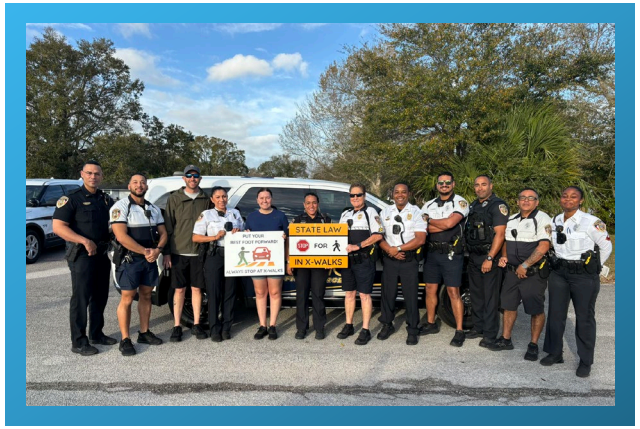
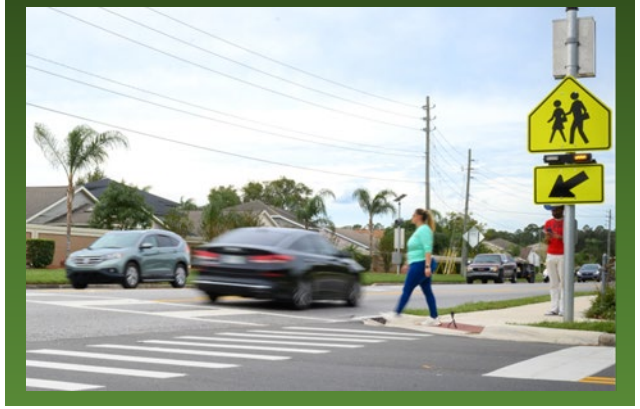




Best Foot Forward
for pedestrian safety

Polk Transportation Planning Organization

Program-wide Overview

Best Foot Forward
for pedestrian safety

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

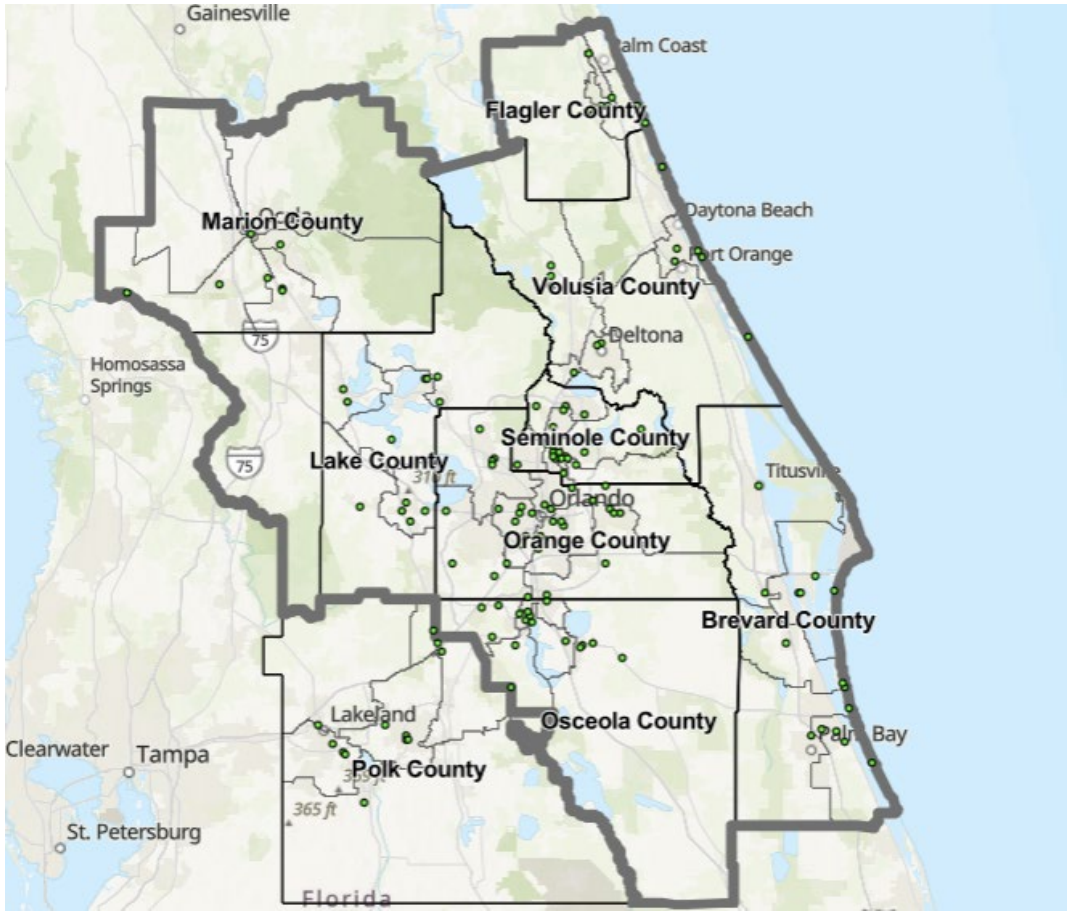
97
Events & Presentations

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

Best Foot Forward
for pedestrian safety

Crosswalk Name	Lanes	Speed	2025 DYR
Schumate Dr & E Clower St	4	30	**76%**
Lake Hollingsworth Dr & Ingraham Ave	2	30	**89%**
W 4th 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

Sign Waving Event

Before - 51%

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

Best Foot Forward
for pedestrian safety

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

Best Foot Forward
for pedestrian safety

Berkley Rd & Luna Rd

Crosswalk Characteristics and Driver Yield Rate Summary

0 50 ft

2025-09-24

B

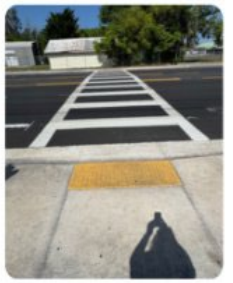
Berkley Rd. & Luna Rd.

Polk County

Best Foot Forward
for pedestrian safety

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	40	594
Participating Agencies	Crosswalk Details	Warnings & Citations

71	1M	$116K
Media Placements	Est. Media Impressions	Est. Earned Media Value

Upcoming Operation BFF windows in March & July of 2026

Educations & Outreach

Best Foot Forward
for pedestrian safety

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."

"I was almost hit while trying to cross the street by a vehicle who didn't stop for a red light. That crosswalk was not well-marked."

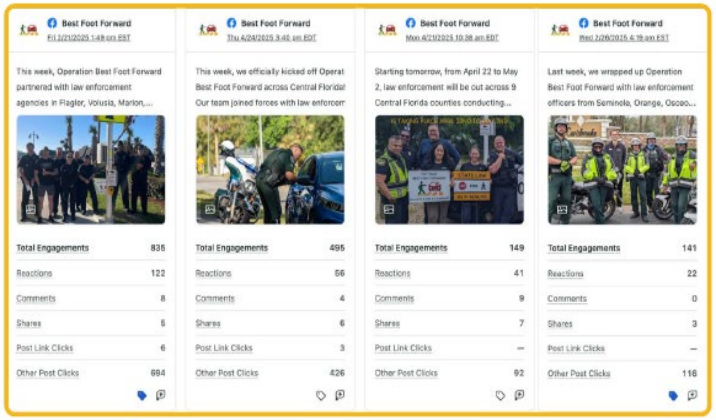
"There is a huge need to get drivers to slow down around Lake Howard."

"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

84,384 IMPRESSIONS	1,564 REACTIONS	393 SHARES	5,827 TOTAL ENGAGEMENTS
16,087 VIDEO VIEWS	185 AVERAGE REACH/POST	2,808 TOTAL POST CLICKS	193 COMMENTS



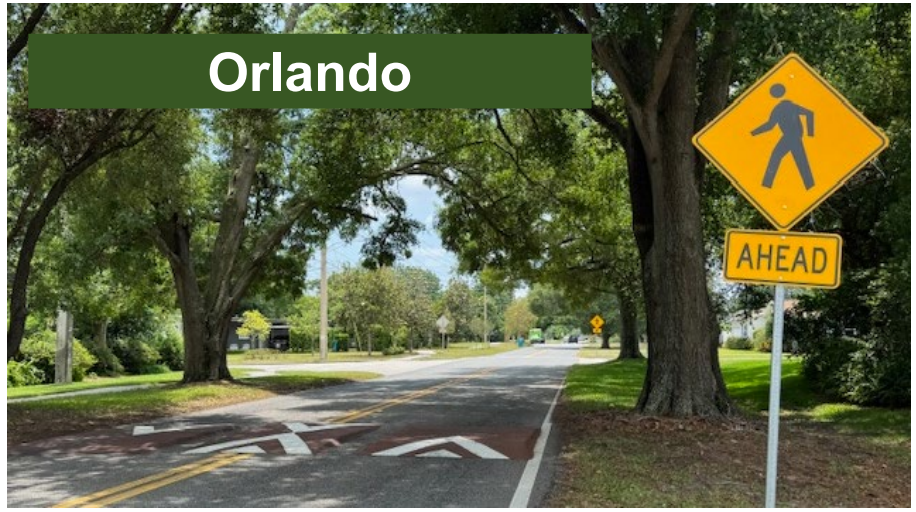
FY25 Program-Wide Insights

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.



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

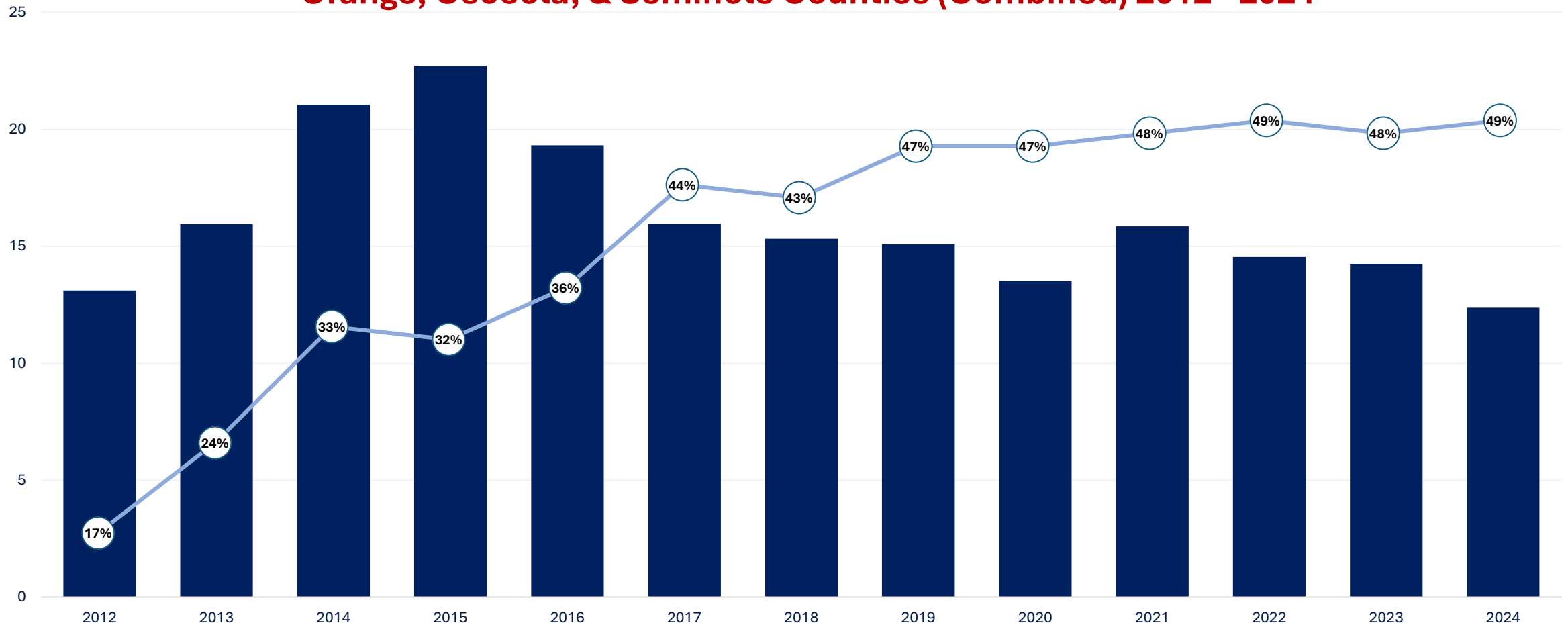
Presentations

Sign-Waving Campaigns

Tracking Progress: Serious Injuries vs. DYR

Best Foot Forward
for pedestrian safety

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



Percent of drivers yielding to pedestrians at program crosswalks

Source: Best Foot Forward

Bike/Ped deaths & incapacitating injuries per 100,000 people

Source: Signal4Analytics

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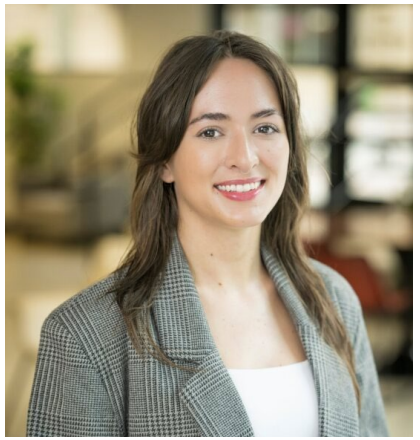

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Best Foot Forward
for pedestrian safety

@BestFootCFL

Thank you

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

Bike/Walk Central Florida

@BikeWalkCFL