



IMPACT REPORT

2022-2023 FISCAL YEAR



LETTER FROM THE BOARD OF DIRECTORS

As the year concludes and my term as Board Chair ends, I reflect on our significant strides in ensuring safer streets. From a modest start, we've faced challenges with grit, successfully advancing from a car-centric approach to one that protects vulnerable road users.

We've navigated the changing transportation landscape, persevered through slow projects, and, with a committed team and widespread professional support, celebrated numerous achievements. Key partnerships with organizations like the Florida Bicycle Association, FDOT, and local governments, along with Day Communications' 10-year support, have been crucial in realizing our goals.

We owe much to our predecessors like Linda Chapin, our inaugural Chair, whose vision is reflected in our achievements and in the enjoyment of trails by communities.

Our Best Foot Forward (BFF) program has elevated driver awareness and compliance, earning recognition and paving the way for expansion into new counties. This expansion was made possible by FDOT's acknowledgment of our regional successes and the impactful outcomes we've achieved. Our successes also ride on achievements like the Denning Road Diet, which has made historic community connections safer, and the Cady Way cycle track, paving the way for future protected cycle infrastructure. We've supported policies that enable high schools to be more accessible to walkers and bikers, furthering our cause for community safety and connection. Our annual Bike 5 event has not only united different communities but has also served as a springboard for developing additional infrastructure to safeguard vulnerable road users.

I am confident in BWCF's future, led by Emily Bush, whose team's unwavering commitment underpins our progress. Our collective efforts, supported by dedicated partners, will create a legacy of safer, more connected communities for future generations.



Lisa Portelli

Lisa Portelli, Board Chair



LETTER FROM THE EXECUTIVE DIRECTOR

As I reflect back on the year, I can't help but to think of the many people that came together across our region to support our programs and events. It takes a team of amazing, dedicated and passionate people to run our programs, meet with concerned citizens, advocate for change and make a concerted effort to make our streets safer for everyone. This year that team grew, internally and externally, as we engaged with new partners, traveled to new communities and grew our volunteer base and financial supporters.

This year, in particular, we set out to truly thank those in our community who are working to make it safe for everyone. We rolled out our Wheel of Achievement Awards and highlighted the people and projects that are building safer streets, educating bike safety and working with the community to create lasting infrastructure that supports all modes of transportation.



This year was also a fundamental year for our Best Foot Forward program as we built the framework to expand the program in FY24. We hired additional staff, streamlined program operations and worked to reduce costs to our government partners as we grow the program. We also continued our Bike 5 event and expanded it to Bike 5 Cities, Bike 5 Parks and Bike 5 Miles, giving everyone the ability to roll that day.

In addition to these successes, we worked with the City of Apopka to identify an active transportation network that connects their downtown to their regional environmental parks and springs. We brought together stakeholders from across jurisdictions and other advocacy organizations to launch an effort to build a great network in the city as it grows. The plan was unanimously adopted by the City Council in August of 2023.

As we continue into 2024, we are excited to continue the growth of our programs and partnerships. But we know we cannot do this without those involved in our work and supporting our efforts. Thank you to all of our donors, sponsors, volunteers, board members and individuals who participate and support our mission. It's been a great year, and I can't wait to see where we roll from here!

Emily Bush

Emily Bush, Executive Director



OUR MISSION

Bike/Walk Central Florida (BWCF) educates and advocates to make communities more walkable, bikeable and rollable. We strive toward a connected and equitable transportation system that is safe and comfortable for all.

STRATEGIC PLANNING TASKS

POLICY

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



Drafted five advocacy letters endorsing infrastructure projects and policy reforms.



Established a board recruitment committee and opened advisory committees to the public.



Launched the Wheel of Achievement Awards.

PERCEPTION

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



Planned the proactive expansion of Best Foot Forward (BFF) into Volusia, Brevard, and Marion counties, to align with the Target Zero pedestrian safety efforts.



Awarded "Platinum Bicycle Friendly Business (BFB) Designation" by the League of American Bicyclists.



Recognized BFB recipients at the Wheel of Achievement Awards.



OUR VISION




To transform Central Florida into a premier biking and walking community

OUR VALUES

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

PRACTICE

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

-  Initiated a comprehensive enhancement of the website with the aim of establishing it as a top-tier resource for the cycling and walking community.
-  Branded Active Transportation Studies.
-  Enhanced BIKE 5 with the 5 Miles and 5 Parks ride options for an inclusive experience.

SUSTAIN

Ensure long-term sustainability to achieve our mission.

-  Hired BoardroomPR to help with marketing, campaigns, branding, content development and public relations.
-  Expanded our leadership with three new board members and the addition of two dedicated staff members.
-  Completed fiscal year 2020-2021 Audit.

OUR TEAM EXPANDED

WE WELCOMED 3 NEW BOARD
MEMBERS TO OUR PASSIONATE TEAM.



Doug Crenshaw, a Healthcare Administrator at AdventHealth, oversees capital planning and joined the team in 2011 after careers as a PGA Golf Professional and government consultant. As a trail advocate, Doug has championed the development of natural trails and bike parks to foster a vibrant cycling community, exemplified by spearheading the inaugural Central Florida All Kids Bike program at Wekiva Elementary School. His vision is to expand this initiative to ensure every child can ride a bike confidently by kindergarten.



Jairo "J.R." Rodriguez is a seasoned professional engineer with expertise in transportation, water resources, and environmental infrastructure. Holding a B.S. in civil engineering, he is passionate about cycling and committed to enhancing road safety. With a career spent crafting secure roads and trails across Florida, in various other states and overseas, J.R. has also contributed as a political consultant, authoring legislation to bolster safety measures for transportation projects throughout Florida.



Lauren Torres serves as a Program Technical Advisor at the National Safety Council (NSC) and plays a vital role in the Metropolitan Planning Organization's Vision Zero Task Force in Central Florida. During her tenure with Orange County, FL Government, her team received the inaugural FDOT District 5 Excellence in Pedestrian Safety and Engineering Award. As an enthusiastic walker, Lauren is deeply committed to enhancing safety for pedestrians and cyclists.

**WITH THE ADDITION OF VINCE AND KENZIE, OUR
STAFF TEAM GREW TO 11 MEMBERS STRONG.**



VINCE DYER

*Program Manager,
Best Foot Forward Program*

As the Best Foot Forward Program Manager, Vince works closely with local engineering, enforcement and education partners to help make crosswalks in Central Florida safer. Vince analyzes driver yield rate data to track the progress effects of the program's interventions to determine future focus areas.



KENZIE ANDERSON

*Outreach Coordinator,
Best Foot Forward Program*

As the Best Foot Forward Outreach Coordinator, Kenzie plays a pivotal role in organizing diverse outreach initiatives and is dedicated to raising community awareness about pedestrian safety, as well as educating on the nuances of Florida's driver yield laws.

BEST FOOT FORWARD FOR PEDESTRIAN SAFETY

In 2022-2023, the Best Foot Forward program notably advanced road safety in Central Florida, uniting law enforcement in Operation Best Foot Forward for pedestrian safety at crosswalks, and enhancing safety education and infrastructure for safer roads for all.



Key achievements include:



The Triple E strategy **boosted driver-yield rates** to pedestrians by 32% at program crosswalks with limits below 45 mph.



Supported Orange County's adoption of **Vision Zero** to end traffic deaths and severe injuries by 2040.



Enhanced pedestrian safety with new Rectangular Rapid Flashing Beacon (RRFB) installations at key intersections in Kissimmee.



Teamed up with musician Mr. Richard on the "Left Right Left" song and a video contest to **educate youth** on safety.



THE RESULTS

EDUCATION

92 events and presentations

9,585 people reached

55 media placements

1.8M media impressions

ENGINEERING

11 crosswalk improvement plans

7 low-cost countermeasures

3 Rectangular Rapid Flashing Beacon (RRFB) installations

ENFORCEMENT

4 high-visibility enforcements

11 participating agencies

71 crosswalk enforcement details

837 warnings and citations issued

EVALUATION

76 total crosswalks monitored

371 data collections completed



BEST FOOT FORWARD SUMMIT

In April, we hosted the Best Foot Forward (BFF) Summit, bringing together dozens of transportation, planning, law enforcement and health partners with a common goal of reducing serious and fatal pedestrian crashes. We gathered to celebrate the program's 10-year anniversary, and reaffirm our commitment and efforts toward safer streets for all road users.

We welcomed keynote speaker Brandie Miklus, Chief Communications Officer, Tampa's Mobility Department, and guest speakers Gary Huttman, Executive Director, MetroPlan and Mayra Uribe, Orange County District 3 Commissioner at the Summit.

We were also honored to present awards to those who have demonstrated outstanding leadership in education, enforcement and engineering:

EDUCATION

Stephanie Moss on behalf of FDOT District 5

ENFORCEMENT

Ron Cole on behalf of Osceola County Sheriff's Office

ENGINEERING

898 Hoagland Boulevard (City of Kissimmee)

DECISION-MAKERS SUPPORTING BFF

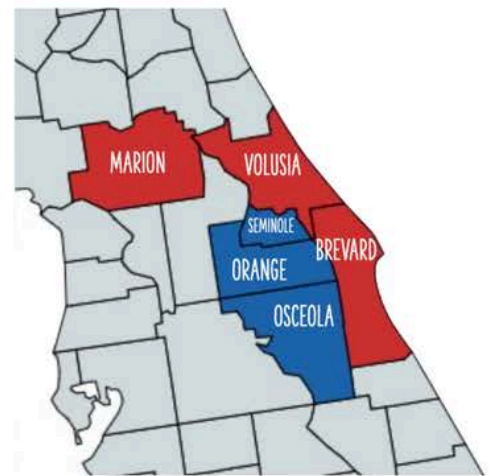
We are grateful to the elected officials and law enforcement partners for their unwavering support of the Best Foot Forward program.



EXPANDING BEST FOOT FORWARD

The expansion of the FDOT Target Zero initiative into **Volusia**, **Marion** and **Brevard Counties** marks a significant step forward in prioritizing road safety across these regions. The adoption of county resolutions underscores a commitment to formalizing these efforts, with an official launch slated for FY23-24.

Additionally, the identification of crosswalks in the first quarter of 2024 highlights a proactive approach to enhancing pedestrian safety, aligning with the overarching goal of achieving zero fatalities on Florida's roadways. This concerted effort emphasizes the importance of collaboration among stakeholders and serves as a beacon of progress toward creating safer communities for all residents.



■ FDOT Expansion
■ Existing Counties





HEALTHY WEST ORANGE TRAILS CONNECTION

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.



PROMOTE



Planned the first "Trail Blazers Challenge," which includes outreach at five events in the months leading up to Take Over the Trails Day.



Created an informational brochure that highlights the program and health benefits.



ACTIVATE

Executed the first Take Over the Trails Day (TOTTD) in February 2023. The event gathered 11 HWOTC Partners and Supporting Agencies for a "pop-up" event on the West Orange Trail to educate the community about future trail system improvements and opportunities for a healthy, active lifestyle.



ENHANCE



Planted 100 Confederate Jasmine vines along the West Orange Trail near West Road Underpass.



Executed two Trail Safety Audits, encompassing 3.4 miles of pathway, with active engagement from six HWOTC Partners and Supporting Agencies.





350
registered riders



21%
of riders participated in our more family-friendly distance rides, BIKE 5 Miles or BIKE 5 Parks



66%
of riders reside outside of the Orlando area



14%
of riders traveled more than 50 miles to participate



1 rider
traveled 2,800 miles from San Francisco, California to participate



Our BIKE 5 event united cyclists in Central Florida and showcased our expanded ride selection—5, 11, or 30 miles—catering to enthusiasts of all levels and advancing our commitment to an active, inclusive community on the go.

This year's Bike 5 event proudly partnered with The Florida Department of Transportation (FDOT), aligning with their Mobility Week to bring an enhanced experience to participants.







The Bike/Walk Kids program has continued to pedal forward and work directly with children in Central Florida to promote bicycle and pedestrian safety, education and fun!

10TH ANNUAL JORDAN'S SPORTING GOODS STORE



475

kids activity books distributed



475

helmets fitted



OBTNEXT ROLLIN' & STROLLIN'



9

partner organizations



38

event attendees



24

volunteers



22

helmets fitted



11

bicycle packages given
(bikes, pumps and locks)

WHEEL OF ACHIEVEMENT AWARDS



We held the Inaugural Bike/Walk Central Florida Wheel of Achievement Awards, recognizing those in the community who have made exemplary efforts to move the needle in support of those who walk, bike and roll in our communities. Community members, institutions and organizations came together to honor those who have impacted our community and to further our mission. The event also served as the launch of our corporate sponsorship program and raised \$13,500.



SPECIAL ACHIEVEMENT AWARD

City of Orlando for the Corrine Drive Safety Improvements

2023 WHEEL OF ACHIEVEMENT AWARD WINNERS

OUTSTANDING BICYCLE & PEDESTRIAN ADVOCACY

Cristina Cruz, Assistant Project Manager & School Safety Coordinator at Orange County Traffic Engineering

OUTSTANDING BICYCLE & PEDESTRIAN SAFETY PROJECT OR EFFORT

SMALL CORRIDOR PROJECT

City of Casselberry for the North Oxford Road Complete Streets Improvement Project

SINGLE-POINT PROJECT

Greenman-Pedersen, Inc. for the Cross Seminole Trail Overpass/Pedestrian Connection at US 17-92

HONORABLE MENTION

Florida Department of Transportation (FDOT) for 13th Street from Florida Avenue to Michigan Avenue (St. Cloud, FL)

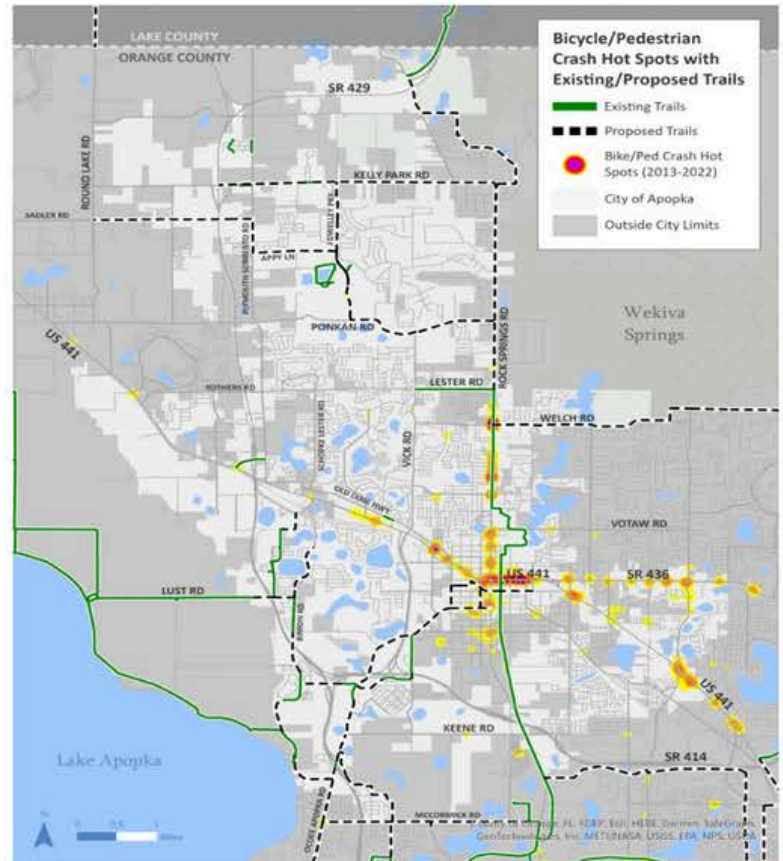
APOPKA ACTIVE TRANSPORTATION NETWORK STUDY

Emily Bush, Executive Director of BWCF, and Patrick Panza, Programs Director, in collaboration with PJ Smith, the founder of xGeographic, joined forces with the City of Apopka to develop a comprehensive active transportation network plan. This strategic blueprint maps out the integration of trails, sidewalks, bike lanes and additional supporting infrastructure designed to facilitate more convenient and accessible walking, biking and rolling throughout the city.

The survey served as a tool to:

- Guide future trail development along prioritized corridors
- Identify signature trail corridors for integration into the regional trail network
- Use trail infrastructure as a catalyst for economic development
- Use trail standards and policies for use by developers and planners
- Identify safety countermeasures to enhance the biking network
- Identify comfort countermeasures to encourage an increase in walking and biking

In September 2023, the city approved and began designing and constructing the first phase of a trail network that will link downtown Apopka to Lake Apopka Wildlife Trail, passing by essential amenities, and eventually connecting to the Florida Coast-to-Coast Trail for an uninterrupted pedestrian and bicycle path from the Atlantic to the Gulf of Mexico.



CIVIL ADVOCACY

Our commitment to enhancing community life is impactful, with two team members taking active roles on Orange and Seminole County's Parks and Recreation Advisory Boards to guide county parks and trail development. We strengthened Vision Zero Action Plans alongside partners, advocating for pedestrians and cyclists, prioritizing the protection of vulnerable populations in infrastructure projects. Additionally, our Executive Director, Emily Bush, actively contributes to the Florida DOT Pedestrian and Bicycle Safety Coalition, collaborating statewide to enhance policies and designs for safer pedestrian and cyclist environments.





RAISING AWARENESS

Elevating our mission's visibility and empowering the community through education are central to our advocacy work. Effectively communicating our initiatives and accomplishments via traditional and social media channels are vital to mobilizing public support and driving meaningful change.

EARNED MEDIA

We have earned **43 media placements** with coverage in:

- Central Florida News 13
- WFTV Channel 9
- Fox35 Orlando
- WKMG
- Orlando Sentinel
- Florida Trend
- Apopka Voice
- Orange Observer
- Positively Osceola
- Osceola News Gazette

\$580,200
EARNED MEDIA VALUE

SOCIAL MEDIA

We are building an **online community** and **brand awareness**, one post at a time.

202,109
IMPRESSIONS

12,185
ENGAGEMENTS

Connect with us and stay up-to-date on our programs, events, advocacy efforts and all things Bike/Walk Central Florida.



OUR COMMITMENT TO TRANSPARENCY



Recognizing the importance of transparency in the nonprofit sector, we have diligently developed our watchdog profiles.

We're committed to transparency, actively disclosing our strategic direction, past financial performance, and the measurable outcomes of our initiatives. This approach is intended to nurture ongoing trust and assurance among our supporters, reinforcing their commitment to our cause and organizational objectives.



For yet another year, we have proudly maintained our Platinum status with Candid—the premier source for data on U.S. nonprofits—signifying the highest level of transparency. Additionally, we have continued to uphold a commendable 3 out of 4-star rating from Charity Navigator, marking our organization as one of the most trustworthy and effectively managed nonprofits evaluated by the world's largest independent charity assessor.

FINANCIALS

REVENUES

Local Grants	\$326,070
Program Income	\$174,735
Public Agency	\$117,740
Foundation	\$15,000
Corporate	\$13,500
Private	\$4,528

EXPENDITURES

Payroll Expenses	\$436,573
Professional Services	\$154,144
Overhead	\$32,002
Program Supplies	\$49,433

Total

\$672,152



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

DONORS AND SPONSORS



FISHBACK ♦ DOMINICK

ESTABLISHED 1935
ATTORNEYS AND COUNSELORS AT LAW

TORNATORE'S
Restaurant & Italian Market



STRETCH



PEDEGO
ELECTRIC BIKES



WTS Advancing women
Advancing transportation

HDR

IN MOTION
PHYSICAL THERAPY

CAAM EVENTS



Inwood
consulting engineers

Foxtail
COFFEE CO.

 **HARVILL'S PRODUCE CO.**



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BORDEAUX CAFÉ**

**LAURA TURNER
PLANNING SERVICES**

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 **Bike/Walk**  
Central Florida

