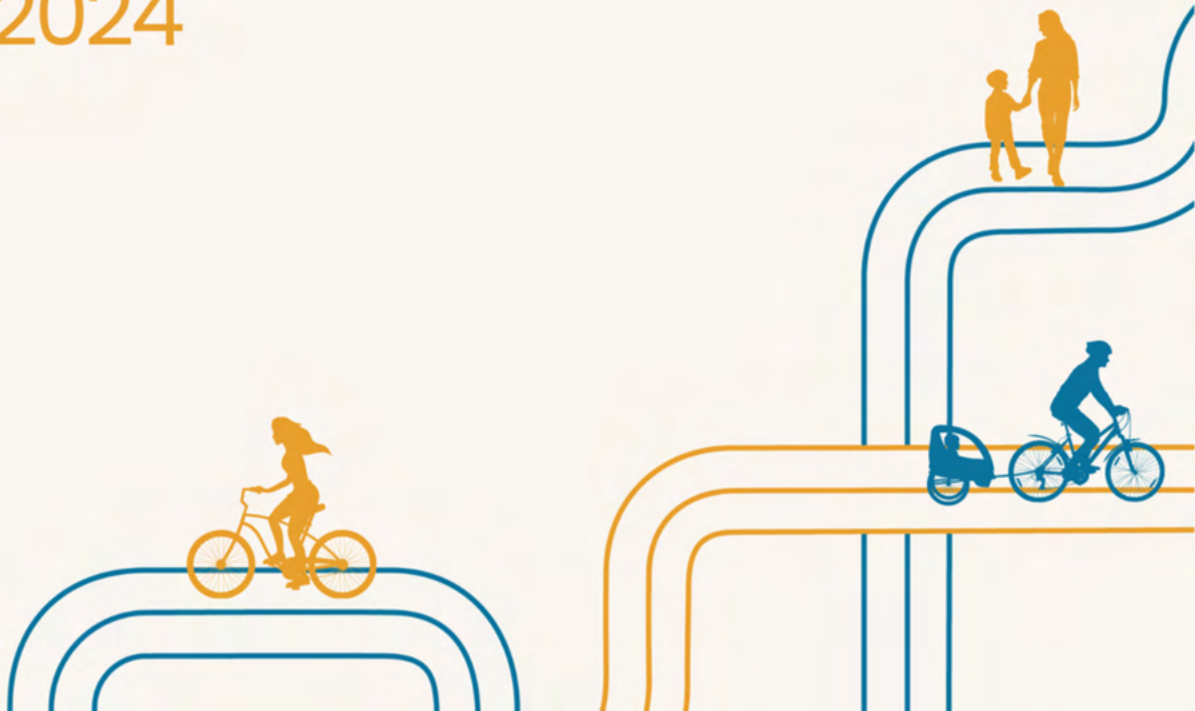


IMPACT REPORT

2023 – 2024



LETTER FROM THE BOARD CHAIR



As we wrap up another remarkable year at Bike/Walk Central Florida, I am thrilled to reflect on the significant progress we've made together. From new and expanded programs and services to strengthening community partnerships, this year has laid a solid foundation for continued growth and meaningful change. Through initiatives like Best Foot Forward (BFF) and collaborations with MetroPlan Orlando, the Florida Department of Transportation, local governments, and other non-profits, we're continuing to advance safe, active transportation across Central Florida.

With your support, we've engaged thousands of drivers through educational campaigns and seen improvements in crosswalk safety. Our data-driven approach has led to significant improvements in driver yield behavior. Tactics like in-street signage and stop bar striping, identified by BFF as highly effective, are now being adopted by other agencies to reduce fatalities and injuries for vulnerable road users.

The 7th Annual BIKE 5 event was a major highlight, bringing together riders of all ages to support safer streets. It revealed safe and comfortable paths across five cities, fostering a culture of safety and inclusivity. Additionally, our Bike/Walk Kids program continues to grow, fitting hundreds of kids with helmets, offering safety training, and giving away over 100 bikes.

This year's 2nd Annual Wheel of Achievement (WOA) Awards featured Dan Burden as keynote speaker, who inspired us to create vibrant communities through inclusive transportation design. In partnership with the Foundation for a Healthier West Orange, we facilitated the efforts of the Healthy West Orange Trails Connection (HWOTC) to promote and enhance the trail network in West Orange County. With partnerships like Smart Growth America, we shed light on pedestrian safety through the video, "Walking in One of the Deadliest States in America." Watching this video renewed my passion for advancing safe and comfortable mobility for all. We also began developing our new Strategic Plan to set the stage for our next five years and will be finalizing that in the new year.

Looking toward 2025, we're energized to further expand our programs and continue building safer, more connected spaces for walking and biking. Under the leadership of Executive Director Emily Bush, the BWCF team is committed to fostering a culture of active, sustainable transportation.

Thank you so much for your continued support. We cannot carry out our programs without you. We're excited to build on this year's successes, tackle challenges, and ensure our streets continue to become safer and more connected for all.

Kelly Brock
Board Chair

LETTER FROM THE EXECUTIVE DIRECTOR



What an incredible year it's been for advancing traffic safety in Central Florida! Through our continued work in supporting Central Florida Vision Zero efforts, we were a stakeholder in the development of building comprehensive Vision Zero action plans with MetroPlan Orlando for Orange, Seminole, and Osceola Counties. These plans place the safety of our most vulnerable road users at the forefront, setting the groundwork to achieve our ultimate goal: zero fatalities and serious injuries on our roadways.

While these counties focused on embracing a shared vision of safety, our Best Foot Forward program made tremendous strides by expanding into Volusia, Brevard, and Marion Counties—doubling its reach in a single year! Thanks to significant grant funding from FDOT's Target Zero initiative, we not only grew our partnerships but also enhanced our program's impact across the region. This year's enforcement operations resulted in a dozen crosswalks seeing a 15% increase in the driver yield rate! Seven crosswalks had an average 14% increase in driver yield rates due to enforcement efforts alone and four additional crosswalks had an 18% increase in drivers yielding to pedestrians from both engineering and enforcement efforts.

And as our Best Foot Forward team was out growing our presence and influence, our board of directors, dedicated staff, and committed volunteers were hard at work. They contributed countless hours of volunteer service, participated in safety meetings, and took on the tough questions needed to push for meaningful changes. Together, they've been tireless advocates for building a safer, more accessible environment for those who walk, bike, and roll—whether by choice or because they have no other transportation option.

None of these accomplishments would have been possible without the unwavering support of our community and partners. Thank you for standing with us and continuing to champion the cause of safer roads for all.

Emily Bush
Executive Director



MISSION, VISION AND VALUES



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.



OUR VISION

To transform Central Florida into a premier biking and walking community



OUR VALUES

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

BIKE. WALK. ROLL.

BOARD OF DIRECTORS

WE WELCOMED TWO NEW BOARD MEMBERS



SCOTT TOSCHLOG

Scott Toschlog, principal and partner at Dix Hite + Partners, brings over 20 years of experience in landscape architecture to Bike/Walk Central Florida's Board of Directors. Committed to creating vibrant, walkable communities, Scott's design philosophy focuses on enhancing safety, beauty, and connectivity in public spaces. After surviving a bike crash in 2017, Scott became a passionate advocate for road safety. His personal experiences, coupled with his love for outdoor activities, drive his dedication to improving pedestrian and cyclist safety across Central Florida.



BRENDA URIAS

As the owner of Bicikleta Bike Shop and founder of Sanford Tours & Experiences, Brenda is a passionate advocate for cycling and pedestrian safety. Her involvement in local organizations like the Seminole County Tourism Development Council and Sanford Main Street reflects her commitment to enhancing Central Florida's cycling infrastructure. Brenda envisions a thriving cycling culture in the region and brings her leadership and community focus to help further Bike/Walk Central Florida's mission of creating safer, more connected communities.

2023-2024 BOARD OF DIRECTORS

CHAIR

Kelly Brock, Ph.D., P.E.

VICE-CHAIR

Tina Valeri, SAFE POPM

SECRETARY

Christy Lofye, P.E., PTOE, RSPI

TREASURER

Douglas Crenshaw, MAOL, PGA

BOARD MEMBERS

Ed Alexander, Esq.
Martin Darrow, MD
Franki Gonzalez
Vincent Hsu, MD, MPH, FSHEA, FACP
Eliza Juliano, CNU-A
Jamie Krzeminski, P.E., PTOE
J.R. Rodriguez, P.E.
Scott Toschlog, ASLA, LEED-AP
Brenda Urias
John Paul (JP) Weesner, NCI, PLA

FOUNDING CHAIRS

Linda Chapin & Hal Downing, Esq.



Bike/Walk Central Florida Board of Directors:
Christy Lofye, JP Weesner, Jamie Krzeminski, Kelly Brock, Vincent Hsu, Eliza Juliano, Doug Crenshaw, Scott Toschlog, Martin Darrow

OUR TEAM

WE WELCOMED THREE NEW TEAM MEMBERS



Bike/Walk Central Florida Staff:
Kayla Mitchell, Jenna Mousseau, Kenzie Anderson, Vince Dyer, Patrick Panza, Emily Bush, Anna Strasshofer, Ada Mae Olmo, Rafael Burgos



ANNA STRASSHOFER EVENTS MANAGER

Anna Strasshofer, MBA, plays a pivotal role in organizing and executing key initiatives and events like BIKE 5, Bike/Walk Kids programs, and the Wheel of Achievement Awards program. Born and raised in Central Florida, Anna has a passion for advancing equity and safety in her home state and community by leading efforts through thoughtfully planned events that encourage active transportation, safe behaviors, and raise awareness of our beautiful parks and trails. Anna brings 8 years of experience in event planning, marketing, and business development, making her an integral part of the Bike/Walk Central Florida team.



ANNA RUTHERFORD MARKETING AND FUNDRAISING COORDINATOR

Anna Rutherford is the Marketing and Fundraising Coordinator at Bike/Walk Central Florida. In her role, she develops and implements strategies to raise awareness of the organization's mission and initiatives. She focuses on enhancing community engagement through marketing campaigns, events, and communications, while also leading fundraising efforts to support the organization's programs. With over 8 years of marketing experience and a degree in web design from the University of Central Florida, Anna combines creative design skills with a solid marketing background.



ELISHA DYER EXECUTIVE ASSISTANT

With a strong background in researching land-use impacts on ecosystems and over a decade of experience teaching AP Environmental Science, Elisha brings a wealth of knowledge and passion to the team. Her dedication to community engagement and innovative infrastructure solutions benefits both people and biodiversity. In her free time, she enjoys being on the water—SCUBA diving, relaxing on sandbars, and guiding canoe tours at the Disney Wilderness Preserve.

BEST FOOT FORWARD



Best Foot Forward is a behavior change-based program and the “Triple E Approach,” designed to improve road safety through consistent and persistent **education**, high-visibility crosswalk **enforcements** and low-cost **engineering** countermeasures and **evaluation**. With 50 participating partner jurisdictions and cities, spanning six counties, Best Foot Forward continues to leave its mark on the community, working towards a safer Central Florida for everyone.

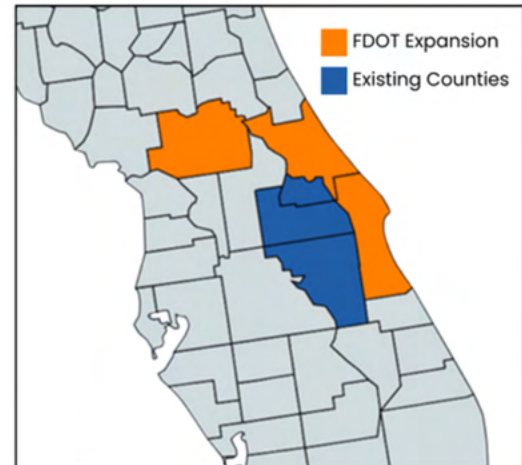
We have made great progress this year, reflected in Smart Growth America’s Dangerous by Design report. The Orlando-Kissimmee-Sanford metro area has moved from spot #8 to spot #18 on the list of most dangerous metro areas. While there is still work to do, vital progress is being made.

EXPANDING OUR IMPACT

This year, in partnership with the Florida Department of Transportation District 5, Best Foot Forward achieved major advancements, expanding the Best Foot Forward program to Brevard, Marion and Volusia counties as part of the Target Zero initiative. This expansion doubled the program’s reach, allowing significant gains across education, engineering, enforcement and evaluation efforts.

Throughout the year, data collectors closely monitored driver yield rates at key crosswalks across Brevard, Marion and Volusia counties, observing substantial improvements at twelve targeted crosswalks. Focused efforts in education, enforcement and engineering are leading Best Foot Forward to make impactful strides toward greater pedestrian safety in Central Florida.

Best Foot Forward Program Counties



KEY RESULTS

18%

average increase in driver yield rate at 11 crosswalks through engineering and enforcement

11%

average increase in driver yield rate at 23 crosswalks through enforcement alone

EDUCATION

94

events and presentations

10,707

materials distributed

10,738

people reached



ENFORCEMENT

100

crosswalk enforcements

1,494

warnings and citations

2.8M

broadcast media impressions

ENGINEERING

19

crosswalks with engineering changes

21%

average improvement from engineering changes

3

rectangular rapid flashing beacons (RRFBs) installed

EVALUATION

115

crosswalks monitored

555

number of times BFF visited program crosswalks to collect driver yield rate data

32,360

number of times BFF data collectors crossed the road while collecting DYR data

BEST FOOT FORWARD SUMMIT



Bike/Walk Central Florida hosted its annual Best Foot Forward Summit for the Best Foot Forward coalition in April, uniting a diverse group of transportation experts, planners, law enforcement officials and healthcare partners to discuss the ways in which we can reduce the number of serious and fatal pedestrian crashes. During the summit, individuals and partner organizations who have demonstrated exemplary efforts toward enhancing pedestrian safety in Central Florida were recognized for their efforts.

Dr. Rebecca Sanders, PhD, RSP-2B, Founder and Principal Investigator of Safe Streets Research & Consulting, LLC, was the keynote speaker and provided insights to attendees. Guests also heard from a panel of experts including Corey Anthony, Police Corporal at the Kissimmee Police Department, Tanya Wilder, Director of Transportation at the City of Orlando, Loreen Bobo, Safety Administrator at the Florida Department of Transportation, and Mighk Wilson, Senior Transportation Planner at MetroPlan Orlando.

This event was made possible by



ENGINEERING AWARD NOMINEES

Winner: City of Casselberry: W Melody Ln & S Cypress Wy

- City of Kissimmee: N Thacker Ave & Kissimmee Trl
- City of Kissimmee: Mill Run Blvd & Mill Slough Rd
- Osceola County: Buenaventura Blvd & Oakwood Dr
- Town of Oakland: Oakland Ave & West Orange Trl

ENFORCEMENT AWARD NOMINEES

Winner: Oakland Police Department: Oakland Ave & Sasaparilla Dr

- Seminole County Sheriff's Office: Eagle Cir & Eagle Blvd
- Apopka Police Department: Park Ave & Tanglewilde St
- Kissimmee Police Department: W Oak St & N Emory Ave

EDUCATION AWARD NOMINEES

Winner: Seminole County Crossing Guards: Safety Zone Campaign

- Positively Osceola: Social Media
- Apopka Voice: Digital & Print
- Orlando Health Injury Prevention: Community Service
- Florida Department of Transportation: Traffic Safety

SPECIAL ACHIEVEMENT AWARD

Presented in honor of Bike/Walk Central Florida volunteer and safety advocate Randy Schrader, who passed away earlier that year. Randy helped to champion the Best Foot Forward program in his community in Kissimmee, and many came to honor and recognize his commitments to safety.



Emily Bush (BWCf), Malissa McCreedy, City of Casselberry Mayor David Henson, Martin Butcher, Kenna Henry and Kelly Brock



Emily Bush (BWCf) and Dacia Maisonave (Seminole County Crossing Guards)



Orange County Commissioner Nicole Wilson, Patrick Panza (BWCf), Lgt. Castro (Oakland Police Department) and Emily Bush (BWCf)



Kayla Mitchell (BWCf), Emily Bush (BWCf) and Randy Schrader's family and colleagues



Jessica Darden (OBT Next) and Emily Bush (BWCF)

Patrick Panza (BWCF) and Anthony Nosse (FDOT)

Scott Stewart (WBQ Design & Engineering Inc) and Emily Bush (BWCF)



Patrick Panza (BWCF) and City of Orlando

Dan Burden (Blue Zones), Christy Lofye, JP Weesner, Jamie Krzeminski, Kelly Brock, Emily Bush (BWCF), Vincent Hsu, Doug Crenshaw, Scott Toschlog, Martin Derrow, Eliza Juliano

WHEEL OF ACHIEVEMENT AWARDS



The 2nd Annual Wheel of Achievement Awards was a milestone event for Bike/Walk Central Florida. The event recognized the individuals, organizations and projects in our community that are paving the way for a safe and thriving Central Florida. The Wheel of Achievement Awards is a reflection of shared visions, ambitious endeavors and our unrelenting commitment to creating a walkable, bikeable and sustainable community.

It was an honor to have America's preeminent expert on walkability and bikeability, Dan Burden, take the stage as the keynote speaker. He spoke about the current landscape of transportation and community design, spotlighting revolutionary transit-oriented developments and noting the ways in which communities can be reimaged into pedestrian-friendly spaces.

OUTSTANDING BICYCLE & PEDESTRIAN SAFETY PROJECT OR EFFORT: SMALL SCALE

Winner: Florida Department of Transportation District 5
- Silver Star Rd Pedestrian Safety

OUTSTANDING BICYCLE & PEDESTRIAN SAFETY PROJECT OR EFFORT: LARGE SCALE

Winner: WBQ Design & Engineering, Inc
- Shingle Creek Regional Trail, Phase 2

OUTSTANDING BICYCLE & PEDESTRIAN ADVOCACY ORGANIZATION

Winner: OBT Development Board

OUTSTANDING BIKE/PED ADVOCACY CHAMPION

Winner: Laura Hardwicke, City of Orlando

2024 SPECIAL ACHIEVEMENT AWARD

Winner: City of Orlando
- Corrine Dr Quickbuild Bike Path



BIKE 5

5 Miles | 5 Parks | 5 Cities

On October 14, 2023, the 7th annual BIKE 5 event brought together 350 riders for a morning of exploration, discovering low-stress trails, paths and neighborhoods throughout Central Florida. As the kickoff event for Florida's Mobility Week, BIKE 5 continued its tradition of encouraging multimodal transportation and community connection. Since the event's founding, it has grown in both size and impact, holding three different rides for participants to choose from.

BIKE 5 Cities

BIKE 5 Cities, the event's signature 30-mile ride spans five cities, including Winter Park, Eatonville, Maitland, Casselberry and Orlando.

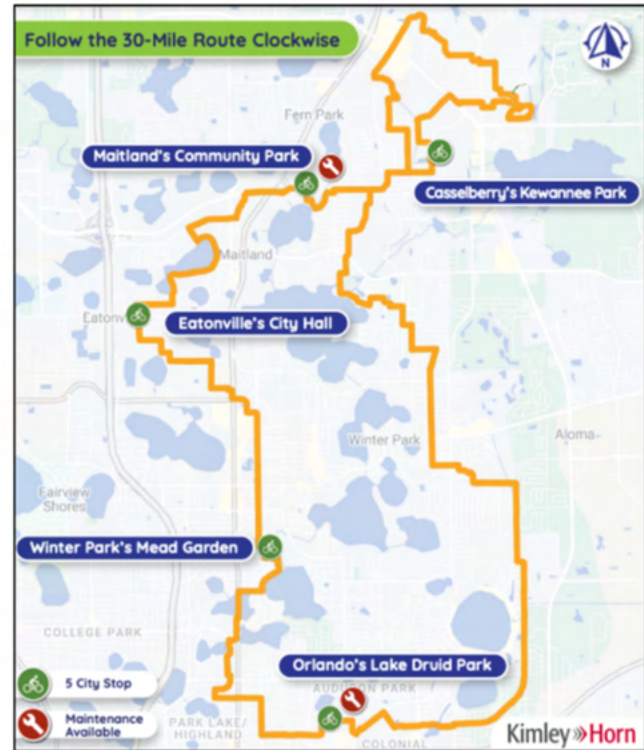
BIKE 5 Parks

The BIKE 5 Parks ride is a leisurely, 11-mile ride through five city parks in Orlando and Winter Park.

BIKE 5 Miles

The BIKE 5 Miles ride is a guided, family-friendly ride, perfect for cyclists of all experience levels. The route takes cyclists along the Cady Way Trail and around Lake Baldwin.

BIKE 5's impact extends far beyond the ride itself. It serves as a platform to promote safe, connected cycling routes while championing transportation equity.



350
riders from 95 zip codes



\$49,031
funds raised



30+
partners and sponsors



50+
volunteers, staff, ride
leaders and event support





BIKE/WALK KIDS



\$15,000

donation from AdventHealth and
Walt Disney World Resort

The Bike/Walk Kids program has significantly grown, hosting larger events and reaching thousands of participants through partnerships with local agencies and businesses. Our events this year taught our youngest pedestrians essential skills about bike and pedestrian safety and built their confidence to explore their communities safely.

Thanks to a generous \$15,000 in donations from AdventHealth and Disney to purchase bicycles, along with grants from the Central Florida Foundation and Kimley-Horn, we've been able to leave a greater impact on more children than ever before!

THANK YOU TO OUR BIKE/WALK KIDS PARTNERS!

AdventHealth
Walt Disney World Resort
Orlando Health
OBT Development Board
Orange County Government
Orange County District 1 (Nicole Wilson)
Orange County District 2 (Christine Moore)
Kyle's Bike Shop
Water Springs Middle School
Central Florida Foundation
Florida Freewheelers
Pedal Driven
Southern Society of Orthodontists
Roberto Clemente Foundation
Windermere Boy Scouts
Jordan Smelski Foundation for Amoeba Awareness

A LOOK AT SOME OF THIS YEAR'S EVENTS

St. Cloud's Bikes and Bites
Sawgrass National Night Out
Zellwood Elementary's Annual Earth Day Expo
N.A.O.M.I Kid's Annual Family Fun Day
Orange County District 4 Back-to-School Bash
OBT Next Holiday Bike Rodeo
OBT Next Rollin' & Strollin' Bike Rodeo
Orange County District 2 Back to School Bash and Bike Rodeo
Water Springs Middle School PE Class
Rock Lake Aftercare Program Safety Workshop



2,679
participants



1,392
helmets distributed



237
bicycles distributed



84
volunteers



34
partners



20
events



HEALTHY WEST ORANGE TRAILS CONNECTION



Healthy West Orange Trails Connection (HWOTC) achieved major strides in trail development and community engagement, advancing its mission to promote active and connected communities. The year kicked off with the Trail Blazers Challenge, which raised awareness of trail safety and HWOTC initiatives at events like the Windermere Costume Parade. February's "Take Over the Trails Day" engaged 15 partners and had over 2,300 impressions on social media. Additionally, HWOTC rolled out the 2024 Trails Safety Survey, expanding the 2022 survey's reach to all trails in the Priority Area.

Progress in policy included the approval of the Trailside Development Design & Policy Guidelines, guiding partner trail practices, and the launch of a \$500,000 Trail Project Grant Program for local improvements. HWOTC advocated for safety and connectivity at 24 regional activities and contributed to the Florida Greenways and Trails Foundation Board, with the Design & Connections Working Group identifying future projects to enhance accessibility.

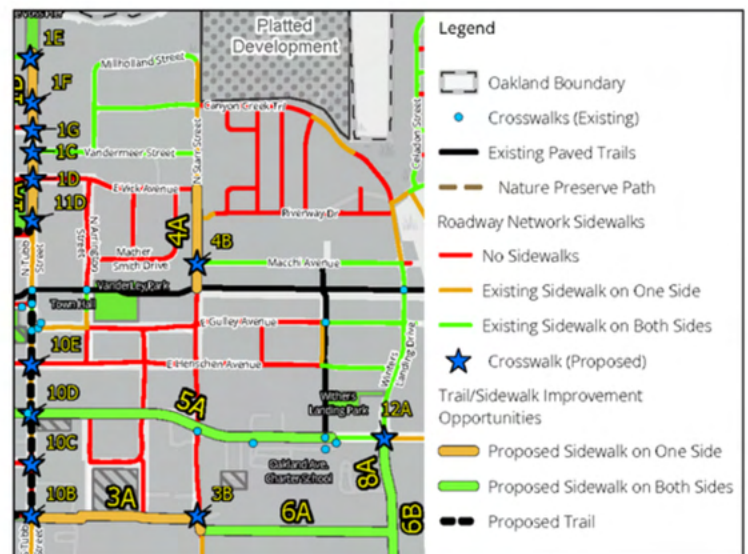


OUR WORK IN THE COMMUNITY

OAKLAND SIDEWALK INVENTORY PROJECT

We've collaborated with the Town of Oakland on a project aimed at enhancing pedestrian and cyclist accessibility throughout the community. The initiative involves identifying key sidewalk connections and creating routes that link major destinations within the town, ensuring that residents and visitors have safe and efficient pathways for walking and biking. This enhanced accessibility will also help to stimulate local businesses and promote a healthier, more sustainable community.

Through this effort, the Town of Oakland is taking proactive steps to become a more connected and walkable community where residents and visitors can safely and conveniently navigate the town.



BUILDING BRAND AWARENESS



EARNED MEDIA

As our impact and programming continue to grow, we constantly remain focused on building Bike/Walk Central Florida's brand awareness and broadening our reach throughout the region. Through targeted public relations efforts, we have earned placements in various online and broadcast outlets including:

- FOX 35 Orlando
- Positively Osceola
- Orlando Sentinel
- Spectrum News 13
- The Apopka Voice
- citybiz
- Newsbreak

346
pieces of coverage

\$1,245,600
estimated media value

BEST FOOT FORWARD PROGRAM EXPANSION

The expansion of our Best Foot Forward program has led to a monumental increase in media coverage, reaching wider audiences across the region. This enhanced media presence alone raised awareness of Florida's traffic laws, reaching an additional 700,000 viewers across the region.

207%
increase in placements
across external broadcast,
radio and digital platforms

Furthering our reach, our team was interviewed for Smart Growth America's Dangerous By Design report, showcasing the work Central Florida still needs to do but highlighting the great progress we have made.

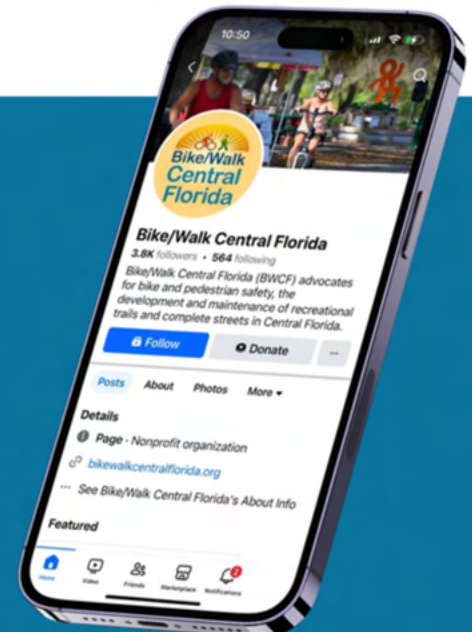
SOCIAL MEDIA

Understanding the power of today's robust digital landscape, we're continuing to innovate, craft impactful campaigns, create scroll-stopping content, build brand awareness and educate our target audience. By utilizing strategic marketing practices, we're reaching more people than ever before.

273,672
impressions
6.6% YoY increase

17,524
engagements
25.4% YoY increase

926
net audience growth
30.2% YoY increase



ADVOCACY AT WORK

VISION ZERO

Over the past year, our team actively contributed to the MetroPlan Regional Vision Zero Action Plan and the individual Vision Zero Action Plans for Orange, Seminole and Osceola counties. By participating in multiple stakeholder working groups and community meetings, we provided critical guidance, shared insights and championed policies to make walking, biking and rolling safer.

The plans we supported analyzed crash data, spotlighted high-injury networks and outlined actionable projects to transform these hazardous areas into safer spaces. These plans also emphasized education and enforcement programs like the Best Foot Forward Pedestrian Safety Program.

MetroPlan Orlando's successful acquisition of a \$3.79 million federal grant—and their covering of the community match—has been a significant achievement. This funding allows the 27 jurisdictions in MetroPlan's service area to invest in the essential safety projects identified in their Vision Zero plans, bringing us closer to a region where every pedestrian can move safely and confidently.



TRAIL TOWNS

We are thrilled to have had a part in the City of Sanford proudly earning its Trail Town designation from the Florida Department of Environmental Protection thanks to the dedicated efforts of the "Trail Town Cuties Committee," which included representatives from city agencies, local businesses and Bike/Walk Central Florida. This designation recognizes Sanford's well-integrated trail systems, like the Sanford RiverWalk, which connect trail users to Downtown Sanford and major regional networks, offering essential amenities and enhancing pedestrian and cyclist safety. This extraordinary achievement positions Sanford as a key destination for trail enthusiasts and helps boost tourism and community engagement.

2023-2024 FINANCIALS

10/1/2023 - 9/30/2024

INCOME

Direct Contributions	\$36,234
Local Government Grants	\$403,845
Public Agency + University Grants	\$357,031
Total Contributions + Grants	\$797,110
Program Income	\$244,477
TOTAL INCOME	\$1,041,587

EXPENDITURES

Program Expenditures	\$847,277
Administrative	\$110,132
Fundraising	\$2,095
TOTAL EXPENDITURES	\$959,504



THANK YOU TO OUR PROGRAM PARTNERS, SPONSORS AND GENEROUS DONORS FOR SUPPORTING BIKE/WALK CENTRAL FLORIDA.



Creating great community places.









CONNECT WITH US!

BIKE/WALK CENTRAL FLORIDA



@BIKEWALKCFL



@BIKEWALKCFL



BIKE/WALK CENTRAL FLORIDA



BIKE/WALK CENTRAL FLORIDA



BIKEWALKCENTRALFLORIDA.ORG

BEST FOOT FORWARD



@BESTFOOTCFL



@BESTFOOTCFL



BEST FOOT FORWARD



IYIELD4PEDS.ORG



