



Best Foot Forward Annual Report

October 1, 2020 – September 30, 2021





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Dear Seminole County coalition partners,

On behalf of the entire Bike Walk Central Florida and Best Foot Forward Team, I am pleased to submit the annual report for Seminole County's 2021 Operations. This year, the Best Foot Forward program saw increased growth, including adding additional enforcements, targeting educational efforts to specific populations, and providing crosswalk evaluations in a continued effort to increase driver yield rates. The coalition also grew this year to include the Town of Oakland and the City of Apopka. But most importantly, all of our partners have worked together to continue to move the needle for pedestrian safety.

As 2021 comes to a close, we cannot thank you enough for your continued efforts in our mission to increase driver yield rates and therefore increase pedestrian safety in our community. This combined effort of engineering, enforcement, and education is making an impact, and because of your partnership and support, you are too!

We are eager to continue our work on pedestrian safety in Seminole County, and we thank you for your support, ensuring all Seminole County residents can put their Best Foot Forward!

Emily Hanna, AICP, CPM

Executive Director, Bike/Walk Central Florida

Proud administrator and supporter of the Best Foot Forward Program





Seminole County Program Summary

October 1, 2020 – September 30, 2021

Enforcement



2

High Visibility
Enforcements

3

Details
Held

53

Warnings &
Citations Issued

Education & Outreach



27

Events &
Presentations

4,722

People
Reached

2,243

Educational
Materials Distributed

Media (Regional)



320

Media
Placements

\$1.08m

Earned Media
Value

14.3m

Overall Media
Impressions





Region-wide Program Summary

October 1, 2020 – September 30, 2021

Enforcement



4

High Visibility
Enforcements

40

Details
Held

693

Warnings &
Citations Issued

Education & Outreach



132

Events &
Presentations

12,142

People
Reached

12,942

Educational
Materials Distributed

Media



320

Media
Placements

\$1.08m

Earned Media
Value

14.3m

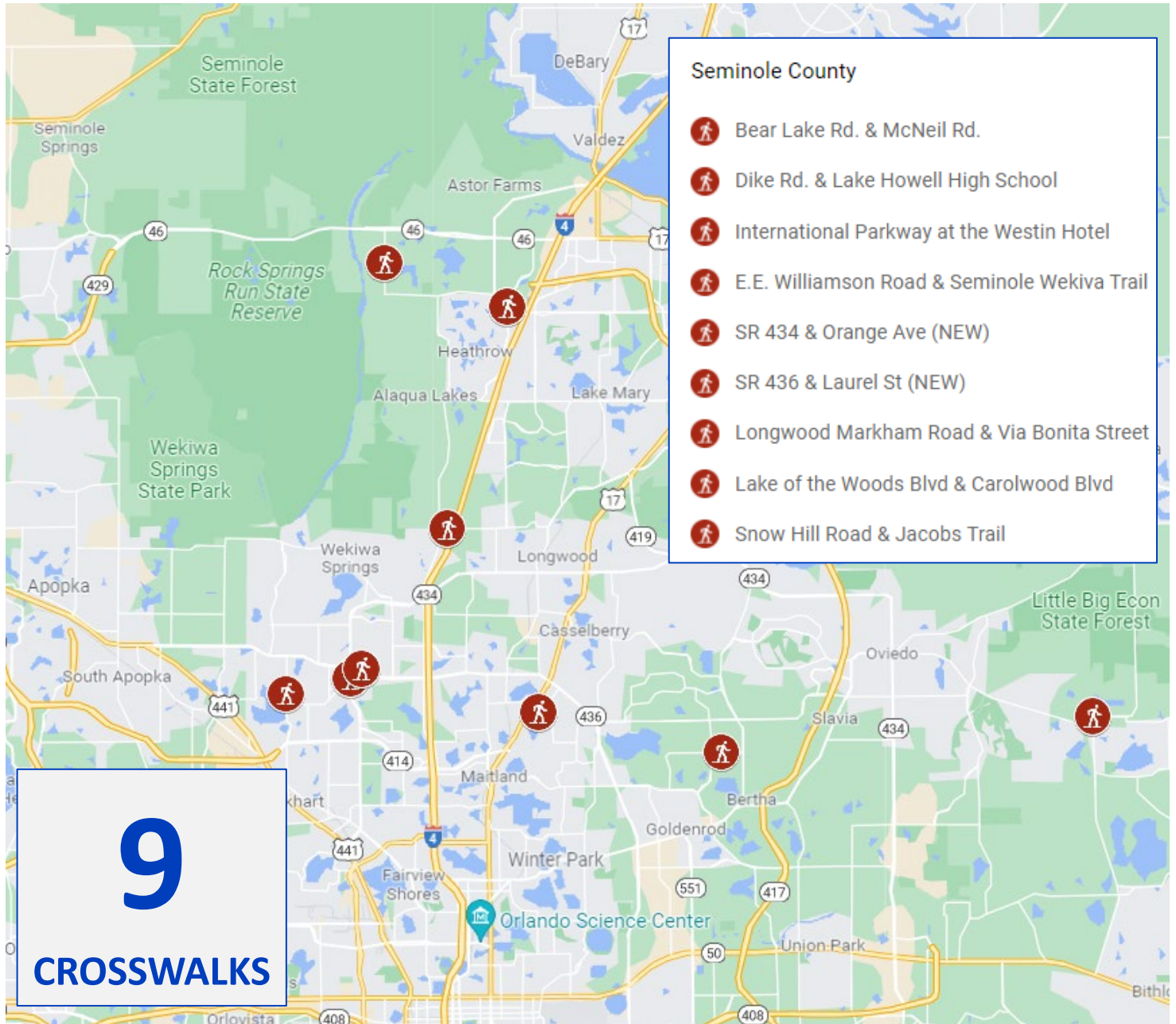
Overall Media
Impressions





FY'21 CROSSWALK LOCATIONS

Tracking Driver & Pedestrian Behavior Change





Seminole County FY'21

Best Foot Forward Crosswalks

The following crosswalks were determined by the Best Foot Forward steering committee for data collection, focused education efforts and high visibility enforcement for the fiscal year 2021. Crosswalks were selected for their proximity to schools, transit stops, previous crash data and community concern.

Location	2021 Average Driver Yield Behavior	Total Details	Total Warnings & Citations Issued
Bear Lake Rd & McNeil Rd	33%	2	23
International Parkway at Westin Hotel	77%	3	27
Dike Rd. & Lake Howell High School	43%	1	6
EE Williamson Rd at Seminole Wekiva Trail	76%	0	0
Lake of the Woods Blvd at Carrollwood Dr.	28%	0	0
SR 436 & Laurel St.	26%	0	0
SR 434 & Orange Ave.	16%	0	0
Longwood Markham Rd. and Via Bonita St.	81%	0	0
Snow Hill Rd & Jacobs Trail	18%	1	25

9	44%	3	53
Crosswalks	Avg. Driver Yield Rate	Details	Warnings & Citations Issued

See supplemental material for full driver yield rate data reports.



Best Foot Forward Pedestrian Safety Program Annual Report Fiscal Year 2021



Enforcement Highlights *Operation Best Foot Forward*



Deputies from the Seminole County Sheriff's Office conducted two high visibility enforcements educating drivers on Florida's yield law at three Best Foot Forward crosswalks in March and July of 2021.

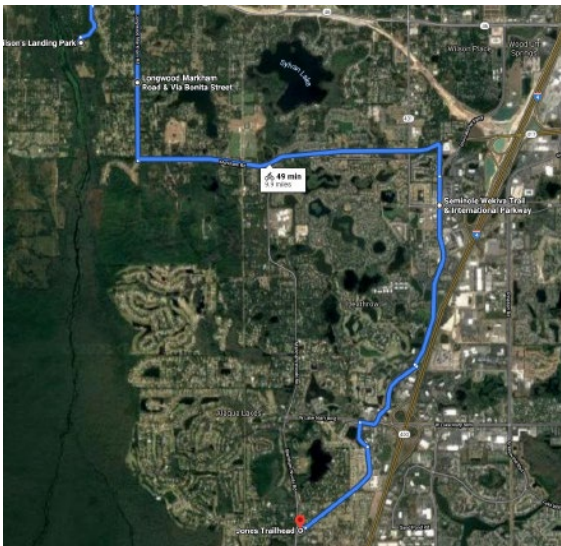
Best Foot Forward coalition partners and Orlando Health volunteers observed and participated in the high visibility enforcements. Commissioner Bob Dallari showed his support for the program by attending the July enforcement at Snow Hill Trail and Jacobs Trail.



Engineering Highlights

Seminole Wekiva Trail Safety Audit

In May 2021, BWCF staff along with Seminole County Government, Seminole County Health Department and local residents conducted a safety audit along 21.3 miles of the Seminole Wekiva Trail and reviewed the trail signage, lighting conditions, striping and crossings. Crash reports were reviewed to identify critical conflict areas. Teams were divided to review the Northern and Southern routes. The observations report is provided in the supporting documents.



Engineering Highlights

Crosswalk Evaluations

This year, the Best Foot Forward program introduced more in-depth crosswalk evaluations to help partners facilitate changes needed at crossings based on observations and data collected throughout the year.

These evaluations and recommendations were geared toward low-cost engineering solutions that could increase the driver yield rate and make pedestrians feel safer and more comfortable crossing at designated Best Foot Forward crosswalks.



Image 14- Cyclists must turn a long distance on sidewalk curb to reach pedestrian push button.

In addition to evaluating the nine Best Foot Forward crosswalks, the program incorporated the following locations into the safety study:

- W. Town Parkway & Bunnell Rd.
- Spring Oaks Blvd. & Seminole Wekiva Trail
- H.E. Thomas Pkwy & International Pkwy
- Ronald Reagan & Longwood Lake Mary Rd.
- Ronald Reagan & General Hutchins Pkwy
- Tuskawilla Rd & Red Bug Lake Rd
- Aloma Rd & Hall Rd
- Lake Mary Blvd & Celery Ave
- 1st St & Main St.



Image 16- Push buttons to the north of S.R. 436 are missing appropriate labels.

Education Highlights

Outreach in the Community



Jordan's Smile Bicycle Giveaway

BWCF staff fit and gave away over 600 helmets to families in need over two days during the annual event December 2020.



Seminole County School Bus Driver Training

Best Foot Forward pre-recorded a pedestrian safety presentation specifically for SCPS bus drivers after several drivers were reported not yielding to pedestrians during the Seminole launch Operation Best Foot Forward. 376 employees watched the presentation and will be used for continuous training.

27

Events &
Presentations

4,722

People
Reached

2,243

Educational
Materials Distributed

Best Foot Forward Pedestrian Safety Program
Annual Report Fiscal Year 2021



Community Outreach

Date	Type	Event
10/8/20	Presentation	Lake Mary Rotary Club Presentation
10/27/20	Meeting	Seminole County CTST Meeting
10/29/20	Event	SCSCO Spooktacular Event
10/31 - 11/6/20	Awareness	Mobility Week
11/1/20	Awareness	Daylight Savings Time Ends
11/6/20	Presentation	Pedestrian Safety at Night Webinar
12/12 & 13/2020	Event	Rusty's Bicycle Recycle Jordan's Smile
12/22/20	Meeting	Seminole County CTST Meeting
1/5/21	Presentation	Seminole County Public Schools Bus Drivers
1/9/21	Awareness	Law Enforcement Appreciation Day
1/24/21	Event	Ribbon Cutting and Clean-up of the Goldsboro Trail, Sanford
1/27/21	Meeting	Seminole BFF Steering Committee 2021 Planning
1/29/21	Presentation	UCF Urban Knights
March	Awareness	Florida Bike Month
3/2/21	Meeting	Seminole BFF Steering Committee Meeting
3/3/21	Presentation	Sanford Boys & Girls Club (via ZOOM)



Best Foot Forward Pedestrian Safety Program
Annual Report Fiscal Year 2021



Community Outreach

Date	Type	Event
3/3/21	Presentation	City of Winter Springs BPAC
3/4/21	Presentation	Municipal Advisory Committee (MAC) Meeting
3/4/21	Meeting	Healthy Seminole Collaborative Meeting
3/5/21	Meeting	Best Foot Forward Seminole Crosswalk Review
3/10/21	Presentation	MetroPlan Orlando Board Meeting BFF Presentation
3/12/21	Presentation	Seminole County South Rotary Club
3/12/21	Meeting	Safety Study - Crosswalk Selection & Review
3/17/21	Presentation	Rotary Club of Casselberry
3/19/21	Event	Goldsboro Farmers Market - Friends of the FDOH-Seminole County
3/22/21	Presentation	Winter Springs County Commission Meeting
3/23/21	Meeting	Seminole CTST Meeting
3/24/21	Meeting	Parks & Preservation Advisory Committee
4/5/21	Awareness	National Distracted Driver Awareness Month (Apr 5-12)
4/6/21	Meeting	Seminole BFF Steering Committee Meeting
4/7/21	Presentation	Oviedo Rotary Club (In-person)
4/21/21	Awareness	NHTSA Distracted Driving Campaign: Drug-Impaired



Best Foot Forward Pedestrian Safety Program
Annual Report Fiscal Year 2021



Community Outreach

Date	Type	Event
4/24/21	Event	Bike Helmet Certification
4/25/21	Event	Goldsboro Trail Clean-up - Friends of the FDOH-Seminole County
4/27/21	Meeting	Seminole CTST Meeting
May	Awareness	National Bicycle Safety Month
May	Awareness	National Trauma Month
5/4/21	Meeting	Seminole BFF Steering Committee Meeting
5/5/21	Awareness	National Bike to School Day
5/13/21	Presentation	Fire Chief's Meeting
5/14/21	Presentation	Winter Springs Rotary
5/18/21	Meeting	Seminole CTST Meeting
5/22/21	Event	Tree City Park Grand Opening, Lake Mary
6/1/21	Meeting	Seminole BFF Steering Committee Meeting
6/2/21	Awareness	National Running Day
6/3/21	Awareness	World Bicycling Day
6/5/21	Event	Oviedo Farmer's Market
6/18/21	Awareness	National Dump the Pump Day



Best Foot Forward Pedestrian Safety Program
Annual Report Fiscal Year 2021



Community Outreach

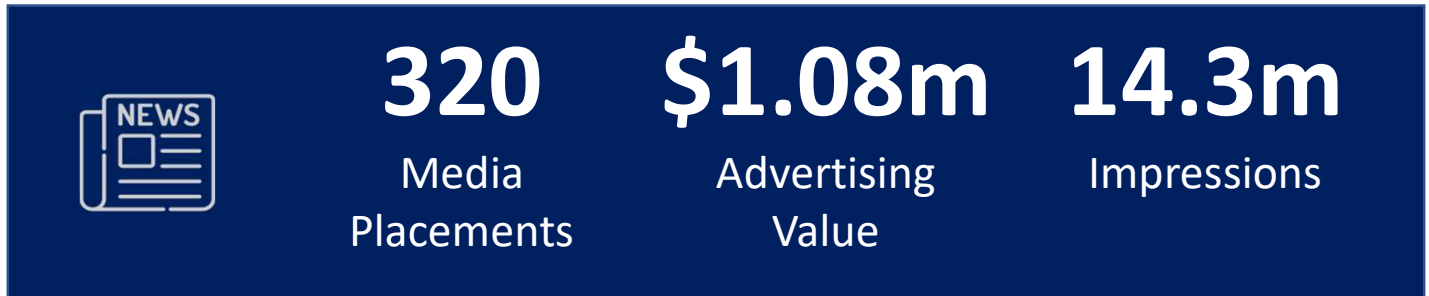
Date	Type	Event
6/19/21	Presentation	VFW Post 10147, Apopka & Altamonte Springs Chapter
6/22/21	Meeting	Seminole CTST Meeting
6/26/21	Event	Seminole County Dept of Health Bicycle Safety Event
July	Awareness	National Roadside Traffic Safety Awareness Month
July	Awareness	National Parks and Recreation Month
7/4/20	Awareness	NHTSA Impaired Driving Campaign: 4th of July
7/13/21	Presentation	FDOT Safety Office
7/29/21	Event	American Planners Association - Central Florida Chapter
7/24/21	Event	Sanford Church of Christ Back-to-School Bash
7/27/21	Meeting	Seminole CTST Meeting
August	Awareness	Back-to-School Safety Month
8/1/21	Awareness	National Stop on Red Week begins
8/3/21	Meeting	Seminole BFF Steering Committee Meeting
8/18/21	Awareness	Impaired Driving National Enforcement (Aug. 18 - Sept. 6)
8/24/21	Meeting	Seminole CTST Meeting





MEDIA VALUE





October 2020 – September 2021



Full earned media list provided in supplemental materials.

SOCIAL MEDIA RECAP

The Best Foot Forward program uses social media to boost visibility and reach a wide audience with pedestrian safety messages. The medium allows us to engage our audience, build a community of followers and influencers who all want to change the behavior of those who fail to stop for pedestrians or who engage in unsafe walking and driving behaviors. BFF's current social media platforms are Facebook, Twitter and Instagram.

<p>Social Media Followers</p> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <p>1,450</p> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <p>1,582</p> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <p>703</p> </div> <div style="display: flex; align-items: center;">  <p>35 hours</p> </div>	<p>Total Content Posted</p> <p style="font-size: 2em;">596</p>	<p>Total Impressions Received</p> <p style="font-size: 2em;">334,410</p>
	<p>Total Engagements</p> <p style="font-size: 2em;">6,068</p>	<p>Total Followers Gained</p> <p style="font-size: 2em;">429</p>



Best Foot Forward Pedestrian Safety Program Annual Report Fiscal Year 2021



WEBSITE ARTICLES

iYield4peds.org

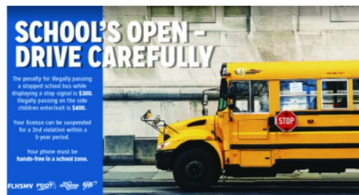


Best Foot Forward Treated Families & Groups to Pedestrian Safety Tips This Autumn

November 19, 2020

It was a real treat for Best Foot Forward (BFF) to share pedestrian safety materials and information at socially-distanced, Halloween...

[read more](#)



Fines and Suspensions Doubled for Passing Stopped School Bus

January 8, 2021

There's no excuse for carelessly putting children in danger, and now illegally passing a school bus could cost violators as...

[read more](#)



Groups Start 2021 with their Best Foot Forward

February 2, 2021

Best Foot Forward (BFF) rolled into 2021 with virtual and socially-distanced, in-person pedestrian and bicycling safety education. Central Floridians -...

[read more](#)



School Crossing Guards Recognized Locally and by the State

February 9, 2021

Each and every school day, hundreds of dedicated Central Florida school crossing guards provide an invaluable service by helping ensure...

[read more](#)



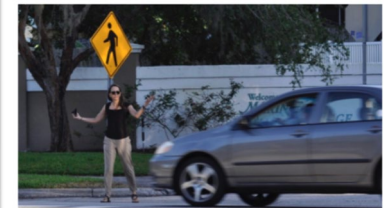
Dangerous by Design: Orlando-Sanford-Immee Region and Florida Top Lists as Most Dangerous for Pedestrians

Best Foot Forward Steering Committees Select 2021 Crosswalks

February 19, 2021

Best Foot Forward (BFF) Steering Committee members in Orange, Osceola and Seminole Counties met last month with one goal in...

[read more](#)



MEDIA ALERT: March Operations Best Foot Forward Commence as Pedestrian Risks Rise

March 18, 2021

ORLANDO, Fla. (March 19, 2021) Deputies with the Seminole County Sheriff's Office will join officers with the Orlando and Casselberry...

[read more](#)



WEBSITE ARTICLES

iYield4peds.org



March Operations Remind Drivers to Stop for Pedestrians While Reports Emphasize the Region for People Walking

Rotary Clubs in Central Florida Welcome Best Foot Forward and Commit to Help Change Unsafe Behaviors

April 12, 2021

The Rotary Club's vision states that they "see a world where people unite and take action to create lasting change,"...

[read more](#)



March Operations Remind Drivers to Stop for Pedestrians While Reports Emphasize the Dangers in Region for People Walking

April 14, 2021

As two major reports in March again named Central Florida the most dangerous region in the nation for pedestrians, Best...

[read more](#)



More Than "Dangerous by Design," Our Streets Are a Community Health Crisis... and Opportunity

June 3, 2021

By Kelly Hans Brock, Ph.D., P.E., Bike/Walk Central Florida Board Member & Orlando Resident. First off, I am not anti-car....

[read more](#)



Seminole Wekiva Trail Crosswalk Audit

July 1, 2021

The Seminole Wekiva Trail is a beautiful 14-mile multi-use trail used by bicyclists, joggers, walkers, skateboarders and skaters, including people...

[read more](#)



The Results Are In!

MetroPlan Orlando 2021 Regional Transportation Study Results

July 20, 2021

MetroPlan Orlando released the results of its regional transportation study. The study showed that there is strong support for building...

[read more](#)



Law Enforcement of Driver Yield Laws Prior to Back-to-School

July 21, 2021

Eight agencies to enforce Florida's driver yield laws in two-day Operation Best Foot Forward Before more than 340,000 students head...

[read more](#)



WEBSITE ARTICLES

iYield4peds.org



Recap of Back-to-School Operation Best Foot Forward

August 13, 2021

As students across the region prepared to go back to school, eight law enforcement agencies in Osceola, Orange and Seminole...

[read more](#)



Best Foot Forward Start Kids Back to School on the Right Foot

September 21, 2021

At Best Foot Forward (BFF), we love the end of summer! Why? Because it means we get to participate in...

[read more](#)

Best Foot Forward Pedestrian Safety Program Annual Report Fiscal Year 2021



WEBSITE ARTICLES Bikewalkcentralflorida.org




FEATURED / NEWS TO USE

Seminole County Releases New Trails Master Plan

by Bike/Walk Central Florida × on September 28, 2021 at 5:58 pm × 0 comments

Seminole County has released its 2021 Trails Master Plan. Using community input, “the plan is designed to guide future funding and trail development efforts; strengthening Seminole County’s reputation as Florida’s Natural Choice”. According to the plan: When Seminole County began planning for trails, they developed a vision statement that would [...]



NEWS TO USE / PEOPLE ON FOOT

Best Foot Forward Law Enforcement Partners Educated Drivers Before Students Headed Back to School

by Bike/Walk Central Florida × on August 18, 2021 at 7:08 pm × 0 comments

As students across the region prepared to go back to school, eight law enforcement agencies in Osceola, Orange and Seminole counties educated drivers who failed to yield about Florida’s driver yield laws. Deputies from Orange and Seminole sheriffs’ offices joined officers with Orlando, Apopka, Kissimmee, St. Cloud, Casselberry and Oakland police departments [...]



NEWS TO USE / PEOPLE ON FOOT

Law Enforcement of Driver Yield Laws Prior to Back-to-School

by Bike/Walk Central Florida × on July 22, 2021 at 2:24 pm × 0 comments

Eight agencies to enforce Florida’s driver yield laws in two-day Operation Best Foot Forward Before more than 340,000 students head back to school in Orange and Seminole counties, law enforcement agencies will remind drivers that they must stop for people in crosswalks. Deputies from Orange and Seminole counties sheriffs’ offices [...]



NEWS TO USE / PEOPLE ON BIKES

Audit Team Takes Ride Along Seminole Wekiva Trail and Provides Feedback

by Bike/Walk Central Florida × on June 22, 2021 at 2:03 pm × 0 comments

The Seminole Wekiva Trail is a beautiful 14-mile multi-use trail used by bicyclists, joggers, walkers, skateboarders and skaters, including people with disabilities. On any given day, you will encounter any or all of these enthusiasts enjoying the trail, and you’ll also eventually come to an intersection of a roadway that you’ll [...]

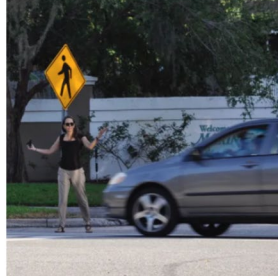


NEWS TO USE / PEOPLE ON BIKES / TRAILS

Seminole County Calls for Trails Master Plan and Investment

by Bike/Walk Central Florida × on April 13, 2021 at 3:31 pm × 0 comments

by Will R. Wills Since the start of the pandemic, many folks have been working from home, often facing long hours in front of video calls and emails. When the working day is done, they are heading outdoors looking for fresh air, exercise, and time to decompress. For many residents [...]



NEWS TO USE / PEOPLE ON FOOT

MEDIA ALERT: March Operations Best Foot Forward Commence as Pedestrian Risks Rise

by Bike/Walk Central Florida × on March 17, 2021 at 4:16 pm × 0 comments

UPDATE: Pedestrian Risks Rising on Central Florida Roads Three local law enforcement agencies to conduct two days of crosswalk enforcement operations in Orange and Seminole Counties to keep crashes down ORLANDO, Fla.



Best Foot Forward Pedestrian Safety Program Annual Report Fiscal Year 2021



WEBSITE ARTICLES Bikewalkcentralflorida.org



NEWS TO USE / PEOPLE ON FOOT

Best Foot Forward Steering Committees Select 2021 Crosswalks

by Bike/Walk Central Florida × on February 15, 2021 at 9:49 pm × 0 comments

Best Foot Forward (BFF) Steering Committee members in Orange, Osceola and Seminole Counties met last month with one goal in mind: to identify troublesome crosswalks to start monitoring, enforcing and engineering to make them safer for people crossing. The three steering committees selected 62 crosswalks that will receive some extra



COMMUNITY EVENTS / NEWS TO USE

Friends of the Florida Department of Health in Seminole County hold Goldsboro Trail clean-up and ribbon-cutting

by Bike/Walk Central Florida × on January 31, 2021 at 10:52 am × 0 comments

On Sunday, January 24, the Friends of the Florida Department of Health in Seminole County held their first clean-up on the Goldsboro Trail located in the downtown area of the Historic Goldsboro. The



FEATURED / NEWS TO USE / NEWSLETTER

Fines and Suspensions Doubled for Passing Stopped School Buses

by Bike/Walk Central Florida × on January 8, 2021 at 11:24 am × 0 comments

There's no excuse for carelessly putting children in danger, and now illegally passing a school bus could cost violators as much as \$400. Florida H.B. 37, also known as the School Bus Safety Act, increased the fines on January 1, 2021, for failure to

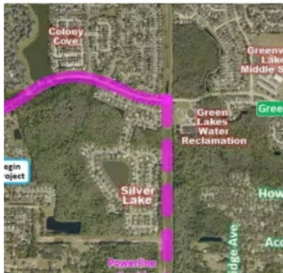


COMMUNITY EVENTS / NEWS TO USE

1000+ Kids Receive Sporting Goods, Bikes, Helmets, in Jordan Smelski's Memory

by Bike/Walk Central Florida × on December 14, 2020 at 2:03 pm × 0 comments

'Twas two weekends before Christmas, and Bike/Walk Central Florida elves were busy fitting and giving away 610 helmets to Central Florida families in need. More than 1,000 children received bikes, helmets, other sporting equipment and



FEATURED / NEWS TO USE

Seminole Trails within Power Corridors Feasibility Study

by Bike/Walk Central Florida × on December 10, 2020 at 10:16 am × 0 comments

The Seminole County Public Works Engineering Division is seeking public input on the Feasibility Study of a trail alignment from Lake Emma Road to Ronald Reagan Boulevard, via Greenway Boulevard, the Duke Energy Powerline Corridor and Bay Meadow Road. This trail is identified as a



FEATURED / NEWS TO USE / PEOPLE ON BIKES / TRAILS

Orlando Sentinel's Update on Trails in Seminole County

by Bike/Walk Central Florida × on December 4, 2020 at 12:03 pm × 0 comments

More good news for multi-use trail users in Seminole County. The Orlando Sentinel reported in a front-page article on the work to fill the nearly mile-long gap on the Cross Seminole Trail in Winter Springs. The project is expected to be completed by mid-2021. Additionally, the City of

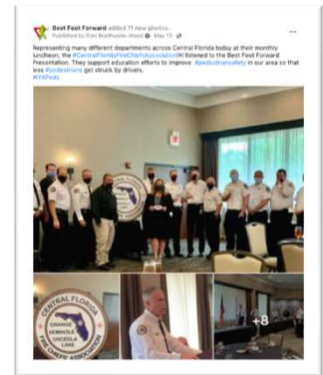
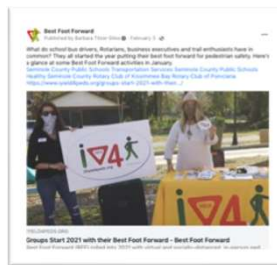


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SOCIAL MEDIA HIGHLIGHTS

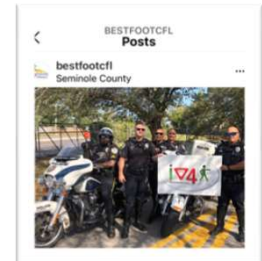
Facebook



Twitter



Instagram



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Supporting Documents
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Best Foot Forward 2021 Seminole County Crosswalks

Seminole County <small>As of 9.30.21</small>				CROSSWALK DETAILS					YIELD RATES								ENFORCEMENT	
	City or County	Tiers	Crosswalk	Type	AADT (2019)	Speed Limit	Lanes Observed	Context Classification	BASE LINE RATE	2019 AVG.	2020 AVG.	PRE 03/21	POST 03/21	PRE 7/21	POST 7/21	2021 AVG	DETAILS 2012-2021	Total Warning & Citations 2012-2021
1	Seminole County	1	Bear Lake Road & McNeil Road	Semi-controlled	9,700	35	2 w SB LT	Res.	35%	35%	32%	31%	29%	38%	35%	33%	2	23
2	Seminole County	1	International Parkway at the Westin Hotel (RRFB)	Midblock	20,500	45	4	Com.	74%	74%	88%	87%	80%	71%	69%	77%	2	22
3	Seminole County	1	Dike Road & Lake Howell High School	Semi-controlled	10,100	35	2 w full median cut	Res./ School	36%	36%	53%	46%	43%	52%	32%	43%	1	6
4	Seminole County	2	EE. Williamson Road at Seminole Wekiva Trail Crossing (RRFB)	Midblock	12,500	35	3	Mix.	77%	77%	86%	90%	80%	66%	68%	76%	0	0
5	Seminole County	2	Lake of the Woods Blvd. & Carrollwood Dr.	Semi-controlled	6,800	30	2 w/ turn lane	Res./School	37%			35%	29%	31%	15%	28%	0	0
6	Seminole County	1	SR 436 & Laurel St.	Controlled	46,500	45	4 way intersection	Com.	14%			11%	22%	36%	34%	26%	0	0
7	Seminole County	1	SR 434 & Orange Ave	Controlled	47,000	45	5 way intersection	Com.	16%			16%	16%			16%	0	0
8	Seminole County	1	Longwood Markham Rd and Via Bonita St.	Semi-controlled	5,800	40	2	Res.	91%			91%		78%	73%	81%	0	0
9	Seminole County	1	Snow Hill Rd. & Jacobs Tr.	Semi-controlled	8,700	45	2 w/turn lane	Res.	10%			10%			25%	18%	1	25



BEST FOOT FORWARD 2021 Crosswalk Review



Seminole 2021 Crosswalks



Trails	Bicycle-friendly roads
Dedicated lanes	Dirt/unpaved trails

Seminole County

- Bear Lake Rd. & McNeil Rd.
- Dike Rd. & Lake Howell High School
- International Parkway at the Westin Hotel
- E.E. Williamson Road & Seminole Wekiva Trail
- SR 434 & Orange Ave (NEW)
- SR 436 & Laurel St (NEW)
- Longwood Markham Road & Via Bonita Street ...
- Lake of the Woods Blvd & Carolwood Blvd
- Snow Hill Road & Jacobs Trail

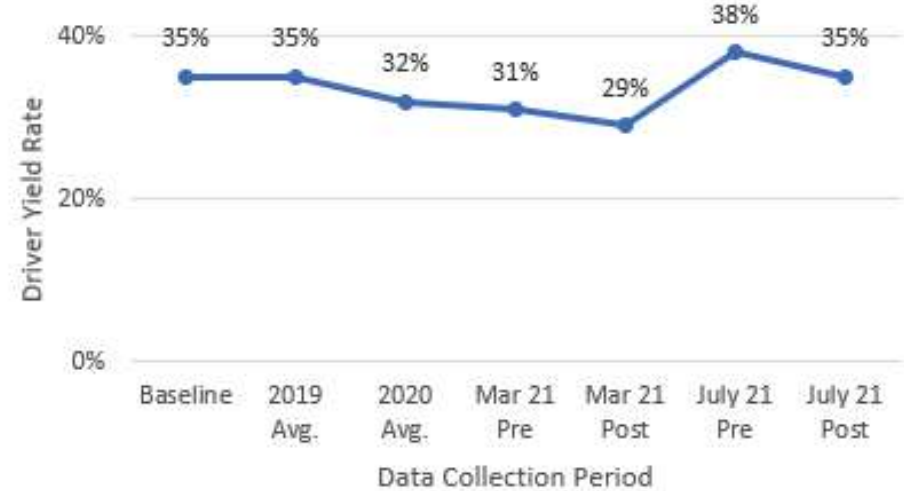


Bear Lake Rd. & McNeil Rd.



- ✓ **3** Years monitored
- ✓ **Places of interest:** Greenbriar Retirement, Teague MS
- ✓ **Updates:** No updates recorded for 2021

Average Drivers Yielding to People in Crosswalk



ENFORCEMENT
 2 Details
 23 Warnings & Citations



OBSERVATIONS

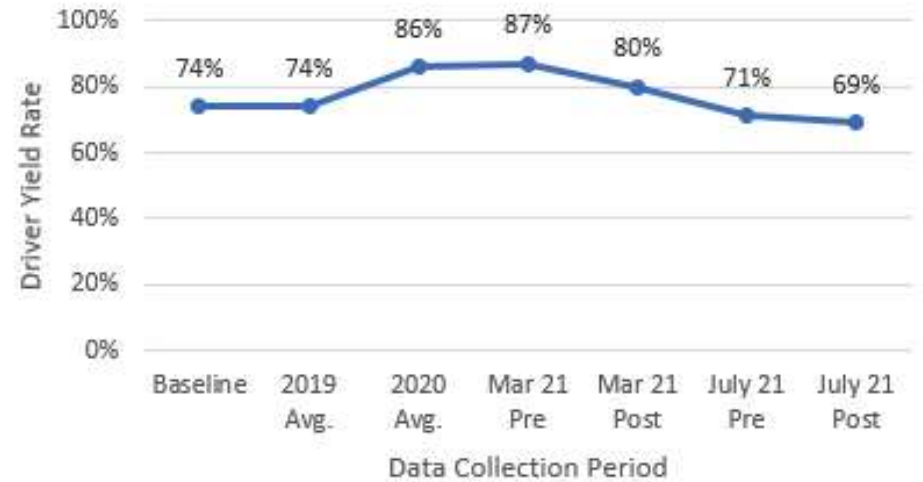
- Crosswalk needs paint
- Drivers are speeding

International Pkwy. at Westin Hotel

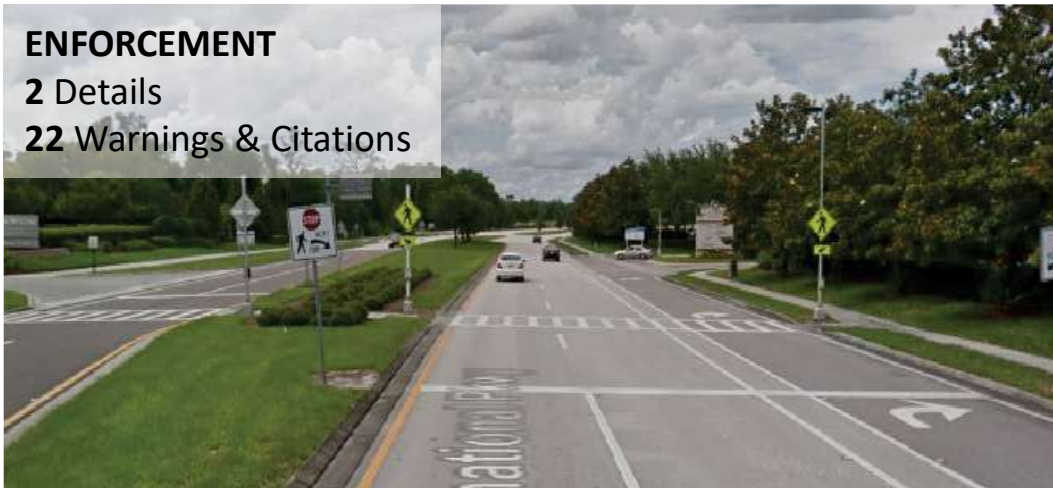


- ✓ **3** Years monitored
- ✓ **Places of interest:** Westin Hotel, Colonial Town Park
- ✓ **Updates:** RRFBs, request to split over median

Average Drivers Yielding to People in Crosswalk



ENFORCEMENT
 2 Details
 22 Warnings & Citations



OBSERVATIONS

- High ped activity at lunchtime
- RRFBs flash on both sides simultaneously causing confusion for drivers who do not see ped on other side (split over median)
- People are not pushing the button (additional signage)

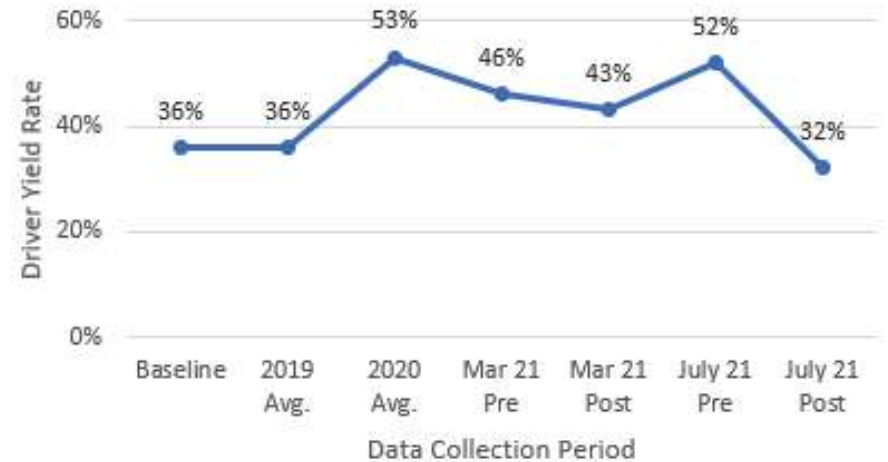


Dike Rd. & Lake Howell High School



- ✓ **3** Years monitored
- ✓ **Places of interest:** Lake Howell HS, school zone
- ✓ **Updates:** Looking at additional crossings

Average Drivers Yielding to People in Crosswalk



ENFORCEMENT

1 Detail
6 Warnings & Citations



OBSERVATIONS

- Frequently trapped in the middle, many drivers slam on brakes
- Drivers dropping off students on opposite side do not yield

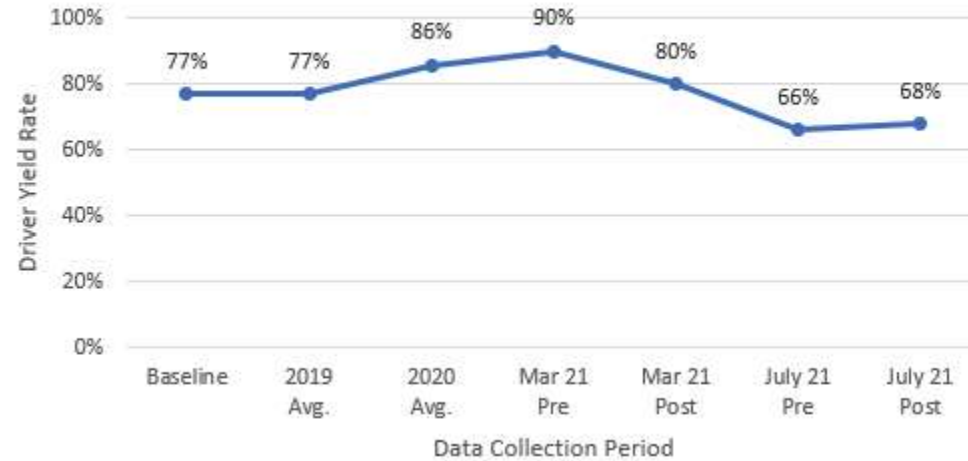


EE. Williamson Rd. at Seminole Wekiva Trail



- ✓ **3** Years monitored – Tier 2
- ✓ **Places of interest:** Residential, Seminole Wekiva Trail
- ✓ **Updates:** Roadway under construction (verify)

Average Drivers Yielding to People in Crosswalk



ENFORCEMENT
 No Details
 No Warnings & Citations



OBSERVATIONS

- High cyclist activity, many do not use flashers
- Landscape maintenance necessary near crossing

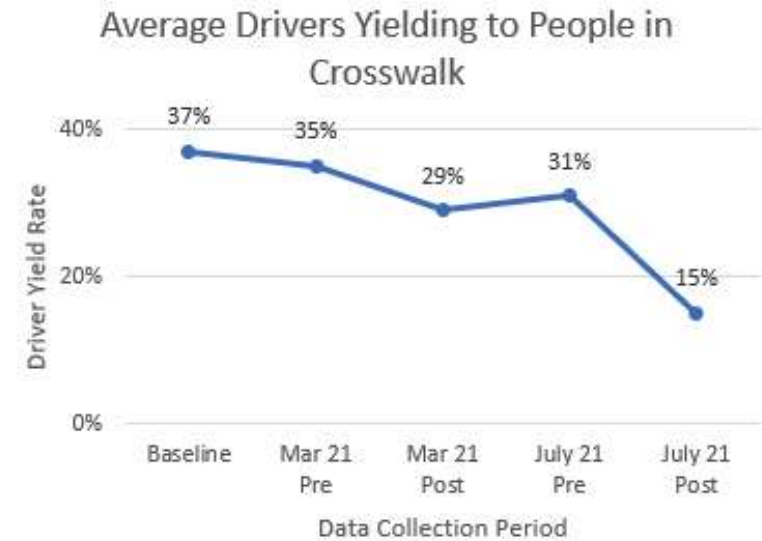


Lake of the Woods Blvd. & N. Carolwood Blvd.



- ✓ 1 Year monitored
- ✓ **Places of interest:** Residential, Commercial, School
- ✓ **Updates:** Fatality 2021 (**confirm**)

ENFORCEMENT
No Details
No Warnings & Citations



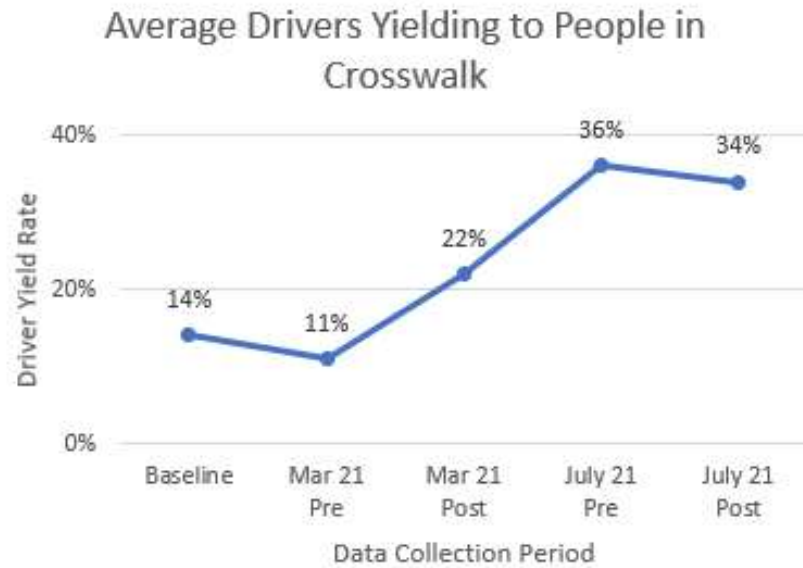
OBSERVATIONS

- Limited ped activity
- Crossing stipes do not connect to sidewalk
- Sidewalk gaps exist to connect community

S.R. 436 & Laurel Street



- ✓ 1 year monitored
- ✓ **Places of interest:** Seminole Wekiva Trail crossing, businesses, multifamily housing
- ✓ **Updates:** Reviewing for potential pedestrian bridge/tunnel at this location



OBSERVATIONS

- Push button not in ideal location
- Little trail signage

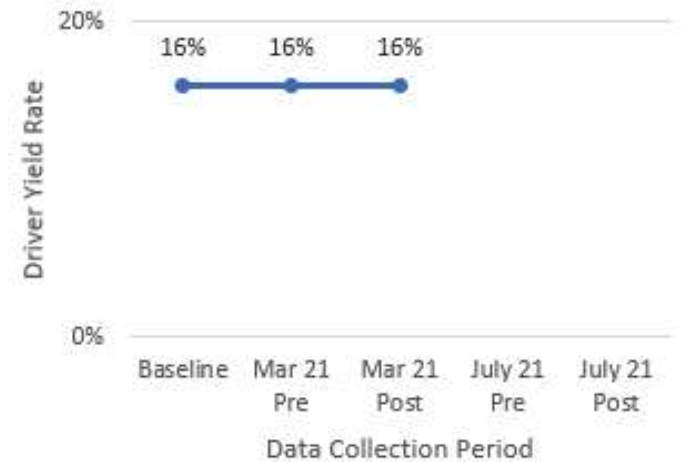


S.R. 434 & Orange Avenue



- ✓ 1 Year monitored
- ✓ **Places of interest:** Seminole Wekiva Trail crossing, businesses, bike shop, etc.
- ✓ **Updates:** Reviewing for potential pedestrian bridge/tunnel at this location

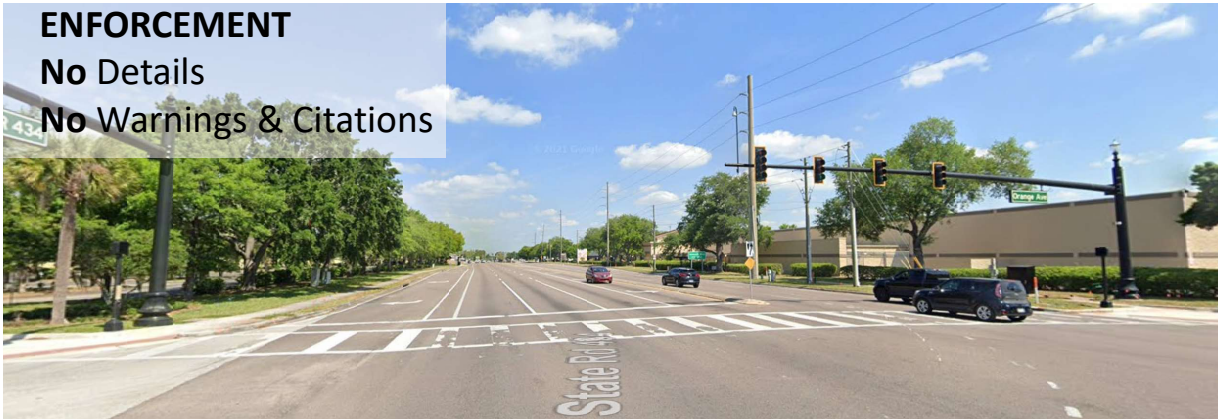
Average Drivers Yielding to People in Crosswalk



ENFORCEMENT

No Details

No Warnings & Citations



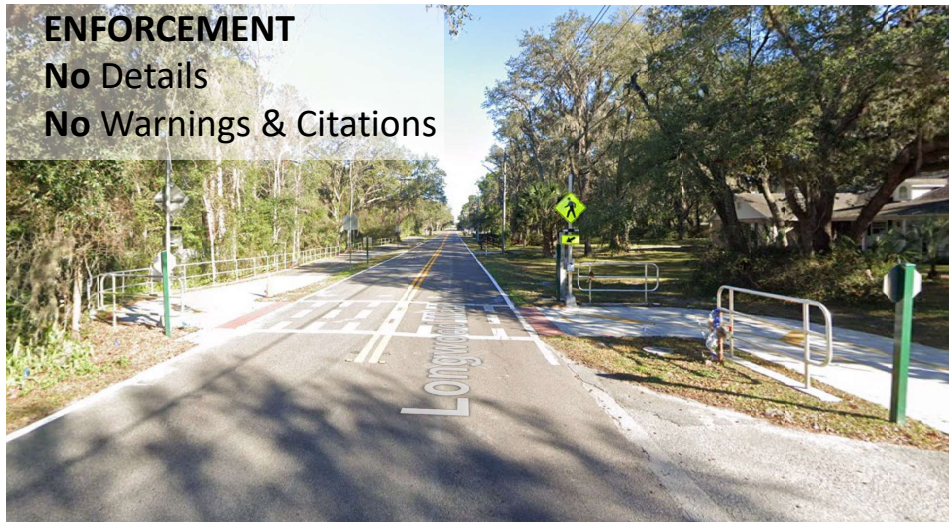
OBSERVATIONS

- Signal length is long (3 minutes)
- Competing with right turning vehicles
- No signage for the trail

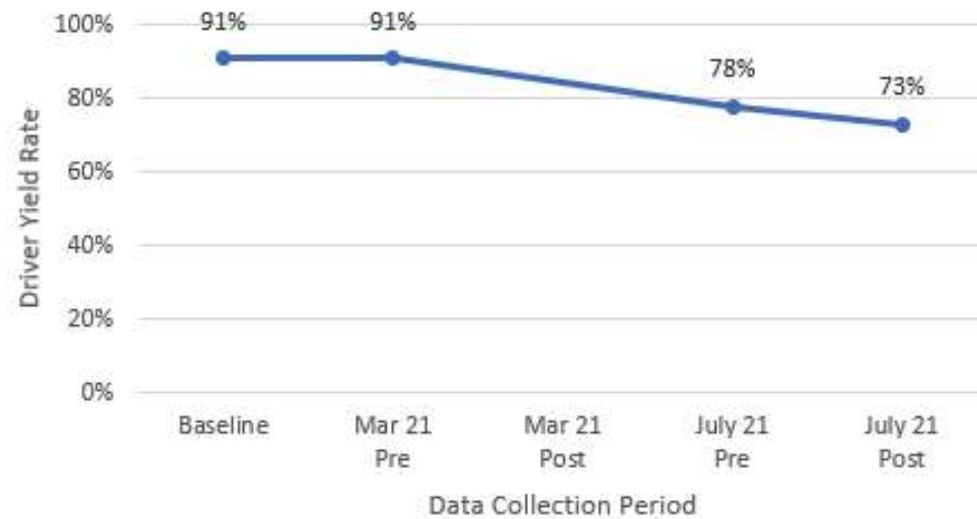
Longwood Markham Rd. & Via Bonita St.



- ✓ 1 Year monitored
- ✓ **Places of interest:** Residential, Seminole Wekiva Trail
- ✓ **Updates:** Signs for no cut through traffic were added



Average Drivers Yielding to People in Crosswalk



OBSERVATIONS

- Cyclists do not push the button
- Some signs overlap others and are difficult to read

Snow Hill Road and Jacobs Trail



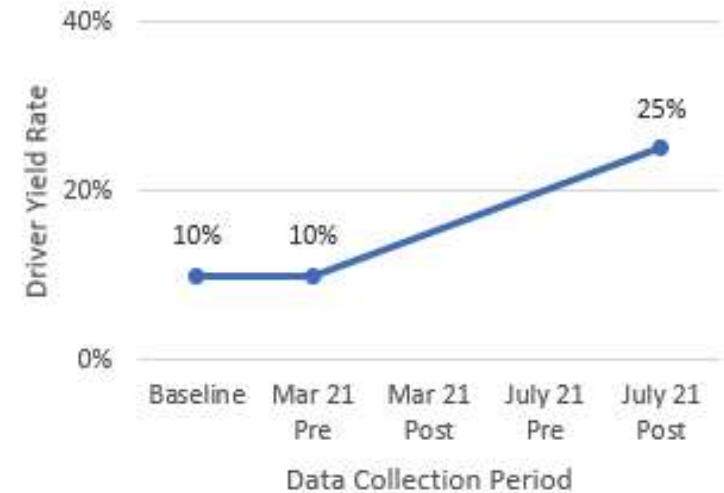
- ✓ **1** Year monitored
- ✓ **Places of interest:** Residential, Flagler Trail crossing, Walker Elementary School
- ✓ **Updates:** No updates as of 5/2020



ENFORCEMENT

- 1 Detail
- 25 Warnings & Citations

Average Drivers Yielding to People in Crosswalk



OBSERVATIONS

- Crosswalk length is 66 ft.
- High speeds noted even with crossing guards

Best Foot Forward - Community Outreach Recap SCSO Spooktacular (Seminole County)



Event: Seminole County Sheriff's Office (SCSO) Spooktacular Drive-thru Trunk-or-Treat Event

Date: Thursday, October 29, 2020, 6 – 9 p.m.

Location: SCSO, 100 Eslinger Way, Sanford, FL

Event Contact: Sgt. Bryan Thuesen, BThuesen@SeminoleSheriff.org

Attendance: 703 vehicles, approximately 4,000 children

BFF staff: Roni Wood



Event summary: Seminole County Sheriff's Office got creative this year to host its annual Spooktacular event with a trunk-or-treat drive-thru. Most of the trunk-or-treat vehicles were sponsored by SCSO departments, but they also invited a few community partners like Best Foot Forward (BFF) to host a booth. BFF used the opportunity remind drivers of the Florida yield law and share pedestrian safety tips and materials with the children.



This was a no touch, social distancing event, but BFF was able to speak to the attendees from a distance as they drove past. There were 703 tracked vehicles that drove through with approximately 4,000 children receiving goody bags. BFF's Roni waved and reminded children a few safety tips like looking left-right-left before crossing the street and to use a crosswalk when they can.

This was a high energy event with a lot of flashing patrol car lights and loud Halloween music. The SCSO's helicopter did a fly-over. Deputies were delighted to see that the most popular costume was a policeman costume. Sheriff Lemma greeted booth hosts before the event began, as well as the vehicle occupants, and was happy to see BFF participating. The event was so well attended that it ran over schedule. As always, the SCSO Spooktacular was great fun for all.

Materials Distributed:

- 300 candy bags with:
 - 300 Activity Books
 - 300 stickers
 - 300 iY4Peds Magnets
 - 300 iY4 Peds Tear Sheets

Follow Up / action items: There are no follow up items for this event.

Best Foot Forward - Community Outreach Recap Pedestrian Safety at Night Webinar



Event/Presentation: Pedestrian Safety at Night Webinar

Date: November 6th, 2020

Location: Online

On November 6th, 2020, BWCF hosted a Mobility Week webinar titled “Pedestrian Safety at Night” in partnership with LUX Solar and xGeographic. The webinar was moderated by BWCF executive director Emily Hanna. PJ Smith, founder of xGeographic and BWCF board member presented on how we can use data and analytics to determine where and why pedestrian fatalities might occur at night. Then Maj Majdalawi, president of LUX Solar presented on his in road solar lighting solution and how we can illuminate bike lanes and crossings to reduce these nighttime crashes.

The webinar was recorded and is available on the [BFF website here](#).

Best Foot Forward - Community Outreach Recap Jordan's Sporting Goods Store



Event: Jordan Smelski Foundation Annual Jordan's Sporting Goods Store

Date: Saturday & Sunday, December 12 & 13, 2020, 10 a.m. – 5 p.m.

Location: 1201 West S.R. 436, Altamonte Springs

Event Contact: Steve Smelski, 407-314-5540, ssmelski@jordanssmile.org

Attendance: 1,002 children plus parents and volunteers

BFF staff & volunteers: Barbara Giles, Franki Gonzalez, Emily Hanna, Randy Schrader, Hugo & Shelby Villatoro, Roni Wood, Jennifer Scowden

Event summary: 'Twas two weekends before Christmas, and Bike/Walk Central Florida elves were busy fitting and giving away 610 helmets to Central Florida families in need. More than 1,000 children received bikes, helmets and other sporting equipment at this year's Jordan's Sporting Goods Store.

The free store is opened on the second weekend of December each year by the Jordan Smelski Foundation for Amoeba Awareness in honor of Jordan who died at age 11 in 2014 from primary amoebic meningoencephalitis. He contracted the amoeba while on vacation, swimming in hot springs. In honor of Jordan, his parents Steve and Shelly Smelski host the annual free sporting goods store to give to children in need.

"Just remember that this weekend is about those kids. That's why we're here," Steve told volunteers before opening the doors Saturday. "Let's give them the best experience we can because this may be their only Christmas."

- A line of families waited out the door for the opening and a steady flow continued throughout the weekend.
- Mears Transportation donated a bus to bring 50 children from the Orlando Rescue Mission.
- WKMG's Trooper Steve and Orlando Magazine shared BWCF social media promoting the event.
- Seminole County Commissioner Bob Dallari stopped by to help out and show support.
- [Flickr album](#) or www.flickr.com/photos/iy4peds/albums

Materials Distributed:

- 610 helmets
- 610 iY4Peds magnets or stickers
- 610 iY4Peds tear sheets
- 610 pedestrian/bicycle safety activity books
- 225 Orlando, Orange County & Florida bike trails maps

Follow-up/action items: none



Best Foot Forward Community Outreach Recap Seminole Public Schools Bus Drivers



Presentation: Seminole Public Schools Bus Drivers

Date: Tuesday, January 5, 2021, 10:30 a.m.

Location: Virtual meeting

Event Contact: Bryant Rivera, Safety Manager, Seminole County Public Schools Transportation Services, 407-320-7597, bryant_rivera@scps.k12.fl.us

Attendance: 376

BFF staff: Barbara Giles

Event summary: Data collectors and law enforcement officers/deputies had reported a few Seminole County bus drivers not yielding to pedestrians at BFF enforcement operations or during data collection. One bus driver was even stopped and given a warning. BFF partner Seminole County Public Schools (SPSC) invited BFF to educate its drivers about the Florida driver yield laws and their responsibilities.

Best Foot Forward (BFF) pre-recorded a pedestrian safety presentation specifically for SCPS bus drivers. Following is the feedback from SCPS safety manager Bryant Rivera:

"Your presentation went well. 376 employees were logged on and watched your presentation. The pedestrian on the crosswalk portion of the video had the most feedback and was very educational and informative. Based on our feedback, I feel our drivers have a better understanding about pedestrian right of way. Thank you for all you do and great job!"

Follow-up/action items:

- BFF will report any future observations of bus drivers at operations or data collections.

Best Foot Forward Community Outreach Recap

Goldsboro Trail Ribbon Cutting & Clean-Up



Event: Goldsboro Trail Ribbon Cutting & Clean-Up Event / Seminole County

Sponsored by City of Sanford Parks & Recreation Dept. and FL Dept of Health Seminole County

Date: Sunday, January 24, 2021, 1-3 p.m.

Location: Railroad Ave & Historic Goldsboro Blvd, Sanford, FL 32771

Contact: Amanda Beal (407) 665-3391, Amanda.Beal@flhealth.gov

Attendance: 75

BFF staff: Emily Hanna and Roni Wood

Event summary: Best Foot Forward hosted a table at the Goldsboro Trail Ribbon Cutting Ceremony & Trail Clean-Up at the Goldsboro Trail in Sanford. Emily Hanna and Roni Wood shared pedestrian and bicycling safety information.

Florida Department of Health executive director Donna Walsh spoke about the physical and mental health benefits of bicycling daily. The Health Dept. also handed out personal hygiene packets and backpacks. Lyndy Moore's organization fit helmets. Bike Share offered green rental "Hoppr" bicycles too. Other BFF partners participating in the day's activities included City of Sanford city manager Norton Bonaparte and Parks & Recreation director Lisa Jones and staff.

BFF handed out literature about bicycle laws and reminded attendees that they are to act as a driver when operating a bicycle and follow all road rules. BFF also gave away blinking lights and reflective gear and safety books to children and shared bicycle signals with them. We also spoke to people about safe walking and crosswalk safety. The trail has a raised crosswalk at this location.

There was a steady stream of attendees and quite a few people out riding the 1.2 mile Goldsboro Trail. Volunteers collected approximately 20 bags of trash. It was a great way to re-introduce the trail and help beautify the Sanford community.

Materials Distributed:

- 12 iY4Peds magnets
- 12 iY4 peds tear sheets (English)
- 15 FL bicycle laws
- 10 Kid's activity books
- 10 blinking lights
- 8 pedometers
- 8 reflective snap bracelets

Follow-up/action items:

- Request Seminole County Trail Maps.



Best Foot Forward Community Outreach Recap



Virtual Presentation: West Sanford Boys & Girls Club (Seminole County)

Date: Wednesday, March 3, 2021 – 3:30 PM

Organization address: 919 South Persimmon Avenue, Sanford, FL 32771

Contact: Travis Knight, E: tcknight@bgccf.org, (407) 330-2456

Attendance: 30 children

BFF Staff: Roni Wood

Event summary: Thirty children at the Dr Velma D. Williams - West Sanford Boys & Girls Club listened attentively and asked lots of questions as a recent Best Foot Forward virtual presentation. Roni Wood shared safety pedestrian safety tips with children in the after-school care program children.

BFF mailed activity books to the club prior to the presentation, and the students went home with them. Roni made plans to visit the center when COVID restrictions lift to fit helmets because several students need them.

Materials distributed:

- 50 Activity books

Follow-up/Action items:

- May 2021 before school ends for summer check back for student's helmet fittings.

Best Foot Forward Community Outreach Recap



Presentation: Rotary Club of Seminole County South

Date: Friday, March 12, 2021 – 7:10 a.m. (Virtual Meeting)

Organization Location: The Legacy Club, 1700 Alaqua Lakes Blvd., Longwood, FL 32779

Contact: Julie Kauffman, E: juliakauffman26@gmail.com, (321) 356-1063

Attendance: 24 on Zoom

BFF Staff: Roni Wood

Event summary: Best Foot Forward's Roni Wood presented to Rotary Club of Seminole County South. They are still meeting virtually but hope to be back meeting in person at The Legacy Club soon. The Rotarians appeared interested in the presentation and asked great questions. The closest crosswalk to them is the International Drive & Westin Hotel which had a yield rate that increased to 88% in 2020.

Concerns raised were:

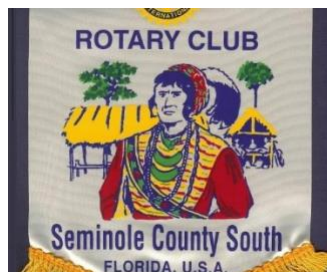
- Member Julia shared her concern for pedestrian safety in grocery store parking lots as her daughter was inches from being struck this week by a driver in one. It really shook her up.
- Alafaya Trail & E. Chapman Rd., Oviedo - A member mentioned that he went to the Seminole County School Board to support efforts for students' safety here as some elementary students have to cross fifteen lanes of traffic to get to school. He said there are seven lanes on one side and eight across the other. He was told they could not put crossing guards there because it was too dangerous however children have to get to school and there are children that walk. He didn't know if they finally put crossing guards out there but wanted to mention the intersection
- Another member had concerns for pedestrians crossing (Orange County) E. Colonial Drive & Goldenrod Road.

They shared that they are donating three children's books today to Seminole County Schools in honor of our Best Foot Forward efforts to make pedestrians safer in Central Florida.

Materials distributed:

- 60 iY4Peds magnets
- 60 Y4Peds tear sheets (English)
- 60 FL bike/ped laws

Follow-up/Action items: Roni to mail iY4P Magnets & tear sheets to Julie.



Best Foot Forward Community Outreach Recap



Event: Goldsboro Farmers Market

Partner: The Department of Health Seminole County

Date/Time: Friday March 15th, 2021, 2 – 6 p.m.

Location: Goldsboro Community, Allen Chapel, 1203 S. Olive Ave, Sanford, FL 32771

Contacts: Venise White, Ph: (407) 665-3008, M: 407-739-2730, Venise.White@flhealth.gov and Temi Thompson, M: 407-765-3017 Temidayo.thompson@flhealth.gov

Attendance: 50+

BFF Staff: Michele Gibbs & Randy Schrader

Event summary:

It was a beautiful day to be outside discussing bicycling and walking safety at the Goldsboro Farmers Market in Sanford. This was the official re-opening since the start of the pandemic. Locals who attended were eager to hear some safety tips and about Florida's driver yield laws. They were also interested in Bike/Walk Central Florida's role and its mission to advocate and bring bicycle and pedestrian safety awareness to the forefront. Attendees engaged in conversation at the Best Foot Forward table, sharing their personal concerns and questions. Examples include:

- Questions about what trails are safe in the area, in particular for children.
- Concerns about bike safety in the area from an attendee who plans to purchase a bike.

In addition to the BFF table, three local food vendors hosted tables, and the Florida Health Department- Seminole County, who helped restart the Farmers Market, were at the table next to BFF handing out produce bags, masks and other items.

Materials distributed:

- 20 iY4Peds magnets
- 21 iY4Peds stickers
- 11 iY4Peds tear sheets (English)
- 20 FL bike/ped laws brochures
- 15 Kids Materials-coloring and educational books

Follow-up/Action item: Add newsletter request emails to MailChimp. (completed)

Best Foot Forward Community Outreach Recap



Presentation: Oviedo Rotary Club

Date: Wednesday, April 7, 2021, 7:15 a.m.

Location: Canterbury Retreat, 1601 Alafaya Trail, Oviedo, FL 32765

Contact: Shirley Range, President (407) 451-8202, E: sqrangle@gmail.com

Attendance: 26 in person + 3 on Zoom

BFF Staff: Roni Wood

Event summary: Best Foot Forward (BFF) started this early morning at the beautiful Canterbury Retreat property in the City of Oviedo. Rotary members listened intently to our BFF presentation and had lots of feedback afterwards. This rotary meets not far from previous Oviedo BFF crosswalks and also close to UCF campus. There was a lot of concern mentioned for student pedestrian safety at and around UCF Campus.

- One member asked if there will ever be a pedestrian bridge considered for students to cross Alafaya Trail?
- Another member AJ mentioned seven UCF student pedestrians being struck and killed in this corridor. AJ used to be in charge of student safety on campus until he retired. He said they have not replaced him but he's very concerned to educate UCF students and asked if we could reach out to Mark Gumble, Safety Education Programming regarding presenting to students on campus and working to make student pedestrians safer on and around the UCF campus.

Oviedo Rotary President, Shirley Range, mentioned she will be in touch with BFF in the fall to work around the holidays on a children's event together.

Materials distributed:

- 26 iY4Peds magnets
- 26 iY4Peds tear sheets (English)
- 26 Ped Law

Follow-up/Action items:

Contact Mark Gumble, 407-823-4625, above regarding BFF presentation at UCF.

Best Foot Forward Community Outreach Recap



Event: Goldsboro Trail Clean Up and Legacy Walk

Date: Sunday, April 25, 1-3 p.m.

Organization address: Railroad Ave & Historic Goldsboro Blvd, Sanford, FL 32771 **Contact:** Amanda Beal (407) 665-3391, Amanda.Beal@flhealth.gov

Attendance: 35+

BFF Staff: Erin Hearn

Event summary: Best Foot Forward (BFF) participated in the Goldsboro Trail Clean Up and Legacy Walk. This was the first of regularly scheduled quarterly clean ups, since the ribbon cutting event on January 24, 2021. Erin Hearn set up a table with pedestrian and bicycle information for kids and adults.

The trail clean-up was a success! Several large garbage bags were filled by families, friends, BFF, and representatives from Seminole Department of Health pitching in to clean up along the entire trail.

The Legacy Walk was organized by The Florida Department of Health in Seminole County and Friends including Dr. Deidre Manley (No Limit Consulting) of Hunni Bunches Alliance, the City of Sanford, AmeriGroup, Providence Worship Center (in Sanford) in celebration of National Minority Health Month. Families, friends, and others strolled along the Goldsboro Trail in honor and in memory of those who have paved the road before us and those impacted by COVID-19. Prior to the walk local Church leaders shared stories and memories of those being honored.



BFF's mission was shared in conversation to attendees along the walk. Materials were distributed to participants at the table during the event.

Materials distributed:

- 3 iY4Peds magnets
- 1 iY4Peds tear sheets (English)
- 2 FL bike/ped laws
- 4 comic books

Follow-up/Action items:

Discuss possibility of having a bike event on the trail with FDOH's Venise White

Best Foot Forward Community Outreach Recap



Presentation: Central Florida Fire Chief's Association

Date: Thursday, May 13, 2021 – 11:30 a.m.

Location: 350 Northlake Blvd., Altamonte Springs, FL 32701

Contact: Craig Radzak, E: CRAIG.RADZAK@sanfordfl.com

BFF Staff: Roni Wood

Event summary: Fire safety personnel from Orange, Osceola, Seminole and Lake Counties welcomed Best Foot Forward's Roni Wood to their monthly meeting. There is a lifelong brotherhood in the fire service, and it was evident here between these four counties. These are the frontline personnel who arrive to care for injured people struck by a driver. It was important to share our message with them and hear their comments on how we can help to make pedestrians safer from their perspective.

- One Chief said that we should work with automobile manufacturers to have vehicles speak to the driver that there is a crosswalk ahead and then the driver becomes more aware of what to expect ahead. This technology is available.
- Chief Miller of Ocoee FD, (formerly Orlando FD) mentioned that he was part of the Best Foot Forward launch in 2012 in Orange County with Mayor Dyer. He said they used to have BFF magnets on their fire trucks but removed them because they got dirt behind them and they have to keep the fire trucks in mint condition. Maybe there's another way for fire departments to support the BFF program?
- Sharon Gregory, public safety specialist with Seminole Co. Fire Department asked if we had presented to Seminole Co. Children's Cabinet, Seminole Co. Transportation and one other group that she will be sending our way. She feels they would really benefit from the presentation.

Materials distributed:

- 28 Y4Peds magnets
- 28 iY4Peds tear sheets (English)
- 10 Walk Wise online surveys to Orange Co. personnel using the QR code

Follow-up/Action items:

- Roni to follow up with Sharon Gregory, Seminole County FD, E: SGregory@seminolecountyfl.gov

Best Foot Forward Community Outreach Recap



Presentation: Rotary Club of Winter Springs

Date: Friday, May 14, 2021 – 7:30 a.m.

Organization Location: Dominick's Restaurant, 1301 Winter Springs Blvd., Winter Springs, FL 32708

Contact: Gerry Marino, E: gerrymarino55@yahoo.com

Attendance: 25

BFF Staff: Roni Wood and Laura Spencer

Event summary: Rotary Club of Winter Springs hosted a Best Foot Forward presentation at their weekly meeting. Many of these members are active cyclist in Seminole County. We discussed the Seminole County Trail, the drivers passing bicyclist on the three-foot rule and that bicyclists can be ticketed.

Members voiced concerns for their Tuskawilla Community. The meeting was attended by City of Winter Springs Deputy Mayor Ted Johnson and Commissioner Kevin Cannon, who are both Rotarians.

Concerns pointed out in Winter Springs were:

- The shrubs at Seminole County Trail crossing at Tuscora Drive are high and dangerous for runners or cyclist to see oncoming vehicles. They have been known to run into the side of vehicles. We will report to Seminole Co.
- Winter Springs Blvd. needs crosswalks. The City of Winter Springs did a speed study and collected data which they now enforce with law enforcement but they are in real need for safe crosswalks in Tuskawilla Community. No crosswalk near Trotwood Park too.
- Commissioner Cannon asked about stop signs for cyclists on the Seminole Trail when they approach cross streets. He mentioned that he helped to get the City of Winter Springs to install blinking stop signs for drivers but agree cyclists need stop signs too.
- Commissioner Cannon also asked if we educate at bicycle shops. He suggested a handout for bike shops sharing rules of the road, safety tips and info about BFF.



Best Foot Forward Community Outreach Recap



- It was requested for us to share safety literature on the bike trails on a busy Saturday to educate hobby cyclists.
- There is no crosswalk at 419 at North Edgemon Avenue for people who want to cross to use the Seminole Trail and 419 is very busy.



Materials distributed:

- 25 Y4Peds magnets
- 25 iY4Peds tear sheets (English)

Follow-up/Action items:

- Laura call to present to Tuskawilla Homeowners Association, Kurt Miericke
E: kev.mccann1@yahoo.com
- Laura call St. Stephens Episcopal Church about bicycle giveaway at Christmas.
- Laura to follow up with Winter Springs Rotary about any Christmas bicycle giveaway opportunities for us to fit helmets.
- Discuss creating a Bike/Walk Central Florida branded bicycling handout with cyclist responsibilities, rules and info about BFF that bike shops can give to all cycling patrons.
- Book a Saturday at the trails to educate hobby cyclist on the rules while on trails. Provide a handout.
- Kayla or Emily to contact Seminole County about shrubs at Seminole County Trail crossing at Tuscora Drive.

Best Foot Forward Community Outreach Recap



Event: Tree City Park Grand Opening, City of Lake Mary

Date: Saturday, May 22, 2021 – 9:30 – 11:30 a.m.

Organization Location: Tree City Park, 157 Washington Avenue, Lake Mary, FL 32746

Contact: Jamie Hempel-Lobascio, Events Manager, City of Lake Mary Parks & Recs, (407) 585-1421,
E: jhempel@lakemaryfl.com

Attendance: 150

BFF Staff: Roni Wood

Event summary: BFF Roni Wood hosted an information table at the Tree City Park Grand Opening in the City of Lake Mary, sponsored by Lake Mary Parks & Rec Department. City of Lake Mary Mayor Mealor, Deputy Mayor Sid Miller, Commissioner Jordan Smith Seat 1, Commissioner Justin York Seat 4 and City Manager Kevin Smith welcomed the community and other departments heads to the celebration.

Roni represented Bike/Walk Central Florida by fitting any child in need of a free helmet and speaking about the importance of wearing their helmet every single time. She also handed out bicycle trails maps and spoke about crosswalk rules when riding a bicycle or as a driver.

Mayor Mealor shared his appreciation and support to what we were doing.

Materials distributed:

- 30i Y4Peds magnets
- 30 iY4Peds tear sheets (English)
- 22 State of FL Trails Maps
- 12 Bike Ped Safety Laws
- 13 children fitted with helmets with signatures
- 13 reflective armbands with signatures

Follow-up/Action items:

- Roni to contact Jamie Hempel-Lobascio to present to City of Lake Mary Summer Camp students.



Best Foot Forward Community Outreach Recap



Event: Oviedo Farmers Market (Seminole County)

Date: Saturday, June 5, 2021 – 8:00 a.m. – 1:00 p.m.

Organization Location: Oviedo Historical Society, 200 W. Broadway Street, Oviedo, FL 32765

Contact: Dawn, Oviedo Farmers Market Manager, E: dawn@virtualoptions.net

Attendance: 300

BFF Staff: Roni Wood

Event summary: Best Foot Forward hosted a table at the Oviedo Farmers Market organized by the Oviedo Historical Society. Roni spoke to people about the Seminole Trail that runs through their community. She shared info on the crosswalks that we are monitoring in Seminole County. There was a non-stop flow of people, and Roni was able to share pedestrian safety with 50 vendors prior to the event and approx. 250 shoppers during the event.

Concerns brought up by attendees were:

- Man said cyclist safety is concern from Alafaya Woods Blvd. to the Oviedo Downtown area where the Farmer's Market is held. There's no safe place for cyclists to ride.
- Lady said lots of cyclist come through her Deer Run neighborhood off Red Bug Road on the weekends. She stated that we need to educate cycling groups that travel in packs of the rules.
- Lady has major concern for Goldenrod Road & 426 – (Orange County)- RRFBs installed there but she witnessed a lady almost struck there. She asked if we could educate pedestrians crossing from apartment complex to stores on rules of RRFBs, and she also mentioned bus stops don't line up to these RRFB crosswalks and people get off bus and cross right at bus stop is instead of walking to the RRFB crosswalk. Possible education efforts here.
- Man suggested University Blvd. near UCF be place to education people who dart across the road not using crosswalks.

Materials distributed:

- 123 iY4Peds magnets
- 123 iY4Peds tear sheets (English)
- 39 iY4Peds fans
- 50 State of FL Trails Maps
- 10 Bike Ped Safety Laws
- 50 Activity Books
- 9 reflective armbands & BFF bicycle reflectors with signatures

Follow-up/Action items:

- Next time we do Oviedo Farmers Mkt please bring helmets. Kids with needs here.

Best Foot Forward Community Outreach Recap



Presentation: VFW Post 10147, Apopka & Altamonte Springs Pancake Breakfast

Date: Saturday, June 19, 2021

Location: Apopka Community Center, 519 South Central Avenue, Apopka, FL 32704

Contact: Commander Andy Anderson, E: vfwpost10147@yahoo.com, 407-718-4260

Attendance: 40

BFF Staff: Roni Wood

Event summary: BFF Roni Wood presented pedestrian safety information to a rotating audience of VFW Post 10147 Apopka and Altamonte Springs members at their monthly Pancake Breakfast. These are all retired military personnel who meet as a part of this club. City of Apopka Mayor Bryan Nelson attended the breakfast with his mother.

- One lady suggested to focus on crosswalk paint in the City of Apopka as paint is quite worn at many of the intersections. Roni said that she will share this information with our partners.
- A man said he personally on two separate occasions this week at 436 near Aldi's two blind individuals trying to cross this major intersection. It's at least six lanes of traffic there and drivers traveling very fast. He has a big concern for their safety.

Materials distributed:

- 40 iY4Peds stickers
- 40 iY4Peds tear sheets (English)
- 1 Activity Books
- 18 WalkWise surveys

Follow-up/Action items: Share concerns above with Orange County and City of Apopka partners.

Best Foot Forward Community Outreach Recap



Presentation: Florida Department of Health in Seminole County
Bicycle Safety Rodeo

Date: Saturday, June 26, 2021, 9:00am – 12:00am

Location: Florida Department of Health in Seminole County

Organization address: 400 W. Airport Blvd., Sanford, FL 32773

Contact: Amanda Beal

Attendance: 20

BFF Staff: Randy Schrader, Laura Spencer

Event summary: The Florida Department of Health in Seminole County sponsored a Bicycle Rodeo to educate children about the importance of bicycle safety. Helmets were given away and properly fitted by certified instructors. Unfortunately, attendance at the event was sparse. Randy did speak to a few families (10 people) about the importance of being aware of your surroundings while biking and walking. We met Gary with Pedal Driven in Sanford. We also had the pleasure of tabling next to Steve and Shelly Smelski with the Jordan Smelski Foundation.

Materials distributed:

- 3 out of 50 FL bike/ped laws
- 3 out of 48 Walk/Bike w/me in FL Activity Book
- 2 out of 20 Bike 2 School Activity Book
- 3 out of 43 Ryder Activity Book
- 5 out of 96 Why Ped Safety Matters Flyer
- 3 out of 30 Florida Top Trails Pamphlet

Follow-up/Action items:

- Venise White stated she will follow up with Emily to discuss the Bike5Cities event.



Best Foot Forward Community Outreach Recap



Event: Sanford Church of Christ – Back to School Bash

Date: Saturday, July 24, 2021

Organization Location: 1500 S. Park Avenue, Sanford, FL 32771

Contact: Amy, Church Secretary, (407) 322-7781, secretary@sanfordcoc.org

Attendance: 75 children 60 adults, 30 church staff member volunteers

BFF Staff: Roni Wood and Randy Schrader

Event summary: Best Foot Forward hosted an educational table at the Sanford Church of Christ – Back to School Bash. The well-organized, circus-themed event allowed children to receive back packs and other school supplies. They visited each station where they played games for school supplies to fill the backpack.

Best Foot Forward was there to fit attendees who needed a new bicycle helmet. We were able to fit helmets on 65 children. Families also enjoyed popcorn and hot dogs with snow cones provided by BFF partners at Seminole County Sheriff’s Office. Thanks to the friendly church members for organizing! Families were so excited and grateful to receive their new items, especially their new bicycle helmets.

Materials distributed:

- 63 iY4Peds stickers/magnets
- 55 iY4Peds tear sheets (English)
- 10 iY4Peds Fans
- 68 Kids activity books
- 6 Trail Maps
- 4 Digiscreens
- 54 ABC’s of Cycling Bookmarks
- 15 Back to School Bookmarks
- 10 Bicycle Hand Signals Brochure
- 65 bicycle helmets with signatures
- 21 Reflective Armbands with signatures



Best Foot Forward Community Outreach Recap



Event: Orlando Metro Section of American Planning Association

Date: Thursday, July 29, 2021

Organization Location: UCF Downtown Campus, 520 West Livingston Street, Orlando, FL 32801

Contact: Emily Hanna, 407-617-4321, E: emily@bikewalkcf.org

Attendance: 25 attendees+

BFF Staff: Emily Hanna & Roni Wood

Panelists:

- Lisa Portelli, Senior Advisor to Orlando Mayor Dyer & Bike/Walk Central Florida Board Chair
- Laura Hardwicke, City of Orlando Vision Zero Project Manager
- Mike Wilson, Metroplan Orlando Senior Planner
- Emily Hanna, Bike/Walk Central Florida Executive Director & Vice Chair of Orlando Metro Section of American Planning Association
- Roni Wood, BFF Community Outreach Specialist / struck by a driver in Orlando

Event summary: Emily Hanna hosted the Orlando Metro Section of American Planning Association Annual Meeting. The group began by watching a virtual presentation by Charles Brown about arrested mobility. Next, the panel discussion began with questions about mobility in Central Florida.

Laura Hardwicke spoke about the Vision Zero plan and went into detail about ways to make our streets safer. Lisa Portelli spoke about social services and vulnerable road users and her passion to keep pedestrians and bicyclist safe. Mike Wilson added his thoughts on whether we are making progress in Central Florida and how he looks at roadway designs to make them safer for communities.

Roni Wood spoke about her experience as a victim being struck by a driver and recovery and what she does now with the Best Foot Forward program to help make changes.

Materials distributed:

- No materials distributed.
- 8 Walk Wise Surveys returned

Follow-up/Action items:

- none



Seminole County BFF Steering Committee Planning Workshop

January 27, 2021, 10:00 AM

Recap Notes



Welcome + Introductions

Attendees:

Taylor Laurent, MetroPlan Orlando
Bryant Rivera, Seminole County Public Schools Transportation
Michael Blinn, Seminole County
Frank Consoli, Seminole County
Bill Wharton, Seminole County
Mary Moskowitz, Seminole County
Brian Woods, Seminole County Sheriff's Office
Chad Lingenfelter, FDOT
Amanda Beal, Seminole Florida Department of Health
Venise White, Seminole Florida Department of Health
Emily Hanna, Bike/Walk Central Florida
Barbara Giles, Bike/Walk Central Florida

- Emily welcomed and thanked partners for their participation in the program and time today.
- Announced that Seminole County funding was approved.

Survey Results + Discussion

Emily reviewed results from survey that asked partners about their views of the program and recommendations. (See Crosswalk Workshop Survey Review in meeting materials).

Engineering

- Emily Hanna asked partners to let her know if there is anything data-wise that would be helpful to them while BFF data collectors are in the field.

Enforcement

Do partners want pedestrians/cyclists ticketed?

- Bryant Rivera concerned with cyclists not stopping at trail/road crossing - specifically, at 419/434 near SPCS bus compound. Many close calls at the Seminole Wekiva Trail. Particularly around 9-9:45 a.m. when almost 400 busses coming into the compound.
- Chad Lingenfelter – Regarding time of day enforcements – Would hope that law enforcement agencies could take advantage of bike light program. FDOT offers lights to law enforcement that they can give to those who need lights on bikes, and he'd prefer to see those given away instead of tickets for violating Florida bike light laws. He has 100s of lights that he can't get rid of that he could possibly work for BFF that law enforcement doesn't need to attach.

Education

Friday In the News e-blast:

Seminole County BFF Steering Committee Planning Workshop

January 27, 2021, 10:00 AM

Recap Notes



- Bill Wharton – Would prefer to see every other week. Doesn't have time weekly. Said that we do a great job on content and layout.
- Mary Moskowitz – Does look at it each week, but is selective at what she clicks through. Maybe consider a monthly or every other week with adding an infographic or a quick digest.
- Mike Blinn – Every other week as well.
- Taylor Laurent - Maybe every other week doing local and once a month add the national news.

Evaluation:

Progress Report:

- Orange and Osceola want to still receive monthly, and it is part of the Seminole contract, so they will receive it.

Is our evaluation what they would like to see?

- Mary – Appreciates that we are conscious of targeting communities. Likes the idea of having community advocates and not just have HVE.

Emily gave an overview of 2020 Year in Review.

2020 BFF Program Review

Proposed Changes:

Program crosswalks were initially categorized based on speed. We are looking at categorizing the crosswalks in more categories.

1. Basic crosswalk paint, no ped signage
 2. Pedestrian signage present
 3. Enhanced pavement markings, advanced pedestrian signage, in street signage, refuge island
 4. RRFBs
 5. Signalized red and PHBs
- Emily shared about the GIS software that BFF is developing. Working with PJ Smith on a GIS Lotus application in a story-map format and will put the data online in a more user-friendly format. Data collectors will be able to put in the data and observations quickly.

BFF Partner Updates

Partner Updates:

FDOT - Chad:

- Not sure when PHB on 17-92 will be installed.
- HVE grant cycle is out. So far only SCSO has applied for and been approved for funding HVE grants. Funding available for high crash corridors for City law enforcement throughout Seminole County. Tracking how District 5 is doing -- data shows that D4 is improving more than D5. One variable is that D4 is doing better at taking advantage of HVE grants.

Frank Consoli – Study for 436/434 pedestrian bridge for Seminole/Wekiva trail – Emily added that the BCC kicked it back for more options. They are also looking at the feasibility of doing a tunnel. Would be helpful if BFF could do doing ped counts and share some basic observations at this location.

Seminole County BFF Steering Committee Planning Workshop

January 27, 2021, 10:00 AM

Recap Notes



Emily asked about Cross Seminole Trail at 419 (across for Soldier Park) – Mike Blinn confirmed it will be signalized.

Amanda Beal: Seminole Dept. of Health Friends just adopted Goldsboro Trail and will be doing monthly clean-ups. Venise White: City of Sanford manager will continue to work with them on safety with increased striping and some disability access at or near the trail.

2021 BFF Proposed Enforcement Schedule

Brian Woods will confirm if March 23 or 24 will work for enforcement and look at other dates as well.

Crosswalk review:

Bear Lake & McNeil Rd. – **Keep**

- Near a middle school. A lot of school crossings.

International Pkwy at Westin Hotel (RRFB) - **Keep**

- Lot of activity at lunchtime.

EE Williamson Rd. & Penelope Dr. - **Remove**

- This crosswalk is going away as part of construction project.

EE Williamson Rd. at Seminole Wekiva Trail (RRFB) – **Keep**

Dike Rd. & Lake Howell High School – **Keep**

- High-use by people walking.

Longwood Markham Rd. at Seminole Trail (RRFB) - **Add**

There is a petition to lowering the speed.

Snow Hill Rd. and Jacobs Trail (Flagler Trail) - **Add**

Lake of the Woods Blvd. and N. Carolwood Blvd. – **Monitor**

- The crosswalk doesn't have a ramp or sidewalk on one side. Did some pedestrian counts.

Seminole County BFF Steering Committee Meeting

March 2, 2021

9:00 AM

ZOOM: <http://bit.ly/2ZGfbDV>



Meeting Recap

[Link to Best Foot Forward Meeting packet](#)

Attendees:

Amanda Beal, Department of Health, Seminole
Matthew Blunt, Casselberry Police Department
Kelly Brock, City of Casselberry
Frank Consoli, Seminole County
Mary Ann Horne, MetroPlan Orlando
Myles O'Keefe, LYNX
Taylor Laurent, MetroPlan Orlando

Mary Moskowitz, Seminole County
Bill Wharton, Seminole County
Venise White, Department of Health, Seminole
Emily Hanna, Bike/Walk Central Florida (BWCF)
Cody Johnson, BWCF
Barbara Giles, BWCF
Roni Wood, BWCF

Emily Hanna welcomed Best Foot Forward steering committee members and thanked them for participating in the meeting.

January Progress Report and One Page Summary Review

- Emily shared the January progress report, the summary page and discussed upcoming dates this year (*all in meeting packet*).
- Emily asked the committee for input regarding anything else they would like to see each month in the progress report. Mary Moskowitz would like to see included the crosswalk yield rates, enforcement data and monitoring observations.
- Emily shared that soon BFF will have a GIS system in place, and partners will be able to click on the location and view all the information we have available. In the meantime, Barbara said we can easily include the spreadsheet with this information each month with the progress report.

2021 Confirmed Crosswalks and March Operation BFF Enforcement Schedules

- Emily revisited the crosswalks selected for FY'21.
- Sgt. Matthew Blunt and Kelly Brock discussed the Casselberry crosswalks. Winter Park & Cannon Way and Winter Park & Quintuplet will be the best for enforcement. They also discussed whether Winter Park Dr. & Bluebell will be enforceable.
- Emily reviewed the enforcement schedule for the March 23 & 24 dates (attached in packet). She asked that SCSO and Casselberry PD send their ops plans with times as soon as possible. We will be sharing this schedule with the media.
- Emily invited committee members to observe the Operation BFF in Osceola County on March 9.
- **Save-the-Date: Seminole and Orange County Operation Best Forward – March 23 & 24**



Seminole County BFF Steering Committee Meeting

March 2, 2021

9:00 AM

ZOOM: <http://bit.ly/2ZGfbDV>



Community outreach presentation

- Barbara Giles shared an example of the BFF outreach presentation. Amanda Beal asked if we could add that she can do helmet fittings.

Partner updates

Amanda Beal and Venise White, Florida Department of Health Seminole County:

- They will do helmet fittings at the Goldsboro Trail Clean-up and Goldsboro Farmer's Market.
- Grand opening of the Goldsboro Farmers Market is March 19.
- They will host regular clean-ups of Goldsboro Trail, which they have adopted
- Using Pace Environmental Health grant for the Goldsboro Trail. They've just completed a walking audit of the trail and are working with the City of Sanford on some ADA transitions on the trail.

Mary Ann Horne and Taylor Laurant, MetroPlan Orlando:

- Focusing on bringing home the 2045 plan. Working on the executive summary to have a concise vehicle to share it with the public.
- MPO program Lake Nona Middle School: educating about who MPO is, what they do and why complete streets are so important. They are producing a video that they can share.
- MetroPlan is working on corridor planning studies and will share more at next few meetings. Emily added that BWCF has been involved with the bike/ped plan.

Mary Moskowitz, Seminole County:

- Working on a planning project near the Community Center in East Altamonte, and they just had the kick-off meeting. An important element is the community outreach and input, and a big piece of it is connectivity and how to do that while maintaining the integrity of the area.

Myles O'Keefe, LYNX:

- No updates from LYNX, but will share Operation BFFs with drivers.
- Emily reported that LYNX buses have been yielding during data collection.

Emily and Cody are working on crosswalk reviews with recommendations for partners.

BWCF is building a GIS platform to put the BFF information online.

Action items:

- BWCF will add the crosswalk grid to the monthly progress reports.
- Cody will work with Sgt. Blunt and Kelly Brock to confirm the Casselberry crosswalks.
- Seminole County Sheriff's Office and Casselberry Police Department will send operation schedule as soon as possible for March 23 enforcements.
- Venise White or Amanda Beal will invite us to the Goldsboro Trail Clean-up and send information on the Goldsboro Farmer's Market.
- Next meeting: Tuesday, April 6



Seminole County Best Foot Forward Steering Committee Meeting
April 6, 2021, 9 a.m.
Meeting Recap



[Link to Meeting Packet](#)

Attendees:

Frank Consoli, Seminole County Government
Bill Wharton, Seminole County
Leilani Vaiaoga, Metro Plan Orlando
Temi Thompson, FDOH-Seminole County
Amanda Beal, FDOH-Seminole County

Venise White FDOH-Seminole County
Barbara Giles, Bike/Walk Central Florida
Cody Johnson, Bike/Walk Central Florida
Emily Hanna, Bike/Walk Central Florida
Michele Gibbs, Bike/Walk Central Florida

February Progress Report

- Barbara Giles shared the February progress report.
- Discussed March's Operation Best Foot Forward (BFF) as well as earned media, social media, media coverage details, outcomes and general highlights.
- Discussed other highlights for the month of March such as Rotary club meetings in Seminole County and the Dangerous by Design report release on March 10th.

March Operation Best Foot Forward Report

- March 9th, 23rd and 24th operations of the month.
- Emily gave input on the operations that took place in Seminole County. Emily discussed some things that worked for the operations in Seminole County, such as tear sheets and its implementation of education to drivers.

Next Operation BFF

- Emily asked for confirmation on July 27th & 28th enforcement dates.
 - Theme: Back to School as students will be returning in person as vaccinations become more accessible.
 - Seminole County will be informed as soon as those dates are confirmed or changed.

Community and crosswalk concerns

Spring Valley

- Spring Valley residents are concerned about their nearby crosswalk in regards to the exposure and threat it has on pedestrians when crossing.
- As this crosswalk is residential, Emily stated that targeting crosswalk efforts could assist the crosswalk safety, but she believes it is more of the drivers' behaviors.
- Bill Wharton shared that there will be an upcoming change of design and asked for input to share with the project manager as soon as possible.

- Venise White brought up the expansion of the Cross Seminole Trail she visited on Easter and is excited to see what's next, such as the gap being closed on the trail as it continues to Lake Mary, through Winter Springs past Oviedo to the Orange County line.



Bike/Walk Central Florida is the nonprofit responsible for administering the Best Foot Forward program on behalf of the coalition partner

Seminole County Best Foot Forward Steering Committee Meeting
April 6, 2021, 9 a.m.
Meeting Recap



Highland Community

- Emily shared a similar concern from the Highland residents who frequent the nearby Cross Seminole trail. The nearest crosswalk for residents is located at the elementary school nearby, but is out of the way of the trail. This results in residents crossing 419 in order to get to the Cross Seminole trail faster. Highland residents would like to see some sort of crosswalk or safe crossing solution across 419, but FDOT said they will not be implementing a new crosswalk in this location.
- Bill Wharton voiced the question of what possibilities can be open to implementing safe crossing for bicyclists.
- Emily suggested a shared path for bicyclists on the roadway and getting Highland residents behind this as well as the Winter Springs community.
- Venise White shared her excitement to see these changes and shared the upcoming Goldsboro Legacy Walk and Clean-up for National Minority Health Month on April 25th, which is to influence community members to utilize the Goldsboro trail.

Crosswalk Countermeasure Levels Feedback and Discussion

- Studying what current countermeasures are at each crosswalk and what suggestions can be added.
- Emily discussed the data portion of what countermeasures for crosswalks will look like in terms of infrastructure and additional needs for the crossing, over time these countermeasures allow for tracking and monitoring of the crosswalks levels and progress.

Crosswalk Gradation

- Once crosswalks reach a high yield rate, those crosswalks will graduate to make room for other crosswalks that can be monitored.
- Emily discussed how crosswalks will qualify as graduated, depending on the criteria and metrics. The choice and exposure of gradation is up to each individual city, more in May and June.

Actions Items:

- Emily's end of April bike ride on the Cross Seminole trail-inviting Amanda Beal and others to see what the crossing looks like and how new implementation can be made.
- Upcoming operations for BFF at the end of July (possibly the 27th and 28th), solidifying dates and sharing with Seminole County.
- Share with Bill Wharton any suggestions and inputs for the Spring Valley crosswalk.
- Share the Goldsboro Legacy Walk and Clean-up for National Minority Health Month on April 25.

Seminole County Best Foot Forward Steering Committee Meeting
May 4, 2021, 9:00-9:36 a.m.
Meeting Recap



[Link to Meeting Packet](#)

Attendees:

Frank Consoli, Seminole County Government
Bill Wharton, Seminole County
Kelly Brock, City of Casselberry
Brian Woods, Seminole County Sheriff's Office
Temi Thompson, FDOH-Seminole County
Amanda Beal, FDOH-Seminole County
Venise White, FDOH-Seminole County
Mary Ann Horne, MetroPlan Orlando

Vasu Persaud, Seminole County Public Works
Trisha Whitton, LYNX
Emily Hanna, Bike/Walk Central Florida
Barbara Giles, Bike/Walk Central Florida
Cody Johnson, Bike/Walk Central Florida
Michele Gibbs, Bike/Walk Central Florida
Laura Spencer, Bike/Walk Central Florida
Kayla Mitchell, Bike/Walk Central Florida

Progress Reports

- Emily did a general overview of the summary page and what it includes region-wide.
- Progress reports will go from monthly to quarterly in the fiscal year 2022.
- Partners asked to provide feedback on the summary documents to fulfill their needs.

Next Operation BFF

- Emily confirmed the July 27th & 28th enforcement dates.
 - Theme: Back to School as students will be returning in person.
 - Crosswalks will be selected for enforcement at the June steering committee meeting.
 - Partners to provide feedback on locations near schools to be considered for enforcement.
- As data is continuously collected for the month of May, Emily would like to use the data to analyze the points of interest and context of intersections/crosswalks and pedestrian safety. Emily will discuss this data more in June's steering committee meeting.

Partner Updates

- National Bicycle Safety Month is in May.
- Seminole-Wekiva Trail Audit is on Friday, May 7, 2021.

Seminole Updates

- Mary Ann Horne shared the 2021 Regional Transportation Survey, which has not done a comprehensive range survey like this since 2015. This 10-minute survey will run for three weeks, covering all modes of transportation. It will go deep into bicycle and pedestrian safety (safety and convenience). Through this survey, Metro Plan hopes to collect new data, examining things unasked in previous surveys.
- Mary Ann would like to share this survey as much as possible to reach a larger audience and go beyond just work life but also include under-served groups. If you fill this survey out, you are added to win a \$25 raffle.



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Seminole County Best Foot Forward Steering Committee Meeting
May 4, 2021, 9:00-9:36 a.m.
Meeting Recap



- Bill Wharton and Kelly Brock shared their involvement in dissecting the dangerous by design report. They apply that to their enforcement studies on pedestrian safety. Kelly stated that the Casselberry enforcement operation had many takeaways, and the data and information collected will be resourceful in their studies.
- Kelly highly recommended that everyone try a nighttime corridor audit. Kelly was taken back by the lack of lighting at Winter Park drive, which should be one of their best corridors.
- Emily asked Brian Wood about the possibility of speed signage on SR 46 and Celery Ave. Cody, Temi, and Emily walked the crossing path at that intersection and stated the danger this poses for a pedestrian. Brian says that there are at least five-speed signs before that intersection, and he doesn't believe they will be adding one.

Actions Items:

- Feedback from Seminole County and additional partners regarding what they would like to see in their specific progress report.
- Please email us anything specific that Seminole County Partners would like Bike/Walk to share and get involved with.
- Kayla Mitchell asks if there is a procedure manual on nighttime audits. Kelly will ask for any references/recaps, and any giant existing conditions reports will be shared on the corridor.
- Venise shares that she will send out the flyer for the cycling group, "Black Girls Do Bike," to share.
- Amanda Beal and Emily discussed more on a Bike Rodeo collaboration- Emily shares that she put out a scope to do a bike rodeo (one in each county).

Seminole County Best Foot Forward Steering Committee Meeting
June 1, 2021, 9 a.m.
Meeting Recap



[Link to Meeting Packet](#)

Attendees:

Bill Wharton, Seminole County
Mike Blinn, Seminole County
Mary Moskowitz, Seminole County
Vasu Persaud, Seminole County
Kelly Brock, City of Casselberry
Brian Woods, Seminole County Sheriff's Office
Temi Thompson, FDOH-Seminole County
Amanda Beal, FDOH-Seminole County
Venise White FDOH-Seminole County

Taylor Laurent, MetroPlan Orlando
Leilani Vaiaoga, MetroPlan Orlando
Trish Whitton, LYNX
Barbara Giles, Bike/Walk Central Florida
Emily Hanna, Bike/Walk Central Florida
Michele Gibbs, Bike/Walk Central Florida
Laura Spencer, Bike/Walk Central Florida
Kayla Mitchell, Bike/Walk Central Florida

FY' 21 BFF Pre-Enforcement & Post-Enforcement Yield Rate Data

- Kayla Mitchell did a general overview of the yield rate data for Seminole County and the City of Casselberry.
- Kayla asked from a high-level view, if there is anything else steering committee members would like to see monthly. Bill Wharton, would like to see pedestrian counts in our driver yield data that is shared in future steering committee meetings.
- Kayla shared the 2019-2021 Metro Plan Miovision pedestrian counts and shared the news of a map that is in progress to create a visual overview.

Crosswalk Selection for July 27-28

- Kayla will follow up with Sgt. Blunt and Dpt. Woods on choosing crosswalks for the July enforcement operation.

BFF Partner Updates

MetroPlan Orlando

- Taylor Laurent introduced the new Rock Springs Road and West Orange Trail Studies. There will be more literature and opportunities for public engagement in the survey offered [here](#) through July 16th.
- Leilani Vaiaoga, spoke to the positive outcome from the 2021 Metro Plan Transportation Regional Survey and thanked partners for sharing with the public.

City of Casselberry

- Kelly Brock reported the continuation of the Winter Park Drive Complete Streets Study and said the existing condition report was recently received from the consultant. Three additional speed feedback signs will be installed.
- The Concord Drive Project is wrapping up in late June early July and the updates will be shared with the committee.



Bike/Walk Central Florida is the nonprofit responsible for administering the Best Foot Forward program on behalf of the coalition partner

Seminole County Best Foot Forward Steering Committee Meeting
June 1, 2021, 9 a.m.
Meeting Recap



Florida Department of Health: Seminole County

- Amanda Beale shared the All About Kids 'event with FDOH-Seminole County will take place June 26. An internal meeting and vendor/planning meeting will happen this week.
- The July 25 Goldsboro trail will only be a clean-up. There will be no vendors for this clean-up but will continue with vendors in the next clean-up in October.

LYNX

- Trish Whitton shared that LYNX ridership is currently 60% of pre-covid levels. The new COVID-19 Passenger Survey can be found [here](#).

Bike/Walk Central Florida

- Emily Hanna reported that BWCF recently adopted a new strategic plan to provide more programs and services.
- Bike 5 Cities will kick off Mobility Week this year on October 30.

Seminole County Public Works

- Vasu Persaud reviewed the preliminary report on crosswalk recommendations and its assessment on the physical built environment of crosswalks and observations. Vasu will meet with Emily to review suggestions and prioritize recommendations with Public Works.

The next steering committee meeting is August 3, 2021 at 9:00 a.m.

BFF Steering Committee Conference Call: Seminole County

Tuesday, August 3rd, 2021

9:00 a.m. – 10:00 a.m.



Meeting Recap

[Link to meeting packet](#)

Attendance

Kelly Brock, City of Casselberry

Matthew Blunt, Casselberry Police

Department

Trish Whitton – LYNX

Cynthia Lambert, MetroPlan Orlando

Jasmine Blais, MetroPlan Orlando

Brian Woods, Seminole County Sheriff's Office

Bill Wharton, Seminole County

Mike Blinn, Seminole County

Emily Hanna, Bike/Walk Central Florida

Barbara Giles, Bike/Walk Central Florida

Operation Best Foot Forward Recap

Emily Hanna gave a brief overview of last week's Operation BFF. Partners will receive a full report next week.

- 8 law enforcement agencies
- 15 details at 14 crosswalks near schools
- 301 failure to yield to pedestrian warnings and citations
- 111 media placements
- 2.9 million impressions
- Impact value of more than \$395,000 (ad-value equivalency)
- Attendance from 5 elected officials and 15 coalition members
- Noted that Commissioner Dallari commented that he wants to see improvements and wants to know what exactly he is asking for in terms of funding.

Casselberry has installed speed feedback signs near the N. Winter Park Dr. & Quintuplet Rd. crosswalk. Emily and Kelly will discuss other options offline.

Planning for Fiscal Year 2022

Meeting preferences

- Will continue to meet virtually monthly

Reporting changes

- Starting October 1, partners will receive quarterly reports instead of monthly. Concentrating staff time on other actions. There will still be monthly updates at steering committee meetings.

Data collection changes

- In October, will start collecting data every other month instead of only before and after enforcements. Goal is to see what is happening consistently throughout the year. Will also help BWCF staff data collectors more regularly.



Bike/Walk Central Florida is the nonprofit responsible for administering the Best Foot Forward program on behalf of the coalition partners.

BFF Steering Committee Conference Call: Seminole County

Tuesday, August 3rd, 2021

9:00 a.m. – 10:00 a.m.



- Will also look at when we collect the data. For example, may collect data near trails on weekends when crosswalks are used more frequently.
- Cynthia Lambert suggested engaging Urban Knights as data collectors. Emily agreed to consider students, and shared that we currently have a UCF student and a crossing guard and that we are trying to also diversify the look of our data collectors.

Schedule crosswalk workshops

- September meetings will be with Seminole County and Casselberry separately to concentrate on FY'22 crosswalk selection. The morning of September 7 will work for both and Kayla will reach out to confirm a time.

Outreach Update

- Barbara Giles shared that we have been able to continue in person events and presentations, educating drivers throughout Seminole County. She asked for partner input on any particular areas of concentration of events for next year.

BFF Partner Updates

FDOT

Not able to attend but Emily shared that they have a new Office of Safety

Metroplan Orlando

Jasmine Blais – MPO and BWCF teaming up for a Cycloviva event in St. Cloud and tying into the 10th Street survey.

Cynthia Lambert – 2021 regional transportation survey was presented to the board.

- Learned a lot about people's attitudes toward safety. People reported regularly driving double digits over the speed limit.
- On walking and biking, people want to see communities that are bicycling and walking friendly.
- Tested awareness of RRFB and PHB and received some good feedback.
- Fear of unsafe drivers was noted by both walkers and bikers

[Link to the MetroPlan 2021 Regional Transportation Survey](#)

LYNX

Trish Whitton – In June, they conducted some public meetings on service. They are planning for next year and will be conducting a survey on ridership needs.

Seminole County

Bill Wharton - Asked Trish from LYNX to recommend any bus stops near crosswalks that we should add.

Seminole County Sheriff's Office

Brian Woods said he thought the Operation BFF last week was an eye opener. They wrote 30 citations in a short period of time, and he wasn't expecting that at this location.



BFF Steering Committee Conference Call: Seminole County

Tuesday, August 3rd, 2021

9:00 a.m. – 10:00 a.m.



They have a recurring complaint at the International Drive crosswalk. People aren't pushing the button. Emily asked if there is a way to automate it to detect when people walk up. Emily will check with leisure services to see if they can put up some temporary sign for trail users to push the button.

City of Casselberry

Sgt. Matthew Blunt – Officers now have a good handle on the high-visibility enforcement operations now. Liked the fact that they enforced this Winter Park Drive location near the school. Appreciated the Orlando Health partners there to help support the message.

Other

Emily is still welcoming the remaining cities within Seminole County to participate.

September workshops will be individually scheduled.

Next Group Meeting: Tuesday, October 5, 2021 at 9:00 A.M.

Seminole County August & September Community Outreach

Changes as events are added each week

August Back to School Safety Month

Aug 1 National Stop on Red Week

Aug 10 First Day of School Seminole County

Aug 18 – Sept 6 Impaired Driving National Enforcement

Aug 24 Seminole CTST Meeting

Sept 7 Tentative BFF Crosswalk workshop

Sept 19-25 National Child Passenger Safety Week

Sept 21 Seminole CTST Meeting

Sept 22 Car Free Day

Sept 25 National Child Seat Check Saturday

Sept 29 National Women's Health & Fitness Day

BFF Steering Committee Crosswalk Workshop: Seminole County

Tuesday, September 7th, 2021

9:30 a.m. – 11:30 a.m.

[Zoom](#)



Attendance

Stephanie Moss, FDOT (Bike/Bike Safety Office)

Kareem Goodwin, LYNX

Trish Whitton, LYNX (Strategic Planner)

Louis Beato, LYNX (Service Planner)

William Pandos, Seminole County (Seminole County Trails & Roadways)

Mike Blinn, Seminole County (Traffic Engineering)

Sean Meadows, Seminole County Sheriff's Office (Deputy Sheriff)

Emily Hanna, Bike/Walk Central Florida

Kayla Mitchell, Bike/Walk Central Florida

Meeting Recap

Committee Introductions

Reviewed FY21 Crosswalks

Bear Lake Road & McNeil Road

- Emily Hanna, Bill Wharton and Vasu Persaud have discussed improvements in person on site
- Refer to recommendations document for details
- Road resurfacing project on Bear Lake per Mike Blinn (South of McNeil) work order for refurbishment on the markings on Bear Lake from 436 to McNeil in the next 6-12 months
- Mike to confirm duration of construction
- KEEP FOR 2022

International Parkway at Westin Hotel

- Yield rate averages in the 80's
- Pedestrians are not using the button (potentially COVID related)
- Creative solutions to encourage use of the button have been discussed
 - Infrared automatic ped detection was featured in the *Orlando Sentinel* today for the Primrose crosswalk in the City of Orlando (Emily suggested field trip to visit)
 - Commission is supportive in this matter, Bill Pandos is looking into details
 - Education is still needed to teach people to push the button
- Mike is going to put a work order in for bigger signs (double sided sign for people coming up from movie theater) in the next two weeks
- *What is the success rate and price of the infrared technology? What are the criteria of where we will use this? Trail crossings, school crossings? Emily to reach out to Orlando to ask those questions.
- KEEP FOR 2022



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[Zoom](#)



Dike Road and Lake Howell High School

- Emily and Vasu - Kids are crossing wherever, kids are choosing entry points to neighborhoods where parents are parking
- More people crossing closer to Tuskawilla than this particular West side crossing
- MPO Orlando used street light data (cell phone tracking) to track movements around the school, determined the percentage of population moving around the area, more movement on the east side
- Mike to order ped count cameras to count people crossing the roads
- Emily mentioned swales and drainage issues – does it warrant an additional crossing?
- *Emily to send Mike street light data and discuss other nearby opportunities offline
 - Emily suggests additional crosswalks may be useful for street calming measures on Dike Rd.
 - Sean fears additional crosswalks will continue the trend of students walking to the neighborhoods to be picked up, does not see extreme speeds near the 85th here
- REMOVE FOR 2022, look for new crosswalk closer to Tuskawilla to be added? Move this crosswalk to be more centrally located? Still focus on education efforts at the high school, encourage walking and biking instead of parents picking up

EE. Williamson Rd. and Seminole Wekiva Trail

- Flagger present at last data collection
- High yield rates when the button is pushed
- Construction is now complete
- Emily suggested some landscaping to see the cyclists from further away, and Bill mentioned double utility poles affecting sightline
- Potential contender for automatic ped detection?
- Crash data is about rear end crashes at this location
- KEEP FOR 2022

Lake of the Woods Blvd. and N. Carolwood Blvd.

- “Crosswalk to nowhere”
- Sidewalk gap identified nearby, crosswalk does not connect
- Mike reports a lot of pedestrians using the corridor to get to Oxford / 17-92 and a speed issue
- Should be a bigger engineering project
- Nearby Oxford Rd. is slated for huge overhaul and major redevelopment
 - 1200 units in proposed overlay for density for Oxford Rd.
- LYNX stop with no sidewalk, no ADA landing
- Emily suggests looking more into Lake of the Woods for larger sidewalks
- *Emily to bring up crosswalk to Tony Nelson and Angela Cardona



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[Zoom](#)



-
- MAYBE FOR 2022 and continue to advocate for prioritization

S.R. 436 and Laurel St.

- Bridge or tunnel for Seminole Wekiva Trail crossing
- Very busy, lots of commercial, trail and rec use
- Emily will take this to FDOT safety office and suggest that improvements could be made with FDOT
 - No right on reds, LPIs, increased crossing times
- REMOVE FOR 2022, part of tunnel/bridge project

S.R. 434 & Orange Ave.

- LPI may have been added after a news story promoted that it took 2 min and 45 seconds to cross
- Turnaround point for many people on the Seminole Wekiva Trail
- Emily will take to FDOT, no right on red should be implemented
- Continuous right turns on red that prohibit cyclists from crossing comfortably
- REMOVE FOR 2022, part of tunnel/bridge project

Longwood Markham Rd & Via Bonita St.

- Recently fatality (was a volunteer for sheriff's office) and RRFB was installed
- No through traffic and no traffic signs, community continues to be vocal about additional speed management and more trail crossings
- Speed study to reduce speed limit from 40 to 35,
 - consultant has provided some ideas; speed cannot be lowered based on 85th percentile
 - Major urban collector
- Wekiva Pkwy 1.5-2 years away will change things significantly here and will reduce in half from 5000 to 2500 vehicles daily
- Thru traffic will be closed for the next 6 weeks along Longwood Markham for 46
- 85th percentile doesn't take context into consideration and takes the speed of existing vehicles
- Mikes additional study came back at 40 which takes context into consideration
- Sean reports the problem is speeding as a cut through to avoid 46, doesn't see lowering the speed as a solution, driver education is important
- Users of the trail don't feel safe riding alongside high-speed users with no curbs
- Mike reports things floating around to chicane the area, doesn't know how far it will go
- MAYBE FOR 2022 until a determination is made on the traffic calming aspect

Snow Hill Road and Jacobs Trail

- High speeds reported



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[Zoom](#)



- Flagler Trail crossing
- Walker Elementary kids use this crosswalk
- Productive enforcement in July
- Commissioner Dallari attended this location
- Sean was present at OBFF in July, location has been on his radar
 - Parents coming from southern side use this crosswalk instead of the guarded crosswalk, parents would wait until traffic cleared to cross so yield rate seemed good
 - Lots of pedestrian activity on the weekends
- Potential for RRFB location? Additional signage?
 - Vasu or Bill Wharton project
- Bill Pandos wants to keep an eye on and see what we can do for improvements
- Equestrian trail crossing will be put in closer to the bridge and RRFBs may be installed there (1-2 years out)
 - Elevate RRFBs push button for someone on a horse
 - Consider two buttons, one for regular walkers and ADA
- KEEP FOR 2022 and advocate for engineering upgrades

Reviewed Potential FY 22 Crosswalks

- Past crosswalks
- Feedback from community outreach
- County's plans

HE Thomas Jr Pkwy & International Pkwy

- Signage and striping are opposite
- Cyclists continue north and do not jog left, they will cross at the right side at Publix at the RRFB because its faster, but the sidewalk is not appropriately sized for the number of cyclists going that route

Ronald Reagan Blvd.

- Jogged crossing at Longwood Lake Mary so looked to crossing at General Hutchinson
- County will be resurfacing section from Country Club to General Hutchinson in the following year
- Longwood Hills trail, connect EE Williamson at Sunshine (Tree), connecting the trail to Ronald Reagan (Under feasibility study with right of way constraints)
- Bill Pandos will reach out to Angela Cardona, believes data might help support a redesign, the tracks are difficult to ride over
- Mike reported that the asphalt was removed from the south crossing and concrete was put over the tracks, potentially easier ride?



BFF Steering Committee Crosswalk Workshop: Seminole County

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[Zoom](#)



- *ADD Ronald Reagan and Longwood Lake Mary for 2022

Tuskawilla Rd. & Red Bug Lake Rd. (NW corner slip lane)

- Slip lane positioning is so far into the turn pedestrians cannot see oncoming drivers, drivers are honking and yelling at peds
- Peds must run across, even with safety vests
- This corridor has been part of MPO Orlando pedestrian safety study, will send recommendations to participating agencies
- Limited crash data on ped crashes, but antiquated mess per Sean
- *COLLECT BASELINE DATA FOR 2022, Look at MPO Study, look to see what immediate improvements can be added (flex sticks, state law posts in concrete island?)

Aloma Ave. (SR 426) and Howell Branch Road

- Cady Way to Cross Seminole Trail
- Lots of pedestrian activity and room for improvement from signage and striping
- Refer to FDOT for any improvements on 426
- Jurisdictional concerns per Sean half Orange/ half Seminole at that intersection
- MAYBE FOR 2022, suggest for FDOT program

Celery Ave. and Lake Mary Blvd.

- Will be a trail connection once Monroe Trail loop is completed along Celery Ave.
- Signal is in the works at this intersection
- Sidewalk ends on east side of Lake Mary Blvd and there is no crossing, terminates at Celery Ave. Hopefully crossings will be installed with the signal
- REVISIT once the signal is installed, end of 2022

1st St & E. Main St.

- Geneva community, rural – sidewalks might be met with resistance
- School nearby and kids are crossing the road, guarded crosswalk to Geneva Elementary
- Midblock closer to the 46 intersection near the post office
 - Consider striping and lighting improvements to this area
 - No funding element for streetlights, budget for streetlight is one per district
 - Need to go through MSBU to get streetlights installed
- No pedestrian complaints in this area from the Sheriff's Office
- Resurfacing project happening soon, removing crosswalk closer to 46
- DO NOT MONITOR

Brisson Ave & Crawford Dr.

- Midway community 32771



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-
- Speed study 25 MPH 85th percentile is 42 MPH
 - Guarded location for schools Millenium and Midway ES
 - Speed is problem per Sean
 - LYNX riders are using this crosswalk per Kareem
 - *COLLECT BASELINE DATA FOR 2022

Alafaya Trail (SR 434) and Chapman Road

- Community feedback
- No crossing guards, too dangerous for kids to cross 6+ lanes
- Kids are courtesy bussed in because of safety concerns
- Kareem had to block the road so kids could cross the street recently
- Sean pointed out that this is City of Oviedo, and FDOT
- West Chapman is Seminole County
- *CONSIDER FOR FDOT LIST, check with JoJo about this area

Sand Lake Rd. & Forest Park Cir.

- Community feedback Longwood, 32779
- Midblock present at Forest Park Cir.
- Not a guarded location, near Pace Brantley School
- No sidewalk on north side of Sand Lake
- *COLLECT BASELINE FOR 2022

SR 419 and Edgemon Ave

- Trail users cannot connect to Cross Seminole Trail
- Vocal residents from the Highlands community
- Connection through the Highlands Park Community through Soldier's Creek (new light?)
- Part of the feasibility study for the park-to-park connector
- Just brought up as an FYI community complaint

Graduated Crosswalk Criteria

- Table for the next steering committee meeting
- Action item for committee members to provide answers
- Yield rates will be jurisdiction specific within the program

FY 21/22 Outreach

- Recap of 2021 outreach, studies show drivers of luxury vehicles yield less so BWCF has visited car shows
- Strategic outreach for next year



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FY22 Operation and Meeting Schedule

Emily reviewed the new quarterly enforcement schedule and regular data collection

*Follow up with Sean to confirm availability for dates

Next Steering Committee Meeting: Tuesday, October 5, 2021 at 9:00 A.M.

Action Items

- Mike Blinn to confirm duration of construction on Bear Lake Rd & McNeil Rd
 - Mike to install larger double-sided signs at International Pkwy and Westin Hotel
 - Mike to order ped count cameras at Dike Rd and Lake Howell High School
 - Emily to send Mike street light data and discuss opportunities at Dike Rd and Lake Howell
 - Emily to research infrared ped detectors with City of Orlando
 - Emily to discuss Lake of the Woods and Carolwood with Tony Nelson and Angela Cardona
 - Emily to discuss ped improvements with FDOT for 436 & Laurel, 434 & Orange, 434 & Chapman
 - Intersection of Aloma (426) and Howell Branch to be discussed with FDOT, Orange County steering committees
 - Bill Pandos to discuss Ronald Reagan design of railroad tracks with Angela Cardona
 - Collect baseline data for Ronald Reagan & Longwood Lake Mary, Tuskawilla & Red Bug NW slip lane, Aloma Ave & Howell Branch, Brisson & Crawford, Sand Lake & Forest Park Cir
 - Confirm availability for FY22 Operation BFF dates
-

Seminole County September Community Outreach

Changes as events are added each week

Sept 19-25 National Child Passenger Safety Week

Sept 21 Seminole CTST Meeting

Sept 22 Car Free Day

Sept 25 National Child Seat Check Saturday

Sept 29 National Women's Health & Fitness Day

BFF Steering Committee Crosswalk Workshop: Seminole County

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[Zoom](#)



2022 Crosswalks Seminole County

KEEP

1. Bear Lake Road and McNeil
2. International Parkway and Westin Hotel
3. EE Williamson Road and Seminole Wekiva Trail
4. Snow Hill Rd and Jacobs Trail
5. Ronald Reagan and Longwood Lake Mary (NEW)
6. Tuskawilla Rd and Red Bug Lake Road (NEW) NW corner slip lane
7. Brisso Ave and Crawford Dr. (NEW)
8. Sand Lake Road and Forest Park Cir (NEW) collect baseline

MAYBE

1. Lake of the Woods Blvd and North Carolwood Blvd
2. Longwood Markham Rd and Via Bonita
3. 426 and Howell Branch Road (NEW)

REMOVE

1. Dike Road and Lake Howell
2. 436 and Laurel (FDOT)
3. 434 and Orange (FDOT)

FDOT List

1. 436 and Laurel
2. 434 and Orange
3. 434 and Chapman
4. 426 and Howell Branch (Addition to Sem Co./Orange Co.)

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
01/13/21	Orlando Sentinel	Print	Front page, Local	Seminole looks at adding pedestrian bridges, tunnels	\$3,912.30	307,000
01/12/21	Orlando Sentinel	Digital	Seminole County	Seminole looks at adding pedestrian bridges, tunnels	\$1,000.00	100,000
01/26/21	Construction Equip Guide	Digital	Southeast Edition	Pedestrian bridges and tunnels in Altamonte Springs, Florida	\$1,500.00	15,000
				JANUARY: Ad Equivalency Total	\$6,412.30	42,200
				Impact Value Total	\$38,386.10	2,924,000
01/28/21	Community Paper	Print	Local News	Bicycle Beltway's east side complete	\$2,850.00	60,000
01/28/21	Community Paper	Digital	Local News	Bicycle Beltway's east side complete	\$625.00	26,313
02/10/21	Spectrum News 13	Broadcast	5:25 p.m.	MetroPlan Orlando study on Orange Blossom Trail	\$3,407.00	4,307
02/10/21	Spectrum News 13	Broadcast	6:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$9,532.37	12,099
02/10/21	Spectrum News 13	Broadcast	7:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$7,196.63	7,054
02/10/21	Spectrum News 13	Broadcast	8:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$9,293.90	86,000
02/10/21	Spectrum News 13	Broadcast	9:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$11,344.05	12,795
02/10/21	Spectrum News 13	Broadcast	10:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$14,155.65	13,967
02/10/21	Spectrum News 13	Broadcast	11:25 p.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$5,378.20	8,721
02/11/21	Spectrum News 13	Broadcast	12:25 a.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$7,177.68	9,540
02/11/21	Spectrum News 13	Broadcast	1:25 a.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$4,135.80	9,592
02/11/21	Spectrum News 13	Broadcast	2:25 a.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$4,453.31	9,692
02/11/21	Spectrum News 13	Broadcast	3:25 a.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$3,451.93	7,020
02/11/21	Spectrum News 13	Broadcast	4:25 a.m.	<i>Reaired: MetroPlan Orlando study on Orange Blossom Trail</i>	\$2,417.98	4,890
				FEBRUARY: Ad Equivalency Total	\$85,419.50	271,990
				Impact Value Total	\$434,397.37	1,145,576
03/09/21	WFTV	Broadcast	5:15 a.m.	Operation Best Foot Forward today in Osceola County	\$2,071.22	23,802
03/09/21	Central Florida's TV 27	Broadcast	5:15 a.m.	Operation Best Foot Forward today in Osceola County	\$224.46	2,781
03/09/21	WKMG	Broadcast	5:26 a.m.	Operation Best Foot Forward happening today	\$292.06	3,930
03/09/21	WKMG	Broadcast	6:26 a.m.	Operation Best Foot Forward happening today	\$1,888.56	33,492
03/09/21	WESH 2 CW18 WKCF	Broadcast	5:51 a.m.	Today marks the start of Operation Best Foot Forward	\$759.55	4,994
03/09/21	WESH-2	Broadcast	5:51 a.m.	Today marks the start of Operation Best Foot Forward	\$965.95	7,816
03/09/21	WFTV	Broadcast	6:15 a.m.	Operation Best Foot Forward today in Osceola County	\$986.13	10,924
03/09/21	Central Florida's TV 27	Broadcast	6:15 a.m.	Operation Best Foot Forward today in Osceola County	\$74.53	737
03/09/21	WESH-2	Broadcast	6:51 a.m.	Today marks the start of Operation Best Foot Forward	\$1,180.61	11,255
03/09/21	WESH 2 CW18 WKCF	Broadcast	6:51 a.m.	Today marks the start of Operation Best Foot Forward	\$1,370.67	7,815
03/09/21	Central Florida's TV 27	Broadcast	7:13 a.m.	Operation Best Foot Forward today in Osceola County	\$232.54	3,904
03/09/21	WESH 2 CW18 WKCF	Broadcast	7:51 a.m.	Today marks the start of Operation Best Foot Forward	\$2,129.71	12,671
03/09/21	Central Florida's TV 27	Broadcast	8:14 a.m.	Operation Best Foot Forward today in Osceola County	\$223.60	3,904
03/09/21	Central Florida's TV 27	Broadcast	8:57 a.m.	Operation Best Foot Forward today in Osceola County	\$189.89	4,563
03/09/21	WESH 2 CW18 WKCF	Broadcast	9:48 a.m.	Today marks the start of Operation Best Foot Forward	\$2,977.33	16,265
03/09/21	WFTV	Broadcast	12:08 p.m.	Crosswalk crackdowns happening now in Osceola County	\$7,476.29	59,009
03/09/21	Central Florida's TV 27	Broadcast	1:08 p.m.	Crosswalk crackdowns happening now in Osceola County	\$146.00	721
03/09/21	WFTV	Broadcast	4:16 p.m.	Operation Best Foot Forward was today in Osceola County	\$4,757.76	33,114
03/09/21	WFTV	Broadcast	5:16 p.m.	Operation Best Foot Forward was today in Osceola County	\$11,841.64	53,420
03/10/21	WFTV	Broadcast	4:45 p.m.	Orlando metro area ranked worst in the country for pedestrian safety	\$10,293.50	16,220
03/10/21	Central Florida's TV 27	Broadcast	10:11 p.m.	Orlando metro area ranked worst in the country for pedestrian safety	\$13,024.00	17,516
03/10/21	Spectrum News 13	Broadcast	6:27 p.m.	Report: Orlando most dangerous place to walk	\$2,483.99	12,099
03/10/21	Spectrum News 13	Broadcast	7:27 p.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$6,697.06	7,054
03/10/21	Spectrum News 13	Broadcast	8:27 p.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$12,108.25	8,600
03/10/21	Spectrum News 13	Broadcast	9:27 p.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$14,779.22	12,795
03/10/21	Spectrum News 13	Broadcast	10:26 p.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$18,442.22	13,976
03/10/21	Spectrum News 13	Broadcast	11:27 p.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$7,006.81	8,721
03/11/21	Spectrum News 13	Broadcast	12:26 a.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$9,351.20	9,540
03/11/21	Spectrum News 13	Broadcast	1:26 a.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$5,388.19	9,592
03/11/21	Spectrum News 13	Broadcast	2:26 a.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$5,801.85	9,692
03/11/21	Spectrum News 13	Broadcast	3:26 a.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$4,497.23	7,020
03/11/21	Spectrum News 13	Broadcast	4:26 a.m.	<i>Reaired: Report: Orlando most dangerous place to walk</i>	\$3,150.18	4,890
03/10/21	FOX35	Digital	n/a	Orlando metro area ranked most deadly in nation for pedestrians	\$1,500.00	126,667
03/10/21	FOX35	Broadcast	5:34 p.m.	Orlando metro area ranked most deadly in nation for pedestrians	\$13,899.20	25,216

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
03/10/21	WTKS -RealRadio 104.1	Broadcast	3:25 p.m.	Osceola Sheriff's crosswalk enforcement and DbyD report	\$592.00	76,700
03/10/21	WMFE 90.7 FM	Digital	n/a	Orlando-Kissimmee-Sanford metropolitan area continues to be the most dangerous for pedestrians in the country	\$122.60	6,133
03/10/21	WMFE 90.7 FM	Broadcast	7:32 a.m.	Operation Best Foot Forward aims to inform and educate drivers	\$82.00	130,500
03/10/21	EI Osceola Star	Digital	n/a	Crackdown at crosswalks begins as accident risk rises in March	\$350.00	2,500
03/11/21	Apopka Voice	Digital	n/a	Apopka Police and Orange County Sheriff's Office increasing enforcement for pedestrian and bicycle safety, starting next week	\$600.00	120,000
03/11/21	WDBO FM	Broadcast	8:42 a.m.	Local advocacy group working to make Orlando safer for pedestrians	\$169.00	23,614
03/11/21	WFTV	Broadcast	5:16 a.m.	Orlando metro area ranked worst in the country for pedestrian safety	\$10,388.46	17,069
03/11/21	Central Florida's TV 27	Broadcast	5:16 a.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$1,099.77	2,071
03/11/21	WFTV	Broadcast	6:16 a.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$19,677.14	35,746
03/11/21	Central Florida's TV 27	Broadcast	6:16 a.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$411.42	1,991
03/11/21	Central Florida's TV 27	Broadcast	7:16 a.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$2,017.56	4,043
03/11/21	Central Florida's TV 27	Broadcast	8:16 a.m.	Orlando metro area ranked worst in the country for pedestrian safety	\$1,875.14	5,075
03/11/21	Central Florida's TV 27	Broadcast	12:31 p.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$25,352.67	52,733
03/11/21	Central Florida's TV 27	Broadcast	1:31 p.m.	<i>Reaired:</i> Orlando metro area ranked worst in the country for pedestrian safety	\$2,455.89	4,664
03/14/21	FOX 35	Broadcast	7:35 a.m.	Orlando metro area tops list at most dangerous place for pedestrians	\$621.49	671
03/14/21	FOX 35	Broadcast	8:35 a.m.	<i>Reaired:</i> Orlando metro area tops list at most dangerous place for pedestrians	\$898.99	2,154
03/14/21	FOX 35	Broadcast	9:35 a.m.	<i>Reaired:</i> Orlando metro area tops list at most dangerous place for pedestrians	\$2,828.47	4,814
03/19/21	FOX 35	Broadcast	10:29 p.m.	Latest example of traffic incident due to a distracted driver, ft. Bike/Walk Central Florida's Cody Johnson	\$15,358.20	21,033
03/20/21	FOX 35	Broadcast	1:06 a.m.	<i>Reaired:</i> Latest example of traffic incident due to a distracted driver, ft. Bike/Walk Central Florida's Cody Johnson	\$1,538.37	5,667
03/20/21	FOX 35	Broadcast	7:35 a.m.	<i>Reaired:</i> Latest example of traffic incident due to a distracted driver, ft. Bike/Walk Central Florida's Cody Johnson	\$1,645.70	4,220
03/20/21	FOX 35	Broadcast	8:35 a.m.	<i>Reaired:</i> Latest example of traffic incident due to a distracted driver, ft. Bike/Walk Central Florida's Cody Johnson	\$6,994.21	12,665
03/20/21	FOX 35	Broadcast	9:35 a.m.	<i>Reaired:</i> Latest example of traffic incident due to a distracted driver, ft. Bike/Walk Central Florida's Cody Johnson	\$6,660.84	12,452
03/21/21	WDBO107.3FM/580 AM	Broadcast	12:30 a.m.	Beth Perrell talks pedestrian safety with Emily Hanna	\$0.00	0
03/21/21	WPYO – Power 95.3	Broadcast	5:30 a.m.	<i>Reaired:</i> Beth Perrell talks pedestrian safety with Emily Hanna	\$0.00	0
03/21/21	WCFB – Star 94.5 FM	Broadcast	6:00 a.m.	<i>Reaired:</i> Beth Perrell talks pedestrian safety with Emily Hanna	\$1,293.33	60,375
03/21/21	WWKA – K92.3 FM	Broadcast	6:30 a.m.	<i>Reaired:</i> Beth Perrell talks pedestrian safety with Emily Hanna	\$1,810.67	84,525
03/21/21	WMMO – 98.9 FM	Broadcast	7:00 a.m.	<i>Reaired:</i> Beth Perrell talks pedestrian safety with Emily Hanna	\$1,552.00	72,450
03/22/21	Central Florida's TV 27	Broadcast	4:50 a.m.	Law enforcement officers ready to watch for drivers in Operation Best Foot Forward	\$158.24	4,320
03/22/21	WFTV	Broadcast	4:50 a.m.	<i>Reaired:</i> Law enforcement officers watch for drivers in Operation Best Foot Forward	\$717.81	17,177
03/22/21	WFTV	Broadcast	5:39 a.m.	Law enforcement officers ready for Operation Best Foot Forward	\$1,431.04	27,170
03/22/21	Central Florida's TV 27	Broadcast	5:39 a.m.	<i>Reaired:</i> Law enforcement officers ready for Operation	\$66.05	598
03/22/21	WFTV-ORD (ABC)	Broadcast	6:39 a.m.	<i>Reaired:</i> Law enforcement officers ready for Operation	\$2,837.31	31,216
03/22/21	Central Florida's TV 27	Broadcast	6:39 a.m.	<i>Reaired:</i> Law enforcement officers ready for Operation	\$136.22	1,032
03/22/21	Central Florida's TV 27	Broadcast	7:22 a.m.	<i>Reaired:</i> Law enforcement officers ready for Operation	\$848.99	9,727
03/22/21	Central Florida's TV 27	Broadcast	8:23 a.m.	Law enforcement officers preparing for Operation Best Foot Forward	\$774.86	14,053
03/22/21	WFTV	Broadcast	4:17 p.m.	Law enforcement increasing patrols during Operation Best Foot Forward	\$2,646.03	33,087
03/22/21	Spectrum News 13	Broadcast	11:47 p.m.	Two-day crosswalk enforcement	\$747.86	4,378
03/23/21	Spectrum News 13	Broadcast	12:47 a.m.	<i>Reaired:</i> Two-day crosswalk enforcement	\$769.78	5,995
03/23/21	Spectrum News 13	Broadcast	1:47 a.m.	<i>Reaired:</i> Two-day crosswalk enforcement	\$503.62	6,695
03/23/21	Spectrum News 13	Broadcast	2:47 a.m.	<i>Reaired:</i> Two-day crosswalk enforcement	\$675.62	11,678
03/23/21	Spectrum News 13	Broadcast	3:47 a.m.	<i>Reaired:</i> Two-day crosswalk enforcement	\$367.39	5,527
03/23/21	Spectrum News 13	Broadcast	4:47 a.m.	<i>Reaired:</i> Two-day crosswalk enforcement	\$403.17	6,012
03/23/21	WESH 2-W18 WKCF	Broadcast	5:11 a.m.	Operation Best Foot Forward today continues in Orlando and Seminole County	\$395.60	4,994
03/23/21	WESH- 2	Broadcast	5:11 a.m.	<i>Reaired:</i> Operation Best Foot Forward today continues y	\$503.10	7,816
03/23/21	Central Florida's TV 2	Broadcast	5:08 a.m.	Operation Best Foot Forward is today	\$407.35	2,781

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
03/23/21	WFTV	Broadcast	5:08 a.m.	<i>Reaired: Operation Best Foot Forward is today</i>	\$3,758.89	23,802
03/23/21	WFTV	Broadcast	6:08 a.m.	<i>Reaired: Operation Best Foot Forward is today</i>	\$1,932.82	10,924
03/23/21	Central Florida's TV 27	Broadcast	6:08 a.m.	<i>Reaired: Operation Best Foot Forward is today</i>	\$146.09	737
03/23/21	WESH 2-CW18 WKCF	Broadcast	6:21 a.m.	Operation Best Foot Forward continues today	\$2,038.43	7,815
03/23/21	WESH-2	Broadcast	6:21 a.m.	<i>Reaired: Operation Best Foot Forward continues today</i>	\$1,755.78	11,255
03/23/21	WESH 2-CW18 WKCF	Broadcast	7:51 a.m.	<i>Reaired: Operation Best Foot Forward continues today</i>	\$3,012.75	12,671
03/23/21	WESH 2-CW18 WKCF	Broadcast	8:50 a.m.	<i>Reaired: Operation Best Foot Forward continues today</i>	\$1,682.62	6,789
03/23/21	WKMG	Broadcast	5:26 a.m.	Pedestrian deaths on the rise	\$486.76	3,930
03/23/21	WKMG	Broadcast	6:26 a.m.	<i>Reaired: Pedestrian deaths on the rise</i>	\$3,147.60	33,492
03/23/21	Central Florida's TV 27	Broadcast	7:08 a.m.	Law enforcement officers increasing patrols today	\$178.88	3,904
03/23/21	WDBO-FM	Broadcast	7:26 a.m.	Operation Best Foot Forward crosswalk enforcement today	\$303.33	166,200
03/23/21	Central Florida's TV 27	Broadcast	8:08 a.m.	Operation Best Foot Forward today	\$232.54	3,904
03/23/21	WESH 2-CW18 WKCF	Broadcast	9:42 a.m.	Operation Best Foot Forward continues in Central Florida	\$3,045.00	16,265
03/23/21	Spectrum News 13	Broadcast	9:48 a.m.	Two-day crosswalk enforcement	\$1,239.11	14,854
03/23/21	Spectrum News 13	Broadcast	11:47 a.m.	<i>Reaired: Two-day crosswalk enforcement</i>	\$875.34	11,048
03/23/21	WDBO-FM	Broadcast	9:28 a.m.	OPD doing crosswalk enforcement today and tomorrow	\$43.33	166,200
03/23/21	WDBO-FM	Broadcast	9:55 a.m.	<i>Reaired: OPD doing crosswalk enforcement today and tomorrow</i>	\$43.33	166,200
03/23/21	WDBO-FM	Broadcast	10:27 a.m.	<i>Reaired: OPD doing crosswalk enforcement today and tomorrow</i>	\$46.67	171,100
03/23/21	WDBO-FM	Broadcast	10:52 a.m.	<i>Reaired: OPD doing crosswalk enforcement today and tomorrow</i>	\$46.67	171,100
03/23/21	WDBO-FM	Broadcast	11:08 a.m.	<i>Reaired: OPD doing crosswalk enforcement today and tomorrow</i>	\$46.67	171,100
03/23/21	WDBO-FM	Broadcast	12:32 p.m.	<i>Reaired: OPD doing crosswalk enforcement today and tomorrow</i>	\$46.67	171,100
03/23/21	Nonahood News	Digital	n/a	Crosswalk Enforcement Project Reaches Two More Counties This Week	\$497.00	14,031
03/23/21	WESH 2	Digital	n/a	Initiative underway to promote safety near crosswalks in Central Florida	\$8,000.00	625,000
03/23/21	WMFE 90.7 FM	Digital	n/a	Best Foot Forward, local police and sheriff's departments hold crosswalk enforcement operations during spring break	\$122.60	6,133
03/23/21	WMFE 90.7 FM	Broadcast	5:34 p.m.	Best Foot Forward, local police and sheriff's departments hold crosswalk enforcement operations during spring break	\$78.00	130,500
03/24/21	WMFE 90.7 FM	Broadcast	7:05 a.m.	<i>Reaired: Best Foot Forward, local police and sheriff's departments hold crosswalk enforcement operations during spring break</i>	\$78.00	130,500
03/24/21	WESH 2-CW18 WKCF	Broadcast	5:41 a.m.	Crosswalk crackdown continues today	\$380.92	4,899
03/24/21	WESH	Broadcast	5:41 a.m.	<i>Reaired: Crosswalk crackdown continues today</i>	\$411.19	5,847
03/24/21	Central Florida's TV 27	Broadcast	6:40 a.m.	Operation Best Foot Forward was a success	\$445.82	4,389
03/24/21	WFTV	Broadcast	6:40 a.m.	<i>Reaired: Operation Best Foot Forward was a success</i>	\$2,435.00	28,229
03/24/21	WOFL	Broadcast	6:44 a.m.	Results from Operation Best Foot Forward crosswalk patrol	\$1,249.41	20,810
03/24/21	WDBO-FM	Broadcast	6:45 a.m.	Today is day two of crosswalk enforcement	\$156.00	166,200
03/24/21	Central Florida's TV 27	Broadcast	7:21 a.m.	Local officers say crosswalk crackdown was a big success	\$871.24	7,021
03/24/21	Central Florida's TV 27	Broadcast	8:23 a.m.	Crosswalk crackdown was a big success	\$651.88	5,745
				MARCH: Ad Equivalency Total	\$328,483.70	4,036,530
				Impact Value Total	\$1,614,713.08	15,986,935
04/02/21	Pine Hills NID Newsletter	Digital	Local	Bicycle Helmet Fitting	n/a	n/a
04/05/21	Midtown Press	Print	Page 9	Know This! Operation Best Foot Forward	\$335.00	8,000
				APRIL: Ad Equivalency Total	\$335.00	8,000
				Impact Value Total	\$1,675.00	40,000
03/28/21	Sanford Herald	Print	Front page, pages 11-12	Sanford Herald+Seminole Deputies, Casselberry Officers Conduct Crosswalk Enforcement This Week (<i>Note: Article printed in March but hard copy not received until May</i>)	\$2,139.00	20,000
05/19/21	West Orange Times	Digital	Local News	Oakland working on plan for non-potable water	\$928.00	165,730
				MAY: Ad Equivalency Total	\$3,067.00	185,730
				Impact Value Total	\$17,757.00	637,190
06/15/21	Orlando Business Journal	Digital	Transportation	Lime and Wheels to offer Orlando scooter and bike rentals on one app	\$1,042.00	34,367
06/21/21	Orlando Business Journal	Digital	Transportation	Trail, sidewalk upgrades needed to boost last-mile scooter and bike options, expert says	\$1,042.00	34,367
06/28/21	Spectrum News 13	Digital	Traffic	Traffic Inbox: Difficult to bike across Longwood intersection	\$2,000.00	225,000
06/28/21	Spectrum News 13	Broadcast	5:38 a.m.	Dangerous bike crossing in Longwood	\$4,302.91	10,475
06/28/21	Spectrum News 13	Broadcast	6:38 a.m.	<i>Reaired: Dangerous bike crossing in Longwood</i>	\$8,266.90	25,870

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
06/28/21	Spectrum News 13	Broadcast	7:38 a.m.	<i>Reaired: Dangerous bike crossing in Longwood</i>	\$13,748.69	41,046
06/28/21	Spectrum News 13	Broadcast	8:38 a.m.	<i>Reaired: Dangerous bike crossing in Longwood</i>	\$8,855.80	30,117
06/28/21	Spectrum News 13	Broadcast	9:38 a.m.	<i>Reaired: Dangerous bike crossing in Longwood</i>	\$8,338.18	25,115
06/28/21	Spectrum News 13	Broadcast	10:38 a.m.	<i>Reaired: Dangerous bike crossing in Longwood</i>	\$5,677.06	12,924
06/29/21	Orlando Business Journal	Digital	Transportation	City of Orlando votes to extend scooter pilot program. Here's what's next	\$1,042.00	34,367
				JUNE: Ad Equivalency Total	\$54,315.54	473,648
				Impact Value Total	\$264,909.70	2,230,772
07/16/21	Growth Spotter	Digital	Editorial	Central Florida 100: COVID-19 surge, Disney jobs and Back to School	\$500.00	100,000
07/16/21	Orlando Sentinel	Digital	Editorial	Central Florida 100: COVID-19 surge, Disney jobs and Back to School	\$500.00	100,000
07/19/21	Orlando Business Journal	Digital	Transportation	Education and infrastructure needed for expansion of scooters in C	\$1,042.00	34,367
07/20/21	Pine Hills NID Newsletter	Digital	Local	Operation Best Foot Forward Crosswalk Enforcement	n/a	n/a
07/22/21	WFTV	Broadcast	4:30 p.m.	Local group taking action to keep children safe when they head back to school	\$21,110.55	41,384
07/22/21	Central Florida's TV 27	Broadcast	10:17 p.m.	Best Foot Forward doing pre-back-to-school Operation	\$10,853.10	26,115
07/22/21	WFTV	Broadcast	11:17 p.m.	Best Foot Forward reminding kids about crosswalk etiquette	\$5,680.51	41,115
07/23/21	Central Florida's TV 27	Broadcast	12:17 p.m.	<i>Reaired: Best Foot Forward reminding kids about crosswalk etiquette</i>	\$521.80	3,410
07/23/21	Central Florida's TV 27	Broadcast	4:39 a.m.	Best Foot Forward doing pre-back-to-school Operation	\$438.05	4,194
07/23/21	WFTV	Broadcast	4:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$2,868.94	18,899
07/23/21	Central Florida's TV 27	Broadcast	5:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$229.84	1,261
07/23/21	WFTV	Broadcast	5:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$5,389.07	34,245
07/23/21	Central Florida's TV 27	Broadcast	6:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$213.62	2,077
07/23/21	WFTV	Broadcast	6:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$4,907.76	33,380
07/23/21	Central Florida's TV 27	Broadcast	7:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$448.86	3,594
07/23/21	Central Florida's TV 27	Broadcast	8:39 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation</i>	\$1,954.99	12,581
07/25/21	WFTV	Broadcast	5:50 a.m.	Best Foot Forward doing pre-back-to-school Operation with local law enforcement	\$1,370.65	13,394
07/25/21	WFTV	Broadcast	6:50 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation with local law enforcement</i>	\$1,641.84	18,863
07/25/21	WFTV	Broadcast	7:50 a.m.	<i>Reaired: Best Foot Forward doing pre-back-to-school Operation with local law enforcement</i>	\$3,121.94	33,092
07/25/21	WFTV	Broadcast	12:26 p.m.	Best Foot Forward doing pre-back-to-school Operation on Tuesday and Wednesday	\$7,564.59	57,713
07/25/21	Central Florida's TV 27	Broadcast	10:16 p.m.	Best Foot Forward doing crosswalk Operation on Tuesday and Wednesday	\$9,462.44	20,475
07/25/21	WFTV	Broadcast	11:16 p.m.	<i>Reaired: Best Foot Forward doing crosswalk Operation on Tuesday and Wednesday</i>	\$26,923.83	97,880
07/26/21	WFTV	Broadcast	5:17 a.m.	Best Foot Forward crosswalk enforcement tomorrow and Wednesday	\$624.00	24,156
07/26/21	Central Florida's TV 27	Broadcast	5:17 a.m.	<i>Reaired: Best Foot Forward crosswalk enforcement tomorrow and Wednesday</i>	\$220.94	6,058
07/26/21	Central Florida's TV 27	Broadcast	6:17 a.m.	<i>Reaired: Best Foot Forward crosswalk enforcement tomorrow and Wednesday</i>	\$5,804.14	970
07/26/21	WFTV	Broadcast	6:17 a.m.	<i>Reaired: Best Foot Forward crosswalk enforcement tomorrow and Wednesday</i>	\$686.70	32,227
07/26/21	Central Florida's TV 27	Broadcast	7:17 a.m.	<i>Reaired: Best Foot Forward crosswalk enforcement tomorrow and Wednesday</i>	\$1,827.23	2,995
07/26/21	Central Florida's TV 27	Broadcast	8:17 a.m.	<i>Reaired: Best Foot Forward crosswalk enforcement tomorrow and Wednesday</i>	\$7,866.25	9,660
07/26/21	WFTV	Broadcast	12:44 p.m.	Best Foot Forward looks out for unsafe driving for students who walk or bike to school	\$757.87	47,240
07/26/21	Central Florida's TV 27	Broadcast	1:44 p.m.	<i>Reaired: Best Foot Forward looks out for unsafe driving for students who walk or bike to school</i>	\$4,515.82	5,648
07/26/21	WFTV	Broadcast	4:47 p.m.	Best Foot Forward looks out for unsafe driving for students who walk or bike to school on Tuesday and Wednesday	\$7,643.48	34,746
07/26/21	WFTV	Broadcast	5:48 p.m.	<i>Reaired: Best Foot Forward looks out for unsafe driving for students who walk or bike to school on Tuesday and Wednesday</i>	\$6,285.87	83,237
07/26/21	WFTV	Broadcast	10:54 p.m.	<i>Reaired: Best Foot Forward looks out for unsafe driving for students who walk or bike to school on Tuesday and Wednesday</i>	\$600.00	23,837
07/26/21	The Apopka Voice	Digital	Homepage, Headline	Operation Best Foot Forward: Apopka Police Department joins the crosswalk crackdown	\$433.00	120,000
07/26/21	WFTV	Digital	Homepage, Top Story	Orange, Seminole counties to crack down on busy crosswalks ahead of students returning to school	\$440.98	37,546

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
07/27/21	WOFL	Broadcast	4:34 a.m.	Law enforcement patrolling local crosswalks today	\$440.98	5,674
07/27/21	WOFL	Broadcast	5:41 a.m.	<i>Reaired:</i> Law enforcement patrolling local crosswalks today	\$817.73	12,719
07/27/21	Central Florida's TV 27	Broadcast	4:39 a.m.	Happening today: Operation Best Foot Forward	\$317.27	2,418
07/27/21	WFTV	Broadcast	4:39 a.m.	<i>Reaired:</i> Happening today: Operation Best Foot Forward	\$1,314.14	13,288
07/27/21	Central Florida's TV 27	Broadcast	5:09 a.m.	WFTV LIVE in Oakland: Operation Best Foot Forward	\$733.69	2,418
07/27/21	WFTV	Broadcast	5:09 a.m.	<i>Reaired:</i> WFTV LIVE in Oakland: Operation Best Foot Forward	\$5,556.83	24,572
07/27/21	Central Florida's TV 27	Broadcast	6:08 a.m.	WFTV LIVE in Oakland: Operation Best Foot Forward	\$400.19	1,361
07/27/21	WFTV	Broadcast	6:08 a.m.	<i>Reaired:</i> WFTV LIVE in Oakland: Operation Best Foot Forward	\$7,332.68	29,296
07/27/21	Central Florida's TV 27	Broadcast	7:09 a.m.	WFTV LIVE in Oakland: Operation Best Foot Forward	\$3,217.76	11,215
07/27/21	Central Florida's TV 27	Broadcast	8:09 a.m.	WFTV LIVE in Oakland: Operation Best Foot Forward	\$3,953.25	11,215
07/27/21	Central Florida's TV 27	Broadcast	8:36 a.m.	<i>Reaired:</i> WFTV LIVE in Oakland: Operation Best Foot Forward	\$3,422.81	13,156
07/27/21	Spectrum News 13	Broadcast	5:34 a.m.	Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$1,277.64	2,588
07/27/21	Spectrum News 13	Broadcast	6:34 a.m.	Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$3,682.62	11,343
07/27/21	Spectrum News 13	Broadcast	8:35 a.m.	<i>Reaired:</i> Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$6,479.26	17,108
07/27/21	Spectrum News 13	Broadcast	9:32 a.m.	<i>Reaired:</i> Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$5,221.97	14,854
07/27/21	Spectrum News 13	Broadcast	10:32 a.m.	<i>Reaired:</i> Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$6,244.01	13,657
07/27/21	Spectrum News 13	Broadcast	11:32 a.m.	<i>Reaired:</i> Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway	\$3,688.92	11,048
07/27/21	WKMG	Broadcast	5:40 a.m.	Law enforcement agencies to take part in Operation Best Foot Forward	\$647.38	3,123
07/27/21	WKMG	Broadcast	6:39 a.m.	<i>Reaired:</i> Law enforcement agencies to take part in Operation Best Foot Forward	\$461.60	6,797
07/27/21	WDBO-FM 107.3	Broadcast	6:36 a.m.	Drivers Beware: Operation Best Foot Forward Begins Today	\$69.33	166,200
07/27/21	WDBO-FM 107.3	Broadcast	7:09 a.m.	Drivers Beware: Operation Best Foot Forward Begins Today	\$56.33	166,200
07/27/21	WFTV	Broadcast	8:57 a.m.	Operation Best Foot Forward Happening Today and Tomorrow	\$5,166.33	73,526
07/27/21	Central Florida's TV 27	Broadcast	8:57 a.m.	<i>Reaired:</i> Operation Best Foot Forward Happening Today and Tomorrow	\$1,786.33	15,377
07/27/21	WOFL	Broadcast	8:48 a.m.	Law enforcement patrolling local crosswalks today	\$1,659.02	26,663
07/27/21	WOFL	Broadcast	7:49 a.m.	<i>Reaired:</i> Law enforcement patrolling local crosswalks today	\$1,439.32	15,505
07/27/21	WOFL	Broadcast	9:36 a.m.	<i>Reaired:</i> Law enforcement patrolling local crosswalks today	\$2,324.35	21,812
07/27/21	Spectrum News 13	Broadcast	12:17 p.m.	Operation Best Foot Forward targeting drivers who don't stop for pedestrians	\$4,034.29	14,629
07/27/21	Spectrum News 13	Broadcast	2:16 p.m.	<i>Reaired:</i> Operation Best Foot Forward targeting drivers who don't stop for pedestrians	\$1,682.19	5,605
07/27/21	Spectrum News 13	Broadcast	3:17 p.m.	<i>Reaired:</i> Operation Best Foot Forward targeting drivers who don't stop for pedestrians	\$2,605.17	5,361
07/27/21	Spectrum News 13	Broadcast	4:17 p.m.	<i>Reaired:</i> Operation Best Foot Forward targeting drivers who don't stop for pedestrians	\$3,806.44	7,346
07/27/21	WFTV	Broadcast	12:29 p.m.	Operation Best Foot Forward Happening Today and Tomorrow	\$26,951.90	69,465
07/27/21	Central Florida's TV 27	Broadcast	1:06 p.m.	<i>Reaired:</i> Operation Best Foot Forward Happening Today and Tomorrow	\$1,768.54	6,826
07/27/21	WDBO-FM 107.3	Broadcast	12:50 p.m.	Drivers Beware: Operation Best Foot Forward Begins Today	\$317.33	171,000
07/27/21	WKMG	Broadcast	1:10 p.m.	Law enforcement agencies to take part in Operation Best Foot Forward	\$5,039.27	43,134
07/27/21	WESH	Digital		Efforts underway across Central Florida to prevent crosswalk violations	\$808.93	53,595
07/27/21	Spectrum News 13	Digital		Crosswalk crackdown targets drivers at intersections near Orange, Seminole schools	\$2,500.00	250,000
07/27/21	WMFE	Digital		Law Enforcement Cracks Down On Drivers Who Don't Yield To Pedestrians	\$122.60	6,133
07/27/21	KTSK-FM Real Radio 104.1	Broadcast	3:39 p.m.	Operation Best Foot Forward ticketing drivers who don't stop for pedestrians	\$308.00	433,200
07/27/21	WDBO-FM 107.3	Broadcast	4:05 p.m.	Operation Best Foot Forward cracking down on reckless drivers	\$224.00	228,000
07/27/21	WFTV	Broadcast	4:50 p.m.	Operation Best Foot Forward Happening Today and Tomorrow	\$15,508.99	40,563
07/27/21	WKMG	Broadcast	4:55 p.m.	Crosswalk crackdown happening now across Central Florida	\$2,850.41	32,316
07/27/21	WKMG	Broadcast	5:46 p.m.	Crosswalk crackdown happening now across Central Florida	\$2,764.94	38,245
07/27/21	WOFL	Broadcast	6:10 p.m.	Operation Best Foot Forward back as students head back to school	\$2,346.57	2,953
07/27/21	WDBO-FM 107.3	Broadcast	6:07 p.m.	Officer stopping drivers who don't stop for pedestrians near schools	\$96.00	228,000
07/27/21	WDBO-FM 107.3	Broadcast	7:05 p.m.	<i>Reaired:</i> Officer stopping drivers who don't stop for pedestrians near schools	\$96.00	76,000
07/27/21	WKMG	Broadcast	7:26 p.m.	Operation Best Foot Forward today, tomorrow to educate drivers at crosswalks	\$3,945.92	43,564

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
07/27/21	Central Florida's TV 27	Broadcast	10:30 p.m.	Officers stopping drivers who fail to stop for pedestrians at crosswalks	\$6,103.13	14,144
07/27/21	Spectrum News 13	Broadcast	5:48 p.m.	Officers enforcing driver yield laws at crosswalks near schools	\$777.75	8,173
07/27/21	Spectrum News 13	Broadcast	6:48 p.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$2,451.99	16,504
07/27/21	Spectrum News 13	Broadcast	7:48 p.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$1,096.00	7,646
07/27/21	Spectrum News 13	Broadcast	8:48 p.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$1,384.15	4,929
07/27/21	Spectrum News 13	Broadcast	9:48 p.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$5,218.54	12,978
07/27/21	Spectrum News 13	Broadcast	11:48 p.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$1,742.03	12,714
07/28/21	Spectrum News 13	Broadcast	12:48 a.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$440.90	2,544
07/28/21	Spectrum News 13	Broadcast	1:48 a.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$372.48	2,645
07/28/21	Spectrum News 13	Broadcast	2:48 a.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$1,113.15	11,725
07/28/21	Spectrum News 13	Broadcast	3:48 a.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$1,076.76	5,939
07/28/21	Spectrum News 13	Broadcast	4:48 a.m.	<i>Reaired:</i> Officers enforcing driver yield laws at crosswalks near schools	\$873.39	6,082
07/28/21	WFTV	Broadcast	4:55 a.m.	Operation Best Foot Forward Crosswalk Enforcement Continues Today	\$80,218.67	10,137
07/28/21	Central Florida's TV 27	Broadcast	4:55 a.m.	<i>Reaired:</i> Operation Best Foot Forward crosswalk enforcement Continues Today	\$56.33	678
07/28/21	WOFL	Broadcast	5:36 a.m.	Operation Best Foot Forward back as students head back to school	\$591.50	10,355
07/28/21	WKMG	Broadcast	5:10 a.m.	Law enforcement agencies to take part in Operation Best Foot Forward	\$283.02	1,960
07/28/21	WKMG	Broadcast	6:09 a.m.	<i>Reaired:</i> Law enforcement agencies to take part in Operation Best Foot Forward	\$1,252.85	10,809
07/28/21	WFTV	Broadcast	5:57 a.m.	Operation Best Foot Forward Crosswalk Enforcement Continues Today	\$1,884.01	31,362
07/28/21	Central Florida's TV 27	Broadcast	5:57 a.m.	<i>Reaired:</i> Operation Best Foot Forward crosswalk enforcement Continues Today	\$52.73	750
07/28/21	Central Florida's TV 27	Broadcast	7:53 a.m.	Operation Best Foot Forward Crosswalk Enforcement Continues Today	\$533.42	11,430
07/28/21	WESH 2 News on CW18	Broadcast	7:21 a.m.	WESH 2 Traffic Anchor Highlights Crosswalk Enforcement	\$1,150.21	12,288
07/28/21	WESH 2 News on CW18	Broadcast	8:21 a.m.	<i>Reaired:</i> WESH 2 Traffic Anchor Highlights Crosswalk Enforcement	\$1,048.59	9,201
07/28/21	Central Florida's TV 27	Broadcast	8:53 a.m.	Operation Best Foot Forward Crosswalk Enforcement Continues Today	\$838.07	8,977
07/28/21	Spectrum News 13	Broadcast	8:48 a.m.	Officers in Osceola County enforcing driver yield laws at crosswalks near schools	\$1,670.62	31,076
07/28/21	Spectrum News 13	Broadcast	9:48 a.m.	<i>Reaired:</i> Officers in Osceola County enforcing driver yield laws at crosswalks near schools	\$1,173.07	12,107
07/28/21	Spectrum News 13	Broadcast	10:48 a.m.	<i>Reaired:</i> Officers in Osceola County enforcing driver yield laws at crosswalks near schools	\$1,013.78	9,838
07/28/21	Spectrum News 13	Broadcast	11:48 a.m.	<i>Reaired:</i> Officers in Osceola County enforcing driver yield laws at crosswalks near schools	\$195.02	5,112
07/29/21	The Apopka Voice	Digital	Homepage, Education	Operation Best Foot Forward crosswalk enforcement netted citations and warnings in Apopka	\$600.00	120,000
07/29/21	WKMG	Broadcast	6:45 a.m.	VIDEO: Trooper Steve answers question on pedestrians in crosswalks	\$6,925.79	14,898
07/29/21	WKMG	Digital	Local	Trooper Steve answers question on pedestrians in crosswalks	\$278.27	30,083
07/30/21	The Apopka Chief	Print	Front Page	Police take part in pedestrian/auto education	\$410.00	24,500
07/30/21	The Apopka Chief	Digital	Featured Headline	Police take part in pedestrian/auto education	\$100.00	8,443
08/03/21	EI Osceola Star	Digital	Local	OCSO and KPD keep students safe with Operation BFF	\$350.00	25,000
08/03/21	EI Osceola Star	Digital Editor	Local	OCSO and KPD keep students safe with Operation BFF	\$1,245.00	10,000
08/03/21	Osceola News-Gazette	Digital	Local	St. Cloud Police issue 35 tickets and warnings during Operation Best Foot Forward	\$350.00	12,500
				JULY: Ad Equivalency Total	\$419,165.10	4,092,954
				Impact Value Total	\$2,221,920.67	17,783,185
08/11/21	Pine Hills NID Newsletter	Digital	Local	Operation Best Foot Forward Crosswalk Enforcement	n/a	n/a
08/30/21	Community Paper	Digital	Local News	Transforming transportation in Downtown Orlando	\$625.00	26,313
08/30/21	Community Paper	Print	Local News	Transforming transportation in Downtown Orlando	\$4,275.00	60,000
				AUGUST: Ad Equivalency Total	\$4,900.00	86,313
				Impact Value Total	\$24,500.00	431,565

Date	Media Outlet	Type	Placement	News Story Title	Value	Reach
				2021 Year-To-Date Ad Equivalency Total	\$902,098.14	9,197,365
				2021 Year-To-Date Impact Value Total	\$4,618,258.92	41,179,223

Bike/Walk Central Florida

Statement of Activity by Customer

October 2020 - September 2021

	SEMINOLE COUNTY	SEMINOLE COUNTY FY21	TOTAL SEMINOLE COUNTY	TOTAL
Revenue				
41000 Contributions & Grants				\$0.00
41400 Local Government Grants		60,000.00	60,000.00	\$60,000.00
Total 41000 Contributions & Grants		60,000.00	60,000.00	\$60,000.00
Total Revenue	\$0.00	\$60,000.00	\$60,000.00	\$60,000.00
GROSS PROFIT	\$0.00	\$60,000.00	\$60,000.00	\$60,000.00
Expenditures				
61500 Program Supplies		2,163.53	2,163.53	\$2,163.53
62000 Professional Services				\$0.00
62100 Accounting Fees		734.66	734.66	\$734.66
62150 Program Administration		1,932.97	1,932.97	\$1,932.97
62510 Executive Director		10,801.88	10,801.88	\$10,801.88
62550 Program Management		4,540.57	4,540.57	\$4,540.57
62600 Project Consultants		485.00	485.00	\$485.00
62650 Community Outreach		10,279.03	10,279.03	\$10,279.03
62700 External Communications		7,254.60	7,254.60	\$7,254.60
62750 Marketing Services		14.66	14.66	\$14.66
62900 Data & Report Mgt		3,388.96	3,388.96	\$3,388.96
Total 62000 Professional Services		39,432.33	39,432.33	\$39,432.33
63500 Facilities and Equipment				\$0.00
63570 Rent and Storage		1,850.09	1,850.09	\$1,850.09
Total 63500 Facilities and Equipment		1,850.09	1,850.09	\$1,850.09
64000 Office Expenses				\$0.00
64200 Office Supplies		148.97	148.97	\$148.97
64300 Postage		33.02	33.02	\$33.02
64400 Printing and Copying		116.27	116.27	\$116.27
64500 Telephone		94.39	94.39	\$94.39
Total 64000 Office Expenses		392.65	392.65	\$392.65
65000 Information Technology				\$0.00
65100 Hardware & Software		124.37	124.37	\$124.37
65200 Information Technology Services		364.24	364.24	\$364.24
65300 Web Site Expense		301.69	301.69	\$301.69
Total 65000 Information Technology		790.30	790.30	\$790.30
66000 Payroll Expenses				\$0.00
66500 Payroll Taxes		2,544.12	2,544.12	\$2,544.12
66600 Benefits Expenses		631.39	631.39	\$631.39
Total 66000 Payroll Expenses		3,175.51	3,175.51	\$3,175.51
67000 Travel				\$0.00
67200 Mileage, Parking & Tolls		1,172.02	1,172.02	\$1,172.02
Total 67000 Travel		1,172.02	1,172.02	\$1,172.02

Bike/Walk Central Florida

Statement of Activity by Customer

October 2020 - September 2021

	SEMINOLE COUNTY	SEMINOLE COUNTY FY21	TOTAL SEMINOLE COUNTY	TOTAL
68000 Insurance				\$0.00
68150 General Liability Insurance		133.56	133.56	\$133.56
68200 Directors & Officers Insurance		26.65	26.65	\$26.65
Total 68000 Insurance		160.21	160.21	\$160.21
69000 Other Expenses				\$0.00
69300 Bank & Merchant Fees		106.64	106.64	\$106.64
69350 Dues and Memberships		43.33	43.33	\$43.33
Total 69000 Other Expenses		149.97	149.97	\$149.97
Total Expenditures	\$0.00	\$49,286.61	\$49,286.61	\$49,286.61
NET OPERATING REVENUE	\$0.00	\$10,713.39	\$10,713.39	\$10,713.39
NET REVENUE	\$0.00	\$10,713.39	\$10,713.39	\$10,713.39

*Program Management was budgeted as a full time position, however the role was only filled by a part-time employee during FY21. BWCF is still seeking a FTE for BFF program management.

**Grant funding not spent in FY21 will be rolled over and used in FY22 as discussed with Seminole County Public Works.