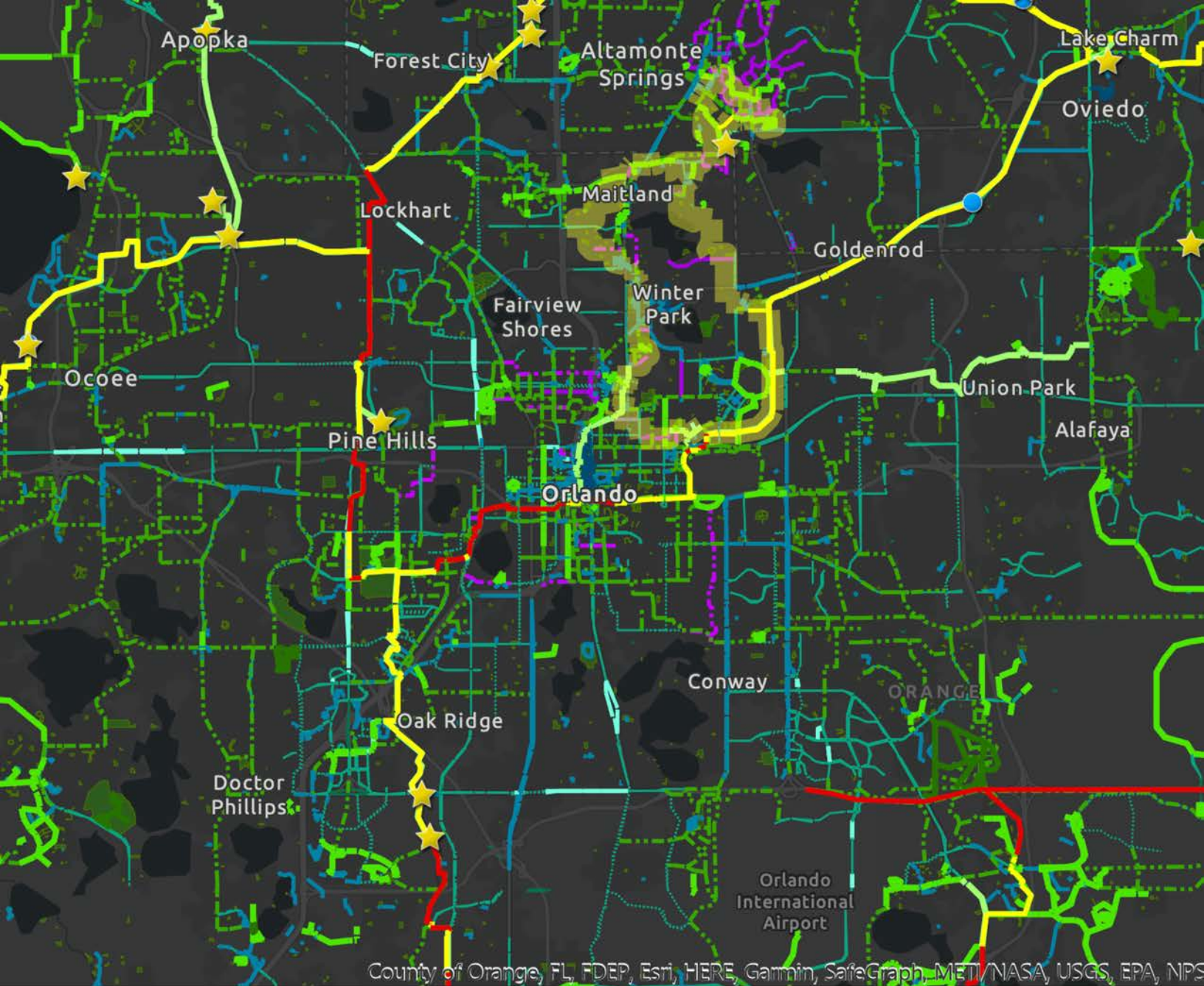
We supported trail development in our community through collaboration and partnerships.

WORKING WITH THE COMMUNITY

PACKING DISTRICT TRAIL PLAN

Dr. Phillips Inc. approached Bike/Walk Central Florida in July 2020 with the desire to work together to create an internal trail route through the newly formed Packing District and connect those trails to Edgewater Drive and Downtown Orlando. Bike/Walk Central Florida worked with stakeholders including the City of Orlando, Orange County, Central Florida Railroad, Florida Department of Transportation (FDOT) and the Orlando Bike Coalition to review data, analyze potential routes and create trail routes that would connect the Packing District to Downtown Orlando, Ivanhoe Village, Edgewater Drive, Pine Hills and ultimately the Florida Coast-to-Coast Trail. Bike/Walk Central Florida will continue to work with the stakeholders to implement these trail routes and support infrastructure in the future.





CENTRAL FLORIDA'S FIRST REGIONAL TRAIL MAP

We became an online resource for all things bike and pedestrian, including developing the first regional interactive Bike Trail Map in partnership with xGeographic and with support from the Catalyst Design Group and Hale Innovation.

xGeographic

Catalyst
DESIGN GROUP

HALE
INNOVATION

INVESTING IN SUSTAINING OUR ORGANIZATION AND OUR MISSION

211,588
IMPRESSIONS

10,032
ENGAGEMENTS

We invested time in our **social media** platforms to increase brand awareness and transparency by creating awareness campaigns while increasing our social media followers, subscribers, volunteers, event attendees, and donors.

We are proud to share that our Bike/Walk Central Florida team has achieved some remarkable milestones in our pursuit of transparency and accountability. These recognitions further solidify our commitment to maintaining an open and honest relationship with our supporters, beneficiaries, and the wider community.

Platinum
Transparency
2022

Candid.

Platinum Seal of Transparency by Candid (formerly GuideStar), the world's largest source of information on U.S. nonprofit organizations.

Charity
Navigator



◆ THREE-STAR ◆

3 out of 4-star rating from Charity Navigator, the world's largest and most trusted nonprofit evaluator.



FINANCIALS

HOW YOUR DONATIONS AND PROGRAM SUPPORT HELP SUSTAIN OUR MISSION TO EDUCATE AND ADVOCATE FOR EVERYONE WHO WALKS, BIKES, AND ROLLS IN CENTRAL FLORIDA.

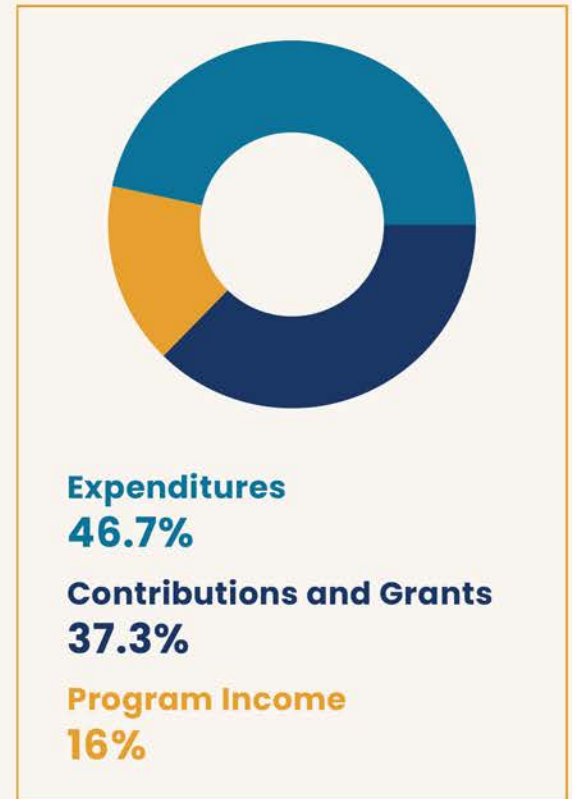
CONTRIBUTIONS AND GRANTS

Local Government Grants	\$263,368.75
Public Agency and University Grants	\$100,000.00
Private Contributions	\$6,572.18
Total Contributions and Grants	\$369,940.93
Program Income	\$158,819.16

TOTAL INCOME **\$528,760.09**

EXPENDITURES

Program Expenditures	\$412,657.00
Administrative	\$48,805.00
Fundraising	\$965.00
TOTAL EXPENDITURES	\$462,427.00



Due to more awareness campaigns and efforts of our board and staff hitting the pavement along with more participation, we **increased the number of partners and sponsors** who believed in investing in their communities through our work.



THANK YOU TO ALL OF OUR PROGRAM PARTNERS, SPONSORS, AND SUPPORTERS OF BIKE/WALK CENTRAL FLORIDA.

PROGRAM PARTNERS



BIKE 5 CITIES SPONSORS



LAURA TURNER PLANNING SERVICES

DONORS (\$1000+)



HALE INNOVATION

CONNECT WITH US!

BIKE/WALK CENTRAL FLORIDA

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 BIKE/WALK CENTRAL FLORIDA

 BIKE/WALK CENTRAL FLORIDA

BEST FOOT FORWARD

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 BEST FOOT FORWARD



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 **Bike/Walk**  
Central Florida

