



Best Foot Forward for pedestrian safety

Volusia County Program Updates

THE PROBLEM:

Central Florida is consistently ranked one of the most dangerous metro regions for pedestrians in the United States.



THE MISSION:

To increase the number of drivers stopping for pedestrians in crosswalks, as Florida law requires, through community **education**, low-cost **engineering**, high-visibility **enforcement**, and data-driven **evaluation**.

THE PROGRAM:

Best Foot Forward is a grassroots pedestrian safety program that brings together government, law enforcement, and advocacy partners to work toward increasing pedestrian safety at crosswalks.



Expected Benefits of the BFF Program:



- Reduced Pedestrian Incidents
- Community Engagement
- Improved Walkability



Data Collection Spotlight: Comparing 4-lane, 35 mph roads



Ponce Inlet: S. Atlantic Ave. & Winterhaven Park

*Baseline data from January shows that drivers yield to pedestrians at this crosswalk **83%** of the time, which shows that the combination of flags and in-street signs can be an inexpensive countermeasure to improve driver yield rates if the right conditions are present.*




Daytona Beach: S. Atlantic Ave. & Poinsettia Rd.

*Despite good countermeasures such as stop bars, “Stop Here for Peds” signs, and yellow pedestrian signs on both sides of the road, only **25%** of drivers are yielding here. Context such as land use, daily traffic, & pedestrian visibility are important factors.*

BFF Crosswalk Data in Volusia County

****Crosswalks enforced during
Operation Best Foot Forward***

<div> <div>SITE ID & NAME</div> <div>  <div>Best Foot Forward for pedestrian safety</div> </div> </div>	SITE DETAILS			YIELD RATE
	Juris.	Speed Limit (Wave)	Travel Lanes (Wave)	JAN 2024
S. Beach St. & Cedar St.	Daytona Beach	30	2	34%
S. Atlantic Ave. & Poinsettia Rd.	Daytona Beach	35	4	25%
E. Fairview Ave at Main St. Bridge	Daytona Beach	30	2	16%
S. Atlantic Ave. & Bellemead Dr.	Daytona Beach Shores	35	4	43%
S. Atlantic Ave & Broad Ave	Daytona Beach Shores	35	4	70%
Dirksen Dr. & Mansion Blvd.	DeBary	45	3	19%
W. Highbanks Rd. & Spring to Spring Trail	DeBary	40	2	59%
Walker St. & Center Ave.	Holly Hill	25	2	97%
S. Atlantic Ave & Ocean Ave.	New Smyrna Beach	35	3	39%
Canal St. & N. Myrtle Ave	New Smyrna Beach	35	2	78%
Seville St. & S. Beach St.	Ormond Beach	35	4	38%
Ocean Shore Blvd & Tom Renick Park	Ormond Beach	40	2	19%
S. Atlantic Ave. & Winterhaven Park	Ponce Inlet	35	4	83%

No pedestrian signage at crosswalk

***Stop bars compared to no stop bars on the same road—
both midblock crossings with “Stop Here for Peds” signs***

Flashing lights not functioning during data collection

4-way stop

In-street state law sign in center

In-street sign present & flags provided at crosswalk

Operation Best Foot Forward



Daytona Beach Shores



DeBary



Ormond Beach



Holly Hill

Operation Best Foot Forward - February 6 – 16, 2024

Theme: Crossing Guard Appreciation

Operation-Wide:

- 6 Central Florida Counties
- 14 Law Enforcement Agencies
- 25 Crosswalk Details
- 48 Media Placements reaching an audience over **646,000 people**, including WESH 2, WKMG 6, WFTV 9, CW 18, & TV-27
- 366 Crosswalk Warnings & Citations
- 14 Partners and 3 Elected Officials in attendance at crosswalk locations

Crosswalk Details in Volusia County:

Date	Location	Warnings	Citations
Volusia County Sheriff's Office			
Tuesday, February 6	Dirksen Dr. & Mansion Blvd.	0	13
Tuesday, February 13	Ocean Shore Blvd & Tom Renick Park	6	31
Daytona Beach Shores Department of Public Safety			
Friday, February 9	S. Atlantic Ave. & Bellemead Dr.	12	22
Holly Hill Police Department			
Wednesday, February 14	Walker St. & Center Ave.	6	0
New Smyrna Beach Police Department			
Thursday, February 15	S. Atlantic Ave & Ocean Ave.	0	28

Operation BFF recap article available on our website with additional photos at **BestFootCFL.org**



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WHO WE ARE ▾

WHAT WE DO ▾

OUR IMPACT ▾

YOUR ROLE ▾

ARTICLES

MEDIA



- ▢ Brevard County
- ▢ Education
- ▢ Enforcement
- ▢ Engineering
- ▢ Evaluation
- ▢ Marion County
- ▢ Orange County
- ▢ Osceola County
- ▢ Seminole County
- ▢ Statewide/National
- ▢ Volusia County

Crossing Guards See Crosswalk Enforcement Ramping Up in Six Central Florida Counties

February 18, 2024

▢ Brevard County, Enforcement, Marion County, Orange County, Osceola County, Seminole County, Volusia County

Operation Best Foot Forward wrapped up its most expansive enforcement to date last Friday, with **14 law enforcement agencies across six counties** issuing **366 warnings and citations** to drivers that failed to yield to pedestrians. Many of the crosswalk locations chosen for enforcement were located within one mile of a school where students walk, in recognition of Crossing Guard Appreciation Day earlier this month. In total, there were **25 enforcement details** conducted at **22 crosswalk locations**.



Recent BFF Outreach Events in Volusia County

- **908** community interactions at Volusia County events
- **887** BFF & FDOT educational materials distributed
- **653** BFF & FDOT promotional materials distributed



Event: Blue Spring Manatee Festival

Scoped Partner: Volusia County

Date: January 27 – 28, 2024

Location: 2100 W. French Ave. Orange City FL 32763



Event: Families and Communities Together (FACT) Fair

Scoped Partner: Volusia County

Date: Thursday, February 15th, 2024

Location: Heritage Middle School GYM - 1001 Parnell Ct

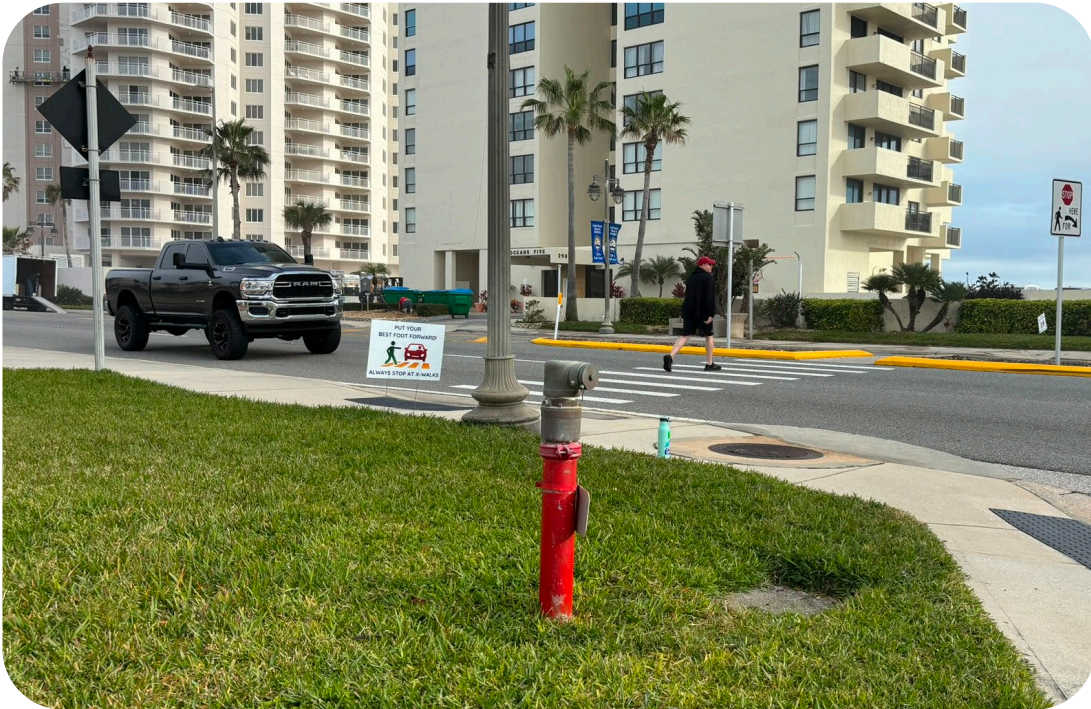
Upcoming BFF Schedule

Next high-visibility enforcements:

- April 30-May 10
- Late July (Back to School)

Next BFF Stakeholder meeting:

- May 30, 2024



Questions?

