

Agenda Item 14
Attachment 1
TPO Board Meeting
12/9/2025



Program-wide Overview



Evaluation

107

Crosswalks
Monitored

538

Collections
Completed

21,520

Staged
Crossings

Engineering

21

Engineering
Improvements

26%

Avg. DYR
Increase

241

Engineering
Recommendations

Enforcement

113

Crosswalk
Details

962

Crosswalk
Warnings

790

Crosswalk
Citations

Education

97

Events &
Presentations

16,234

People
Reached

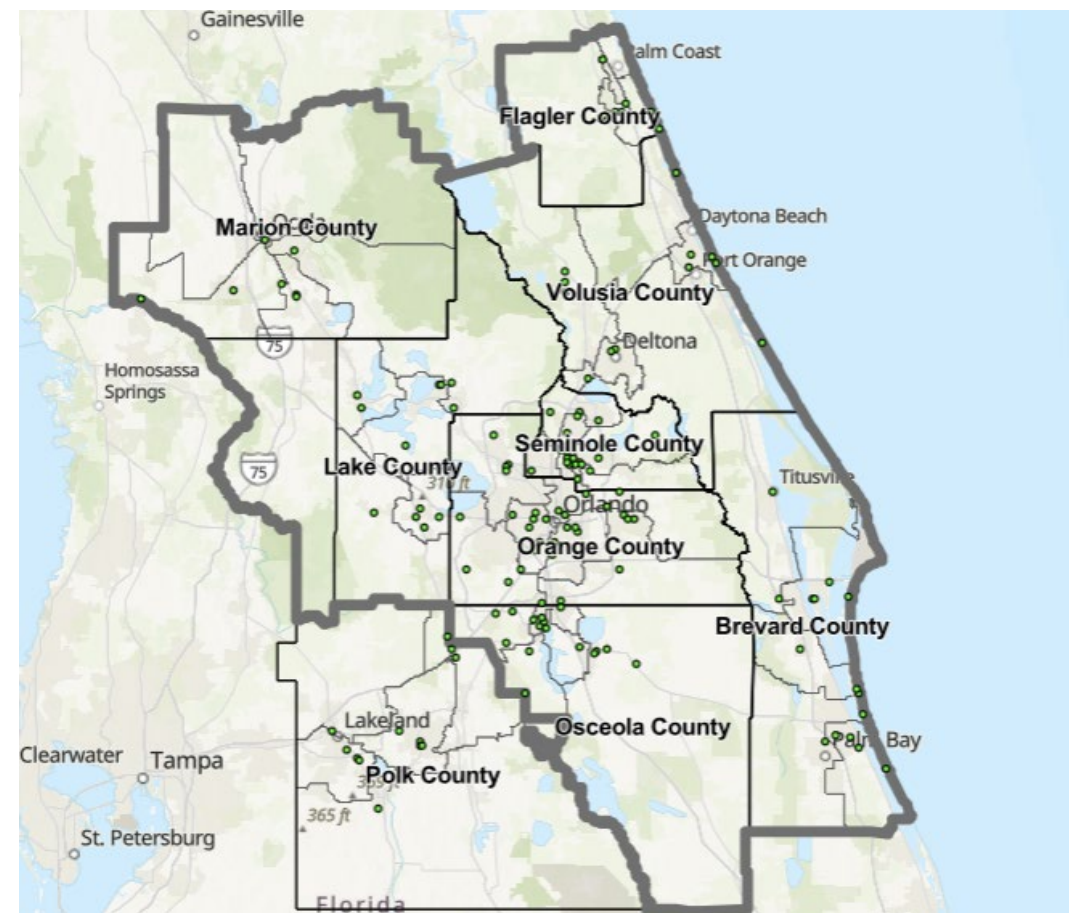
6,908

Resources
Distributed

Crosswalks Program-Wide



- **107** crosswalks evaluated with **31** city partners and **9** county partners
- **21** crosswalks improved an average of **26%** in response to **engineering** interventions
- **31** crosswalks improved an average of **13%** in response to **enforcement** and/or **education** interventions



Crosswalk Evaluation Data



Crosswalk Name	Lanes	Speed	2025 DYR
Schumate Dr & E Clower St	4	30	76%
Lake Hollingsworth Dr & Ingraham Ave	2	30	89%
W 4 th St & MLK Jr Ave	2	25	29%
Berkley Rd & Luna Rd	5	45	4%
Bella Citta Blvd & Tierra del sol Blvd	4	40	49%
Bartow Rd & Central Ave	6	50	97%
Ave M NW & Unity Way NW	2	25	32%
N. Lake Howard Dr & Ave D NW	3	30	51%

Low Yielding
0 – 32%

Moderate
33 - 65%

High Yielding
66% +

Crosswalk Improvements



Winter Haven: N. Lake Howard Dr. & Ave. D NW



Before - 51%

Sign Waving Event

11% increase



After - 62%

FY26 Crosswalks in Polk County



Law Enforcement Agency	Crosswalk Name
Lakeland PD	W 4th St & MLK Jr Ave
Lakeland PD	Lakeland Highlands Rd & E. Edgewood Dr
Winter Haven PD	Ave M NW & Unity Way NW
Winter Haven PD	N Lake Howard Dr & Ave D NW
Winter Haven PD	W Central Ave & 1st St. N
Bartow PD	Schumate Dr & E Clower St
Auburndale PD	Main St., Midblock S. of Auburndale Central Elementary
Polk County Sheriff	Bartow Rd & Winter Lake Rd
Polk County Sheriff	Autumnwood Grove Blvd & SR-98
Polk County Sheriff	Bella Citta Blvd & Tierra del sol Blvd
Polk County Sheriff	Dunson Rd., Midblock W. of Ridgeview Global Studies Academy
Polk County Sheriff	Main View Dr & Broad Way

Crosswalk Improvement Plans



2025 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
4/10/2025	3	4	156	4%
9/4/2025	3	3	148	4%

Average Driver Yield Rate by Year

2023: N/A 2024: N/A 2025: 4%

Roadway Characteristics

Speed: 45 mph

Number of Lanes: 5

Crossing Type: Semi-Controlled

Crossing Signal: N/A

Roadway Users

Avg. Daily Traffic: 25,500

Avg. Pedestrians/hour: 3

Avg. Cyclists/hour: 0

Bike/Ped Crashes within 70 ft: N/A

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)

Ahead Sign Type: Ped Crossing Signs + Ahead (School)

Vertical Sign Type: N/A

Turning Vehicle Sign Type: N/A

Yield/Stop Sign Type: N/A

Markings

Yield/Stop Markings: N/A

Ped Crossing Markings: No

Transverse Rumble Strips: No

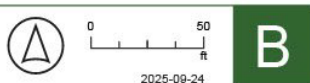
High Visibility Crosswalk Markings: Yes

Medians and Ramps

ADA Detection Pads: Yes

ADA Ramp: Yes

Median Type: N/A



Berkley Rd. & Luna Rd.

Polk County

Crosswalk Observations:

- Low percentage of drivers (<33%) yield to pedestrians at this crosswalk
- Data collectors were frequently trapped in the center with no safe refuge
- Drivers observed speeding, with the maximum speed recorded on pocket radar was 61MPH (in a 45MPH zone)
- No street lighting near the crosswalk
- Truncated dome warning pads are present on sidewalk ramps

Countermeasure Recommendations:

- Add flexposts on the northbound double-yellow centerline as well as the southbound solid white edge line, and consider two on each side of the crosswalk to create visual friction for drivers
- Upgrade the school crossing S1-1 signs to the fluorescent yellow-green option per MUTCD standards for school crossings



Enforcement Operations



Winter Haven Police Department

Operation Best Foot Forward

Date	Location	Warnings	Citations
Thursday, July 31	Ave M NW & Unity Way NW	20	6



Q4 Operation BFF: Program-Wide

Regional High-Visibility Crosswalk Enforcement
Theme: Back to School
July 29 – August 8



27
Participating
Agencies

40
Crosswalk
Details

594
Warnings &
Citations



71
Media
Placements

1M
Est. Media
Impressions

\$116K
Est. Earned
Media Value



Upcoming
Operation
BFF windows
in March &
July of 2026

Educations & Outreach



Activity Schedule

BFF Program Support in Polk County

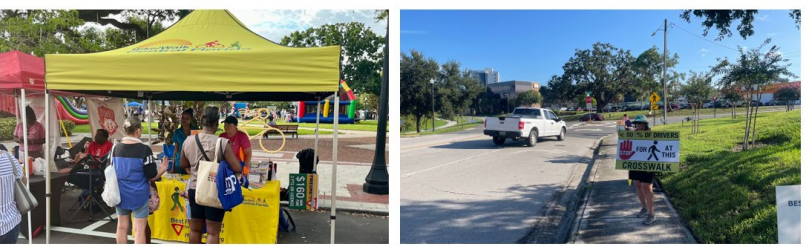
Date	Event Type	Event Title or Organization
5/16/2025	BFF Stakeholder Meeting	Polk County Steering Committee Meeting
8/1/2025	BFF Outreach Event	First Friday Block Party - Lakeland
8/19/2025	BFF Sign Waving	N Lake Howard Dr & Ave D NW Sign Waving



Community Quotes

Capturing Community Conversations

"I really don't feel safe cycling around Lakeland. I try to stay on the sidewalks."

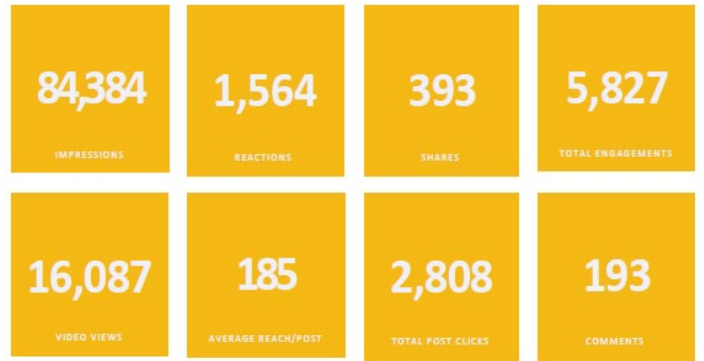


"There is a huge need to get drivers to slow down around Lake Howard."

"There's an intersection by the softball fields where vehicles speed and rarely stop for pedestrians. It's so dangerous!"

Social Media Performance

October 2024 - September 2025



Facebook Post 1	Facebook Post 2	Facebook Post 3	Facebook Post 4
<p>This week, Operation Best Foot Forward partnered with law enforcement agencies in Flagler, Volusia, Marion,...</p>	<p>This week, we officially kicked off Operation Best Foot Forward across Central Florida! Our team joined forces with law enforcement...</p>	<p>Starting tomorrow, from April 22 to May 2, law enforcement will be out across 9 Central Florida counties conducting...</p>	<p>Last week, we wrapped up Operation Best Foot Forward with law enforcement officers from Seminola, Orange, Osceola...</p>
Total Engagements: 835	Total Engagements: 495	Total Engagements: 149	Total Engagements: 141
Reactions: 122	Reactions: 66	Reactions: 41	Reactions: 22
Comments: 8	Comments: 4	Comments: 9	Comments: 0
Shares: 6	Shares: 6	Shares: 7	Shares: 3
Post Link Clicks: 6	Post Link Clicks: 3	Post Link Clicks: —	Post Link Clicks: —
Other Post Clicks: 694	Other Post Clicks: 426	Other Post Clicks: 92	Other Post Clicks: 116

FY25 Program-Wide Insights



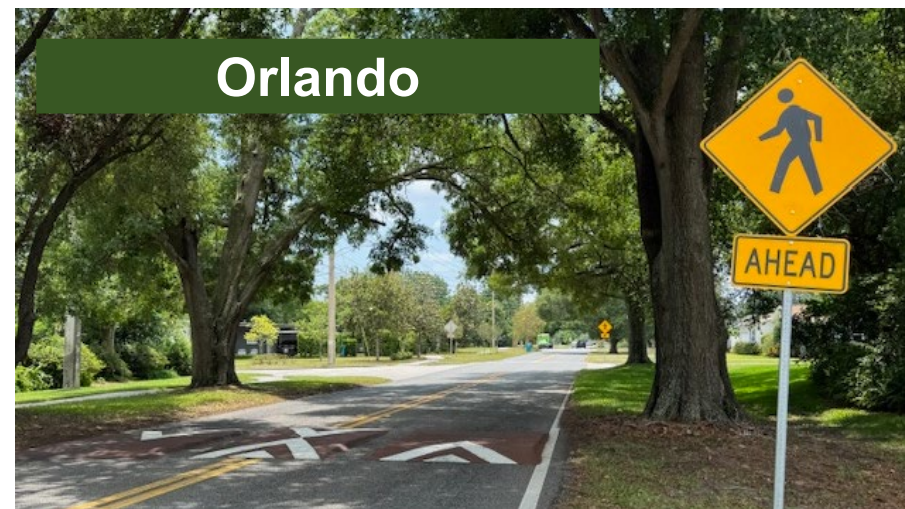
Engineering

- Installing **delineator posts** near crosswalks was the most effective low-cost solution for improving driver yield rate (DYR) this year, with a **29%** average DYR increase at three crosswalks
- Speed humps **ahead of the crosswalk** have a higher driver yield rate average than raised crosswalks (**60%** vs 44% final DYR average)
- By beacon type in 2025:
 - Circular Flashing Beacon: **No impact** on DYR avg.
 - Rect. Rapid-Flashing Beacon: **73%** final DYR avg.
 - Pedestrian Hybrid Beacon: **89%** final DYR avg.

Seminole County



Orlando



FY25 Program-Wide Insights



Enforcement

- Driver yield rates improved **100% of the time** when these three conditions were met:
 - Enforced over a two-year period
 - Enforced two different seasons each year
 - 4 travel lanes or less
- **8** crosswalks met this criteria in 2024-25 and improved an average of **13%**
- **4** met this criteria in 2023-24 and improved an average of **14%**
 - Two of these four crosswalks dropped down to just one enforcement in 2025, and their annual yield rate improvement dropped an average of 3% each



FY25 Program-Wide Insights



Education

- Sign-waving events can help improve driver yield rates
 - **Similar in effect to enforcement** by bringing visibility to drivers at the crosswalk itself
 - Raises annual driver yield rates in a similar way: 8 crosswalks showed an average improvement of **11%**
- At community events, drivers can typically identify that walkers have the right of way at **marked crosswalks**, but fail to recognize the same is true at **unmarked intersections**
- Many drivers are concerned about the **rise in electric bike and scooter usage**, especially among kids



Education Program-Wide



Community Events



Pop-Up Events



Presentations

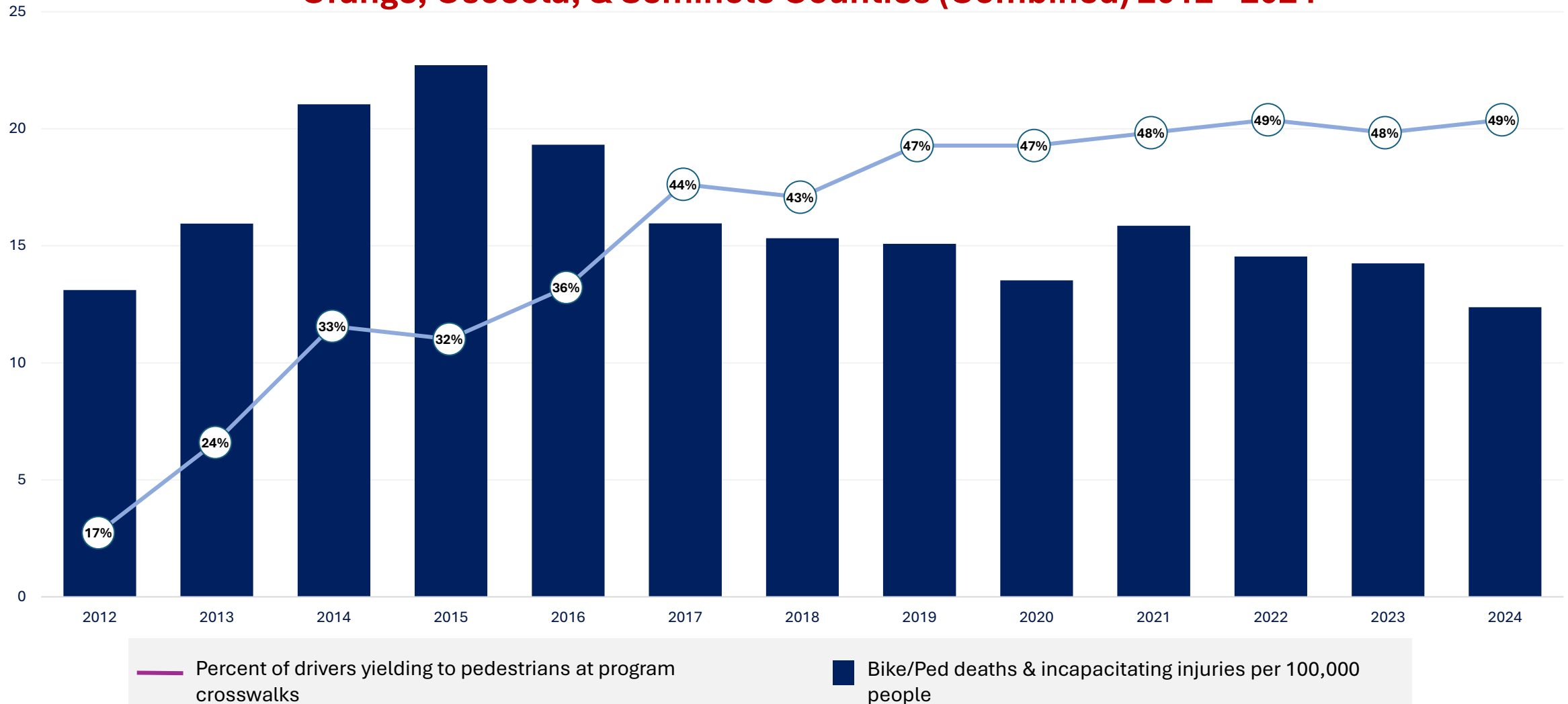


Sign-Waving Campaigns

Tracking Progress: Serious Injuries vs. DYR



Orange, Osceola, & Seminole Counties (Combined) 2012 - 2024



Source: Best Foot Forward

Source: Signal4Analytics



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Thank you

**Contact our team
or visit our social
media pages and
websites!**

