Best Foot Forward
for pedestrian safety

Best Foot Forward
FY 25-26 Annual Report
October 2025 – September 2026

Bike/Walk Central Florida

Duval County at a Glance

October 2025 – September 2026

Crosswalk Evaluation



12 Crosswalks Evaluated*

38 Collections Completed

1,520 Staged Crossings

Education & Outreach



4 Outreach Events

206 People Reached

360 Resources Distributed

High-Visibility Enforcement



2 Regional Operations

1 Crosswalk Enforcement

18 Warnings & Citations

**Additional baseline data was also collected at other crosswalks. Details are available within the following crosswalk pages.*

Program Launch Summary

Duval County

After successful program launches across Central Florida in Brevard, Marion, Volusia, Lake, and Polk counties since 2024, Best Foot Forward used the same coalition framework to replicate that process in Duval County for 2026. The North Florida TPO served as the initial contact point for building the coalition. They were presented with details of the Best Foot Forward (BFF) program in digital meetings, and subsequently, they were asked to provide a list of potential stakeholders from enforcement, education, and engineering, and other pedestrian-focused organizations.



BFF Presenting to the NFTPO Board

The TPO-provided coalition list was an important initial step toward building the Best Foot Forward coalition. Each stakeholder on the list was contacted via e-mail with a description of program objectives, expected contributions, and a request to join the coalition. Positive responses were received from the public works departments in each city.

For enforcement stakeholders, in addition to the chiefs and traffic team supervisors provided by the TPO, Best Foot Forward worked with FDOT representatives to schedule a program presentation at a county-wide Community Traffic Safety Team (CTST) meeting. The CTST meeting allowed the opportunity to present about the program and get important contact information from the local traffic safety units.

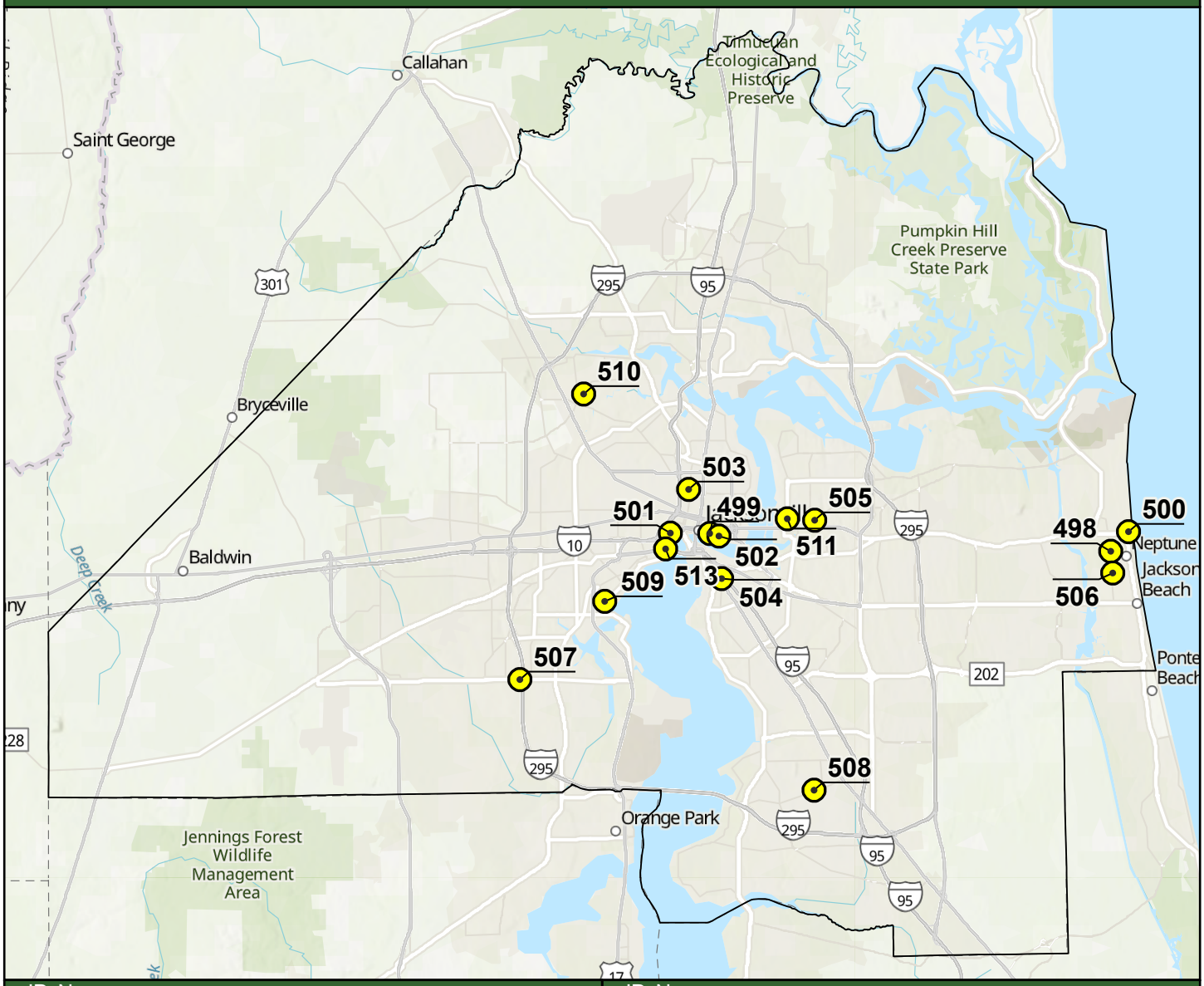
After gathering interest from various organizations and individuals, an in-person workshop was scheduled and each of the interested parties were invited to attend to provide crosswalk suggestions from around the county. There was great attendance from multiple city partners across Duval County, as well as law enforcement agencies, FDOT, and other local organizations.



Discussing the Program Launch and Operation

During the first enforcement operation in April, Best Foot Forward was able to engage with the media about the launch of the program in Jacksonville, raising awareness across the region about the BFF program and about driver responsibilities at crosswalks. Later in August, the program was presented to the North Florida TPO Board members, where they had the opportunity to ask questions and show support for the launch of the program in Duval County. Throughout the program launch process, Best Foot Forward continued evaluating a sample of crosswalks in the county while engaging the community at local outreach events to complete their multi-pronged approach to pedestrian safety.

Duval County Crosswalks



ID	Name
498	Penman Rd & Florida Blvd
499	E Bay St & N Catherine St
500	E Coast Dr & Ahern St
501	Park St & Jackson St
502	Gator Bowl Blvd & A P Randolph St
503	1703 N Jefferson St
504	St Augustine Rd & Philips Hwy
505	Lillian Rd & Bert Rd

ID	Name
506	Penman Rd & 18th Ave N
507	103rd St & Firestone Rd
508	Hood Rd & Hornets Nest Rd
509	Herschel St & St Johns Ave
510	Soutel Dr & Leander J Shaw Dr
511	University Blvd at Arlington Elementary School
513	Riverside Ave at Riverwalk

View the Crosswalk Dashboard Online

Download Driver Yield Rate GIS Data

Crosswalk Spotlight

Jacksonville: Riverside Ave. at Riverwalk



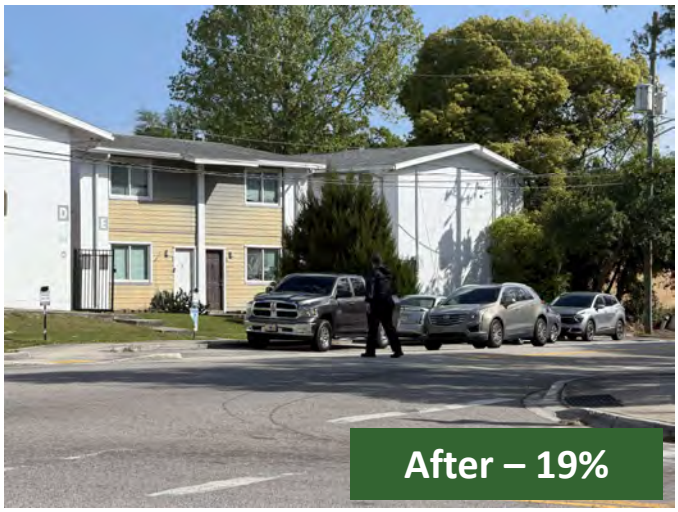


Located near the popular Riverwalk in Downtown Jacksonville, Best Foot Forward data collectors recorded a **100%** driver yield rate after installment of a full signal at this crossing. The crosswalk, which previously had an RRFB present, had only averaged a **40%** driver yield rate, significantly lower than the typical **73%** average yield rate for most RRFBs. This engineering upgrade represents a 60-pt increase in drivers yielding to pedestrians.

Crosswalk Spotlight

Jacksonville: Lillian Rd. & Bert Rd.





At baseline data collection, this crosswalk had an average driver yield rate of **14%**. In April, the Jacksonville Sheriff's Office conducted an enforcement during Operation Best Foot Forward at this location, resulting in **16 warnings and 2 citations** to drivers who failed to stop for pedestrians. Following the enforcement, the driver yield rate temporarily improved 5-pts to **19%** in June. Without any follow-up enforcement, the driver yield rate decreased back to **13%**. Internal program data shows that sustained enforcement efforts at least twice a year are most effective at improving driver yield rate long-term.

Best Foot Forward Crosswalks Summary

Crosswalk Name	Program Partner	Maintaining Agency	County	District	Program Status	Speed	Lanes	School Xing	Trail Xing	Crossing Type	Stop/Yield Type	Signal Type	Avg. Peds	Avg. Cyc.	Avg. ECV	FY24 DYR	FY25 DYR	FY26 DYR
E Coast Dr & Ahern St	Atlantic Beach	Atlantic Beach	Duval County	D13 DUV	Active	25	2	No	No	Semi-Controlled Intersection	None	None	25	14	3			**77%**
E Bay St & N Catherine St	Jacksonville	Jacksonville	Duval County	D7 DUV	Active	30	4	No	No	Semi-Controlled Intersection	None	RRFB	22	5	2			**64%**
Park St & Jackson St	Jacksonville	Jacksonville	Duval County	D7 DUV	Active	30	2	No	No	Roundabout	Yield for Ped and Bike Sign	None	4	3	0			**67%**
Gator Bowl Blvd & A P Randolph St	Jacksonville	FDOT	Duval County	D7 DUV	Under Evaluation	50	4	No	No	Semi-Controlled Intersection	None	SI	2	0	1			**40%**
1703 N Jefferson St	Jacksonville	Jacksonville	Duval County	D7 DUV	Active	30	3	No	No	Semi-Controlled Intersection	None	RRFB	38	1	0			**81%**
Lillian Rd & Bert Rd	Jacksonville	Jacksonville	Duval County	D1 DUV	Active	35	3	Yes	No	Semi-Controlled Intersection	None	None	7	4	0			**15%**
103rd St & Firestone Rd	Jacksonville	FDOT	Duval County	D9/D14 DUV	Active	45	7	Yes	No	Controlled Intersection	None	SI	14	4	2			**56%**
Hood Rd & Hornets Nest Rd	Jacksonville	Jacksonville	Duval County	D6 DUV	Active	40	3	Yes	No	Controlled Intersection	None	SI	2	2	0			**66%**
Herschel St & St Johns Ave	Jacksonville	FDOT	Duval County	D7 DUV	Active	30	2	Yes	No	Roundabout	Yield Sign	None	8	9	2			**73%**
Soutel Dr & Leander J Shaw Dr	Jacksonville	Jacksonville	Duval County	D10 DUV	Active	35	4	No	No	Controlled Intersection	None	SI	9	2	0			**72%**
University Blvd at Arlington Elementary School	Jacksonville	Jacksonville	Duval County	D1 DUV	Active	30	4	Yes	No	Midblock	None	None	5	1	1			**3%**
Riverside Ave at Riverwalk	Jacksonville	FDOT	Duval County	D7 DUV	Active	30	4	No	Yes	Midblock	None	SI	25	10	2			**80%**
Penman Rd & 18th Ave N	Jacksonville Beach	Jacksonville Beach	Duval County	D13 DUV	Active	35	3	Yes	No	Semi-Controlled Intersection	None	None	3	3	0			**17%**
Penman Rd & Florida Blvd	Neptune Beach	Neptune Beach	Duval County	D13 DUV	Under Evaluation	35	3	No	No	Controlled Intersection	None	SI	8	15	4			**67%**

2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
6/11/2026	36	3	15	72%
8/28/2026	34	2	11	77%
9/29/2026	33	5	9	81%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 77%

Roadway Characteristics

Speed: 25 mph
Number of Lanes: 2
Crossing Type: Semi-Controlled
Crossing Signal: None

Roadway Users

Avg. Daily Traffic: N/A
Avg. Pedestrians/hour: 25
Avg. Cyclists/hour: 14

Signs

Crossing Sign Type: None
Ahead Sign Type: None
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: None
Ped Crossing Markings: No
Transverse Rumble Strips: No
High Visibility Crosswalk Markings: No

Medians and Ramps

ADA Detection Pads: Yes
ADA Ramp: Yes
Median Type: None

Atlantic Beach



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

East Coast Dr & Ahern St

City of Atlantic Beach

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- Pedestrians were observed to cross outside of the marked crossings
- There is no posted signage indicating a crosswalk at this location
- There is street lighting near the crosswalk

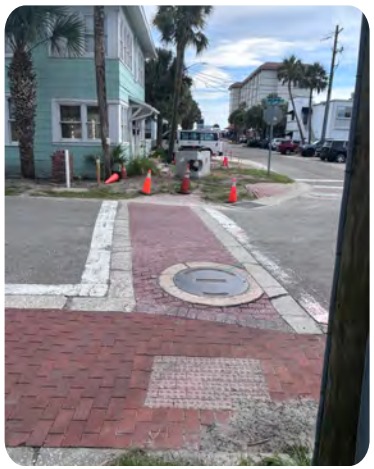




Countermeasure Recommendations:

- Install pedestrian crossing W11-2 signs with downward diagonal arrow W16-7P plaque at both side the crosswalk
- Add special emphasis ladder striping per FDOT recommendation for non-signalized crosswalks





2026 Driver Yield Rate Data Collections

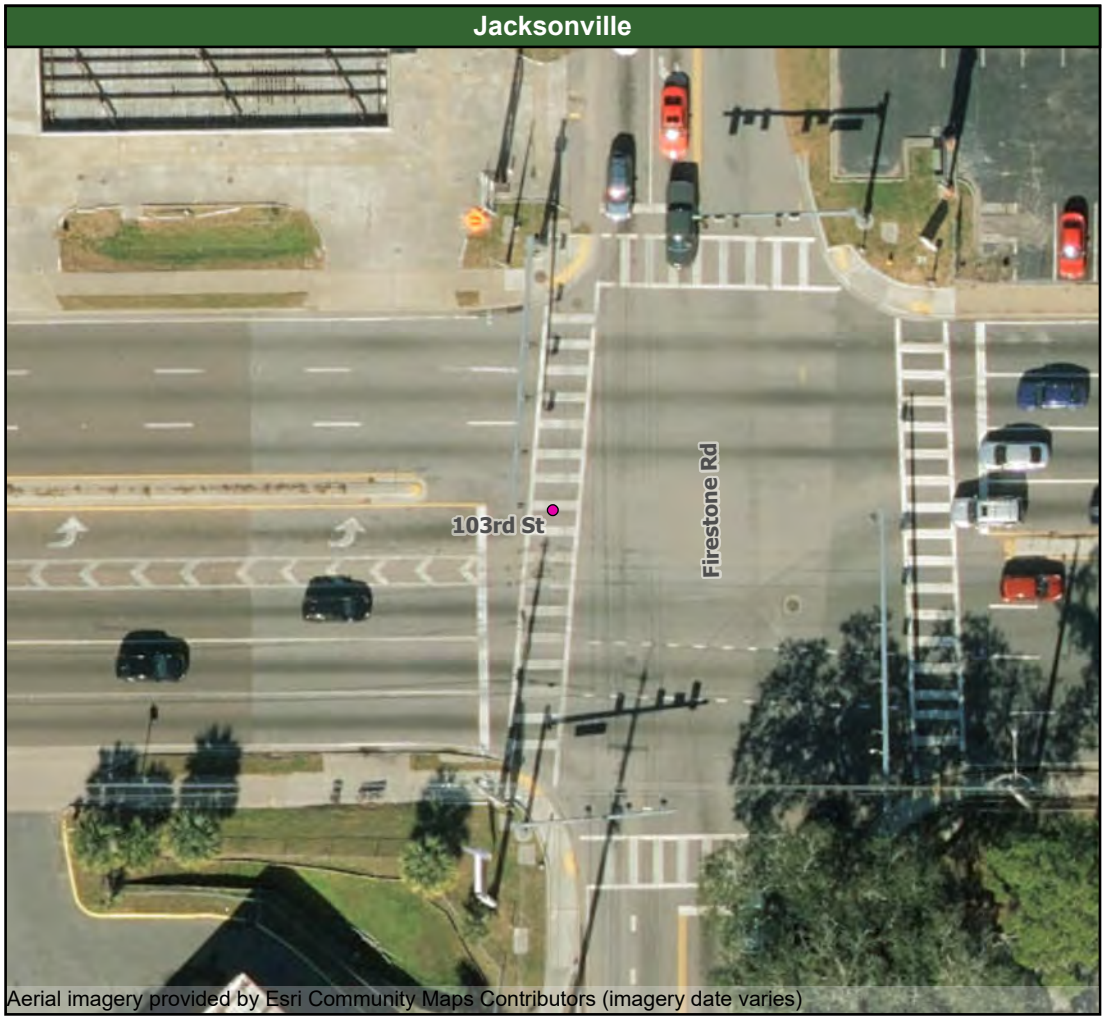
Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
3/26/2026	8	0	8	50%
6/4/2026	8	0	11	42%
8/27/2026	3	0	1	75%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 56%

Roadway Characteristics

Speed: 45 mph
Number of Lanes: 7
Crossing Type: Controlled
Crossing Signal: Signalized Intersection



Roadway Users

Avg. Daily Traffic: 48,500
Avg. Pedestrians/hour: 14
Avg. Cyclists/hour: 4

Signs

Crossing Sign Type: None
Ahead Sign Type: None
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: Stop Bar Markings
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: None

103rd St & Firestone Rd (West Crosswalk)

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- Moderate percentage of drivers (33 - 65%) yield to pedestrians at this crosswalk
- Majority of the nonyielding drivers was southbound traffic turning right westbound onto 103rd St
- Drivers behind the yielding cars turning right westbound onto 103rd St were observed honking and aggressive on multiple occasions
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Install Turning Vehicles Stop for Peds (R10-15) signage for right-turning drivers on Firestone Rd





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
6/15/2026	29	2	8	79%
8/17/2026	35	2	8	82%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 81%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 3
Crossing Type: Semi-Controlled
Crossing Signal: RRFB

Roadway Users

Avg. Daily Traffic: N/A
Avg. Pedestrians/hour: 38
Avg. Cyclists/hour: 1

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow
Ahead Sign Type: Ped Crossing Signs + Ahead
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: None
Ped Crossing Markings: No
Transverse Rumble Strips: No
High Visibility Crosswalk Markings: Yes

Medians and Ramps

ADA Detection Pads: Non-compliant
ADA Ramp: Yes
Median Type: None

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

1703 N Jefferson St

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- This location is used frequently by hospital workers and patients
- Data collectors did not observe speeding as a major issue at this crosswalk
- Data collectors observed the delineator posts effective at slowing traffic and increasing yield rate compliance
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Install truncated dome warning pads on sidewalk ramps in compliance with PROWAG Technical Requirements
- Existing countermeasures are effective





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
3/24/2026	0	25	18	58%
6/15/2026	30	6	19	65%
8/20/2026	7	35	19	69%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 64%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 4
Crossing Type: Semi-Controlled
Crossing Signal: RRFB

Roadway Users

Avg. Daily Traffic: 6,300
Avg. Pedestrians/hour: 22
Avg. Cyclists/hour: 5

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow
Ahead Sign Type: None
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: Stop Bar Markings
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: None

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

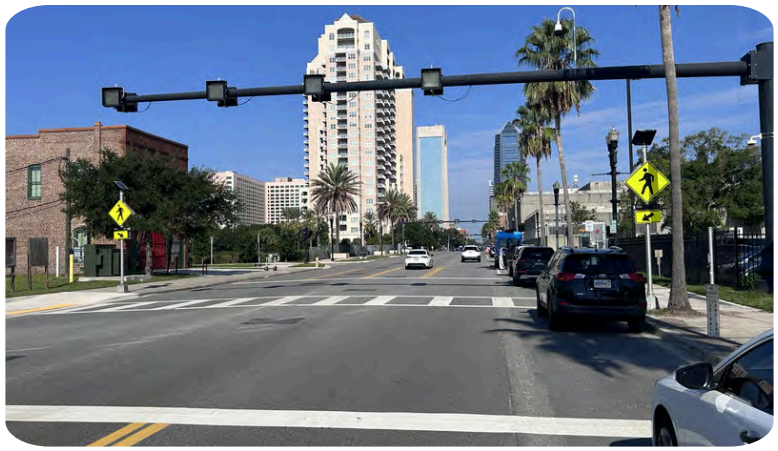
E Bay St & N Catherine St

City of Jacksonville

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Crosswalk Observations:

- Moderate percentage of drivers (33 - 65%) yield to pedestrians at this crosswalk
- On street parking westbound blocks visibility for people crossing
- Data collectors reported feeling generally safe when using the RRFBs to cross despite only a moderate yielding rate. Drivers were not observed driving aggressively
- Data collectors did not observe speeding as a major issue at this crosswalk
- One streetlight on the westbound side of the crosswalk





Countermeasure Recommendations:

- Install delineator posts on the double yellow centerlines leading up to crosswalk to calm traffic and increase crosswalk visibility
- Remove the street parking spot closest to the RRFB westbound to improve visibility for pedestrians and drivers





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
4/1/2026	0	52	18	74%
6/4/2026	35	2	15	71%
8/31/2026	36	9	17	73%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 73%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 2
Crossing Type: Roundabout
Crossing Signal: None

Roadway Users

Avg. Daily Traffic: 9,200
Avg. Pedestrians/hour: 8
Avg. Cyclists/hour: 9



Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)
Ahead Sign Type: Ped Crossing Signs + Ahead (School)
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: Yield Sign

Markings

Yield/Stop Markings: None
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: Curbed

Herschel St & St. Johns Ave (North Crosswalk)

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- Data collectors did not observe speeding as a major issue at this crosswalk
- The crosswalk markings are beginning to fade on one side
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Restripe the fading parts of the crosswalk markings
- Install in-street signage (State Law: Stop for Peds, R1-6a) on the splitter island to increase visibility of crosswalk





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
4/2/2026	0	2	3	40%
6/15/2026	5	0	1	83%
8/27/2026	5	1	2	75%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 66%

Roadway Characteristics

Speed: 40 mph
Number of Lanes: 3
Crossing Type: Controlled
Crossing Signal: Signalized Intersection

Roadway Users

Avg. Daily Traffic: 8,300
Avg. Pedestrians/hour: 2
Avg. Cyclists/hour: 2

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)
Ahead Sign Type: Ped Crossing Signs + Ahead (School)
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: Stop Bar Markings
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: Painted

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Hood Rd & Hornets Nest Rd (West Crosswalk)

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- Data collectors did observe speeding as an issue at this location, with the majority of vehicles traveling higher than the 40mph coming from the eastbound curve
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Install delineator posts on the double yellow centerlines leading up to crosswalk to calm traffic and increase crosswalk visibility
- Repaint the fading median to visually narrow the travel lanes for drivers
- Add leading pedestrian interval signal timing that allows pedestrians to start crossing before left turning vehicles get a green light





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
3/26/2026	9	0	55	14%
6/12/2026	9	3	50	19%
8/24/2026	6	2	56	13%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 15%

Roadway Characteristics

Speed: 35 mph
Number of Lanes: 3
Crossing Type: Semi-Controlled
Crossing Signal: None

Roadway Users

Avg. Daily Traffic: N/A
Avg. Pedestrians/hour: 7
Avg. Cyclists/hour: 4

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)
Ahead Sign Type: Ped Crossing Signs + Ahead (School)
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: None
Ped Crossing Markings: No
Transverse Rumble Strips: No
High Visibility Crosswalk Markings: Non-compliant

Medians and Ramps

ADA Detection Pads: Yes
ADA Ramp: Yes
Median Type: None

Lillian Rd & Bert Rd

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- Low percentage of drivers (<33%) yield to pedestrians at this crosswalk
- Crosswalk is located next to a preschool
- Data collectors did observe speeding as an issue at this crosswalk
- Pavement markings are very faded and consist only of the two transverse lines
- No street lighting near the crosswalk





Countermeasure Recommendations:

- Trim foliage obstructing the eastbound S1-1 sign to increase visibility
- Add special emphasis ladder striping per FDOT recommendation for non-signalized crosswalks
- Install double-sided school crossing S1-1 sign to increase emphasis on the crosswalk from both sides of the road





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
3/24/2026	12	0	3	80%
6/5/2026	14	0	11	56%
8/17/2026	16	0	9	64%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 67%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 2
Crossing Type: Roundabout
Crossing Signal: None

Roadway Users

Avg. Daily Traffic: N/A
Avg. Pedestrians/hour: 4
Avg. Cyclists/hour: 3

Signs

Crossing Sign Type: None
Ahead Sign Type: None
Vertical Sign Type: Vertical Sign - Yield for Ped and Bike
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: Yield for Ped and Bike Sign

Markings

Yield/Stop Markings: Shark Teeth Markings
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: None

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Best Foot Forward for pedestrian safety
Program administered by Bike/Walk Central Florida

Park St & Jackson St

Crosswalk Characteristics & Driver Yield Rate Summary

0 50 ft

2026-10-1

B

Park St & Jackson St

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- Westbound drivers leading into the roundabout to head south would frequently brake hard to stop for pedestrians crossing
- Drivers were observed cutting the corners of the roundabout instead of using it properly
- The close proximity of the crosswalk to the intersection often make pedestrians crossing feel unsafe
- There is no crosswalk signage or crosswalk ahead signage
- Data collectors did not observe speeding as a major issue at this crosswalk
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Existing countermeasures are effective
- Continued education informing drivers about the function of mini roundabouts and their responsibilities





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
6/5/2026	27	2	43	40%
8/31/2026	0	27	0	100%
9/29/2026	0	91	1	99%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 80%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 4
Crossing Type: Midblock
Crossing Signal: Signalized Intersection

Roadway Users

Avg. Daily Traffic: 22,500
Avg. Pedestrians/hour: 25
Avg. Cyclists/hour: 10

Signs

Crossing Sign Type: None
Ahead Sign Type: Ped Crossing Signs + Ahead
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

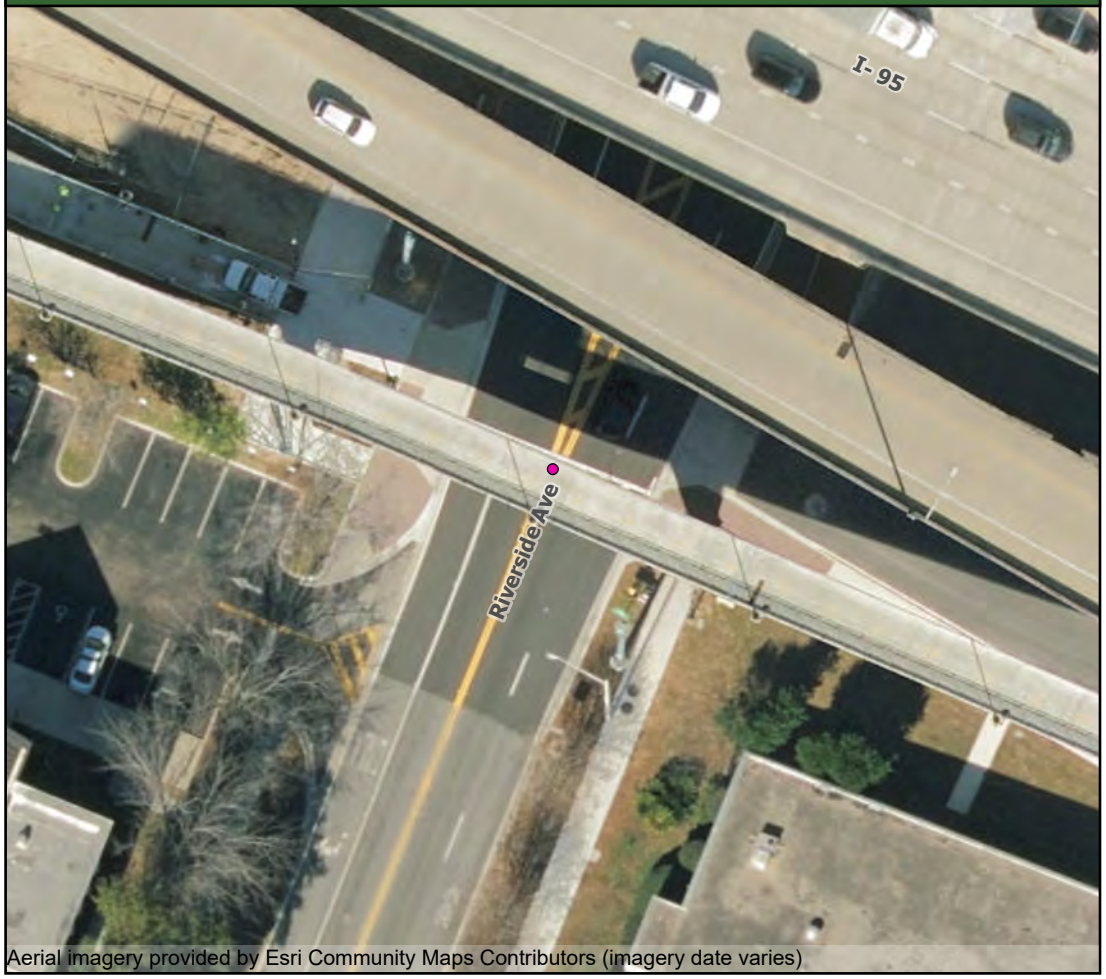
Markings

Yield/Stop Markings: Stop Bar Markings
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: Painted

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Best Foot Forward for pedestrian safety
Program administered by Bike/Walk Central Florida

Riverside Ave at Riverwalk

Crosswalk Characteristics & Driver Yield Rate Summary

0 50 ft

2026-10-1

B

Riverside Ave at Riverwalk

City of Jacksonville

Best Foot Forward
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Crosswalk Observations:

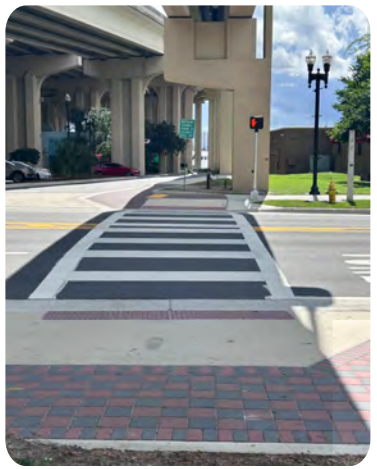
- Before the installation of the signal in August, a moderate percentage of drivers (33 - 65%) yielded to pedestrians at this crosswalk
- When this location had an RRFB, many pedestrians and cyclists were observed not pushing button to activate the flashing beacons and would instead wait to cross after traffic cleared
    - The yield rate was low for an RRFB location at 40%, which typically have a driver yield rate above 70%
    - Many drivers would slow down but not fully stop for pedestrians crossing
- After the signal installation, data collectors observed a high percentage of drivers (>66%) yield to pedestrians at this crosswalk
- There is street lighting near the crosswalk





Countermeasure Recommendations:

- Effective countermeasures are in place





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
6/4/2026	7	3	4	71%
8/24/2026	6	2	3	73%
9/29/2026	10	2	5	71%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 72%

Roadway Characteristics

Speed: 35 mph
Number of Lanes: 4
Crossing Type: Controlled
Crossing Signal: Signalized Intersection

Roadway Users

Avg. Daily Traffic: 12,500
Avg. Pedestrians/hour: 9
Avg. Cyclists/hour: 2

Signs

Crossing Sign Type: None
Ahead Sign Type: None
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: Stop Bar Markings
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: None

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Best Foot Forward for pedestrian safety
Program administered by Bike/Walk Central Florida

Soutel Dr & Leander J Shaw Dr

Crosswalk Characteristics & Driver Yield Rate Summary

0 50 ft

2026-10-1

B

Soutel Dr & Leander J Shaw Dr (North Crosswalk)

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- High percentage of drivers (>66%) yield to pedestrians at this crosswalk
- During collections, some drivers were observed running the red light
- Data collectors did not observe speeding as a major issue at this crosswalk
- There is a JTA bus stop at this intersection
- There is street lighting at the crosswalk

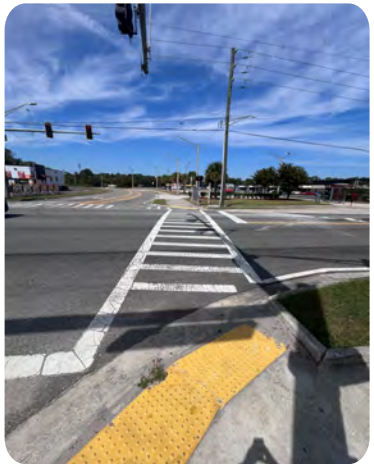




Countermeasure Recommendations:

- Continued enforcement to address the drivers running the red light
- Install an LED blank-out “Stop for Pedestrians” sign to warn turning motorists of pedestrians in the crosswalk





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
6/12/2026	7	0	262	3%
8/28/2026	6	0	184	3%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 3%

Roadway Characteristics

Speed: 30 mph
Number of Lanes: 4
Crossing Type: Midblock
Crossing Signal: None

Roadway Users

Avg. Daily Traffic:
Avg. Pedestrians/hour: 5
Avg. Cyclists/hour: 1

Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)
Ahead Sign Type: Ped Crossing Signs + Ahead (School)
Vertical Sign Type: Vertical Sign - Stop for Ped
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: None
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: Curbed

Jacksonville



Aerial imagery provided by Esri Community Maps Contributors (imagery date varies)

Best Foot Forward for pedestrian safety
Program administered by Bike/Walk Central Florida

University Blvd at Arlington Elementary School

Crosswalk Characteristics & Driver Yield Rate Summary

0 50 ft

2026-10-22

B

University Blvd at Arlington Elementary School

City of Jacksonville

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- Low percentage of drivers (<33%) yield to pedestrians at this crosswalk
- Tree in the median can obstruct view of pedestrian crossing from one side
- Data collectors were often stuck in the median waiting to opposing traffic, sometimes for minutes at a time
- Data collectors did observe speeding as a major issue at this crosswalk
- One streetlight on the northbound side of the crosswalk





Countermeasure Recommendations:

- Trim obstructing foliage in the center median to increase pedestrian visibility
- Install “Stop Here for Peds” (R1-5b) signs with stop bar markings to encourage drivers to stop sooner
- Install delineator posts leading up to the in-street signs to slow down drivers near the median
- Replace truncated dome warning pads on the northbound sidewalk ramp in compliance with PROWAG Technical Requirements





2026 Driver Yield Rate Data Collections

Collection Date	Drivers Yielding < 30-ft	Drivers Yielding > 30-ft	Drivers Not Yielding	Driver Yield Rate
4/2/2026	51	5	247	18%
6/11/2026	40	0	161	20%
8/28/2026	14	3	123	12%

Average Driver Yield Rate by Year

2024: N/A **2025:** N/A **2026:** 17%

Roadway Characteristics

Speed: 35 mph
Number of Lanes: 3
Crossing Type: Semi-Controlled
Crossing Signal: None

Roadway Users

Avg. Daily Traffic: 18,500
Avg. Pedestrians/hour: 3
Avg. Cyclists/hour: 3



Signs

Crossing Sign Type: Ped Crossing Signs + Arrow (School)
Ahead Sign Type: Ped Crossing Signs + Ahead (School)
Vertical Sign Type: None
Turning Vehicle Sign Type: None
Yield/Stop Sign Type: None

Markings

Yield/Stop Markings: None
Ped Crossing Markings: No
Transverse Rumble Strips: No
High Visibility Crosswalk Markings: Yes

Medians and Ramps

ADA Detection Pads: Non-compliant
ADA Ramp: Yes
Median Type: None

Penman Rd & 18th Ave N

City of Jacksonville Beach

Best Foot Forward
for pedestrian safety

Crosswalk Observations:

- Low percentage of drivers (<33%) yield to pedestrians at this crosswalk
- Some pedestrians were observed walking approximately 520-ft south of this crosswalk to Penman Rd & 15th Ave to use the RRFB
- Data collectors noted that they were repeatedly trapped in the turning lane waiting for opposing traffic to yield
- One streetlight on the southbound side of the crosswalk





Countermeasure Recommendations:

- Install double-sided school crossing S1-1 signs to increase emphasis on the crosswalk from both sides of the road
- Add advance stop markings and accompanying “Stop Here for Peds” signage (R1-5b) to encourage drivers to stop sooner





Activity Schedule

BFF Program Support in Duval County

Date	Event Type	Event Title or Organization
01/30/26	BFF Stakeholder Meeting	BFF Crosswalk Selection Workshop
03/04/26	BFF Outreach Event	7 Creeks Fest
05/16/26	BFF Outreach Event	University Park Library Pop Up
06/09/26	BFF Outreach Event	Life Lab: Biking in Jax
06/10/26	BFF Stakeholder Meeting	Duval County BFF Steering Committee Meeting
08/01/26	BFF Outreach Event	Jacksonville Sheriff's Office Annual Safety Fair
08/13/26	BFF Stakeholder Meeting	NFTPO Board Presentation









Community Quotes

Capturing Community Conversations

"You should come speak at Jacksonville University, cars are not careful and it is scary as a pedestrian"

"People don't look for pedestrians - keeps me from biking/walking places"





"My helmet saved my life! A truck turned into the bike lane and clipped my rear tire and I landed on my head"

"I'm impressed with the amount of bike lanes and trails up here in Jacksonville"

Jacksonville Sheriff's Office

Operation Best Foot Forward

Date	Location	Warnings	Citations
Thursday, April 2nd	Lillian Rd. & Bert Rd.	16	2









Operation BFF: Parks & Trails

Regional High-Visibility Crosswalk Enforcement
March 9 – April 3

23
Participating Agencies

39
Crosswalk Details

646
Warnings & Citations

43
Media Placements

375K
Est. Media Impressions

$40K
Est. Earned Media Value







Operation Best Foot Forward Expands Reach & Impact Across Florida

April 7, 2026

Categories
All
Advocacy
Best Foot Forward
BIKE 5
Bike/Walk Kids
BWCF Programs
Community News
Events
Media & Press
Wheel of Achievement

This spring, Operation Best Foot Forward (OBFF) reached new milestones, expanding its footprint, strengthening collaborations, and continuing to shift driver behavior at crosswalks across Florida.

Led by the Best Foot Forward pedestrian safety program, OBFF is part of a long-term, data-driven effort focused on one simple but critical behavior: getting more drivers to stop for people in marked crosswalks, as required by Florida law.

Q2 Operation BFF: Program-Wide

Full Enforcement Schedule (March 9 - April 3)

Enforcement Date	Name	Yield Citations	Yield Warnings
Apopka Police Department			
3/12/2026 11:30:00 AM	Jason Dwelley Pkwy & Brush Dr	5	4
Belleview Police Department			
3/17/2026 1:00:00 PM	5516 SE Abshier Blvd E of Brown Ave	12	13
Brevard County Sheriff's Office			
3/25/2026 1:00:00 PM	Judge Fran Jamieson Way, E of Stadium Pkwy	3	11
Bunnell Police Department			
3/11/2026 1:00:00 PM	SR 100 & Pine St	21	16
3/11/2026 2:30:00 PM	SR 100 & Chapel St	2	2
3/19/2026 1:00:00 PM	SR 100 & Pine St	4	9
3/19/2026 3:00:00 PM	W Moody Blvd & Main St	0	0
3/19/2026 5:00:00 PM	SR 100 & Chapel St	9	26
Cape Canaveral Police Department			
3/25/2026 1:00:00 PM	N Atlantic Ave & Southgate Mobile Homes	2	28
Casselberry Police Department			
3/10/2026 11:00:00 AM	Lake Dr & Park Dr	11	9
Flagler County Sheriff's Office			
3/19/2026 11:30:00 AM	Belle Terre Pkwy & SR 100 N	1	2
3/19/2026 12:30:00 PM	Bulldog Dr & SR 100 N	0	0
4/1/2026 11:30:00 AM	Belle Terre Pkwy & SR 100 N	0	0
4/1/2026 12:30:00 PM	Bulldog Dr & SR 100 N	0	0
Holly Hill Police Department			
3/11/2026 1:00:00 PM	Riverside Dr & 10th St	0	13
Howey-in-the-Hills Police Department			
3/11/2026 2:30:00 PM	SR 19 & W Central Ave	3	0
Indian Harbour Beach Police Department			
4/3/2026 5:00:00 PM	Pine Tree Dr & School Rd	3	2
Jacksonville Police Department			
4/2/2026 1:30:00 PM	Lillian Rd & Bert Rd	2	16

Q2 Operation BFF: Program-Wide

Full Enforcement Schedule (March 9 - April 3)

Enforcement Date	Name	Yield Citations	Yield Warnings
Kissimmee Police Department			
3/31/2026 1:00:00 PM	W Columbia Ave at Central Ave Elementary	18	24
3/31/2026 2:30:00 PM	Dyer Blvd at Kissimmee Middle	7	17
Lakeland Police Department			
3/24/2026 1:00:00 PM	MLK Jr Ave & W 4th St	17	2
3/26/2026 1:00:00 PM	Lakeland Highlands Rd & E Edgewood Dr	0	0
Longwood Police Department			
3/31/2026 12:00:00 PM	Dog Track Rd & Ronald Reagan Blvd	3	2
Marion County Sheriff's Office			
3/30/2026 12:00:00 PM	Marion Oaks Course & SW 130th St	12	9
Oakland Police Department			
3/16/2026 2:00:00 PM	W Colonial Dr & Tubb St W	0	9
3/18/2026 2:00:00 PM	W Colonial Dr & Tubb St W	0	5
Orange County Sheriff's Office			
3/10/2026 12:00:00 PM	Lake Underhill Rd & Spring Island Way	60	3
Orlando Police Department			
3/13/2026 12:30:00 PM	E Michigan St & Cayman Way	27	3
3/24/2026 12:30:00 PM	Millenia Blvd & Timarron Dr	14	13
Osceola County Sheriff's Office			
4/2/2026 12:00:00 PM	E Lakeshore Blvd and Remington Blvd	5	5
4/2/2026 1:30:00 PM	E Lakeshore Blvd and Brown Chapel Rd	5	5
Palm Bay Police Department			
3/17/2026 12:00:00 PM	Port Malabar Blvd NE & Veterans Park	19	0
Ponce Inlet Police Department			
3/18/2026 1:00:00 PM	S Atlantic Ave & Harbour Village Blvd	10	3
Titusville Police Department			
3/23/2026 7:00:00 PM	Palmetto St & S Washington Ave	2	25
3/24/2026 7:00:00 PM	Palmetto St & S Washington Ave	2	27
3/25/2026 7:00:00 PM	Palmetto St & S Washington Ave	2	25
3/26/2026 7:00:00 PM	Palmetto St & S Washington Ave	2	25

Q2 Operation BFF: Program-Wide

Full Enforcement Schedule (March 9 - April 3)

Enforcement Date	Name	Yield Citations	Yield Warnings
Volusia County Sheriff's Office			
3/25/2026 12:00:00 PM	S Atlantic Ave & Mallard St	8	0
Winter Haven Police Department			
3/19/2026 1:00:00 PM	US 17 & Ave D NW	1	1
4/2/2026 10:00:00 AM	6th St SE & Ave H SE	0	0

Operation BFF: Back to School

Regional High-Visibility Crosswalk Enforcement
July 14 – August 17

20
Participating Agencies

41
Crosswalk Details

516
Warnings & Citations

112
Media Placements

1.04M
Est. Media Impressions

$217K
Est. Earned Media Value






Operation Best Foot Forward Expands Reach as Students Head Back to School

August 13, 2026

Categories
All
Advocacy
Best Foot Forward
BIKE 5
Bike/Walk Kids
BWCF Programs
Community News
Events
Media & Press
Wheel of Achievement

As students across Central Florida head back to school, drivers are being reminded to slow down, stay alert, and stop for people crossing the street.

This summer, Operation Best Foot Forward brought law enforcement agencies together **across 10 Florida counties** for a multi-week enforcement campaign focused on improving driver compliance with Florida's crosswalk law. During the operation, law enforcement **conducted 41 enforcement details and 516 traffic stops**, issuing warnings and citations to drivers who failed to yield to pedestrians in crosswalks.

Q4 Operation BFF: Program-Wide

Full Enforcement Schedule (July 13 - August 7)

Enforcement Date	Name	Yield Citations	Yield Warnings
Bartow Police Department			
7/31/2026 12:00:00 PM	Schumate Dr & E Clower St	0	4
Bunnell Police Department			
7/25/2026 12:00:00 PM	SR 100 & Chapel St	3	3
7/25/2026 2:00:00 PM	SR 100 & Pine St	6	5
Casselberry Police Department			
7/22/2026 12:00:00 PM	Lake Dr & Park Dr	13	8
Daytona Beach Police Department			
7/21/2026 12:00:00 PM	S Beach St & Cedar St	15	4
Flagler County Sheriff's Office			
7/13/2026 12:00:00 PM	Belle Terre Pkwy & SR 100 N	0	1
Kissimmee Police Department			
8/5/2026 12:00:00 PM	W Oak Street & N Emory Ave	19	24
8/5/2026 2:00:00 PM	W Columbia Ave at Central Ave Elementary	20	24
Lake County Sheriff's Office			
7/24/2026 12:00:00 PM	County Rd 455 & S Lake Trail	17	5
Leesburg Police Department			
7/14/2026 4:00:00 PM	South St & S 14th St	0	0
7/21/2026 4:00:00 PM	South St & S 14th St	0	0
7/28/2026 4:00:00 PM	South St & S 14th St	0	0
8/4/2026 4:00:00 PM	South St & S 14th St	0	0
Longwood Police Department			
8/4/2026 12:00:00 PM	Dog Track Rd & Ronald Reagan Blvd	4	5
Marion County Sheriff's Office			
7/23/2026 11:00:00 AM	SW 62nd Ave Rd & SW 103rd Loop	0	6
7/30/2026 11:00:00 AM	SE 28th St & SE 52nd Ave	5	9

Q4 Operation BFF: Program-Wide

Full Enforcement Schedule (July 13 - August 7)

Enforcement Date	Name	Yield Citations	Yield Warnings
Mount Dora Police Department			
7/21/2026 12:00:00 PM	E 5th Ave & Tremain St	4	0
7/22/2026 12:00:00 PM	E 5th Ave & Tremain St	2	1
7/28/2026 12:00:00 PM	E 5th Ave & Tremain St	8	0
7/29/2026 12:00:00 PM	E 5th Ave & Tremain St	13	2
Oakland Police Department			
7/30/2026 12:00:00 PM	501 E Oakland Ave at Oakland Charter School	1	10
8/4/2026 12:00:00 PM	501 E Oakland Ave at Oakland Charter School	1	14
Orange County Sheriff's Office			
7/22/2026 12:00:00 PM	Lake Underhill Rd & Spring Island Way	70	0
Orlando Police Department			
7/21/2026 12:00:00 PM	N Bumby Ave & Illinois St	5	12
7/22/2026 12:00:00 PM	4963 Raleigh St W of Lescot Ln	19	16
Osceola County Sheriff's Office			
7/14/2026 12:00:00 PM	Tallahassee Blvd & Myakka St	0	2
7/22/2026 12:00:00 PM	Celebration Pl & Celebration Pl	0	0
Palm Bay Police Department			
7/28/2026 12:00:00 PM	Port Malabar Blvd NE & Veterans Park	36	1
8/4/2026 12:00:00 PM	Emerson Dr at Pineapple Academy	33	0
Ponce Inlet Police Department			
7/16/2026 12:30:00 PM	S Atlantic Ave & Harbour Village Blvd	10	3
7/30/2026 12:30:00 PM	S Atlantic Ave & Winterhaven Park	5	3
St. Augustine Beach Police Department			
7/27/2026 12:00:00 PM	A1A Beach Blvd & A Street	0	2
St. Augustine Police Department			
7/17/2026 12:00:00 PM	Longleaf Pine Pkwy at Patriot Oaks Academy	1	4
7/29/2026 12:00:00 PM	Woodlawn Rd at Jackson Park Dr	0	3
7/29/2026 12:00:00 PM	Woodlawn Rd at Hefferon Dr	0	3

Q4 Operation BFF: Program-Wide

Full Enforcement Schedule (July 13 - August 7)

Enforcement Date	Name	Yield Citations	Yield Warnings
St. Johns Police Department			
7/14/2026 12:00:00 PM	Davis Park Rd & Nocatee Pkwy	0	0
7/14/2026 12:00:00 PM	Race Track Road & St Johns Pkwy	0	3
7/17/2026 12:00:00 PM	Longleaf Pine Pkwy & S Durbin Pkwy	0	0
7/21/2026 12:00:00 PM	St Johns Pkwy & Silverleaf Pkwy	0	0
7/21/2026 12:00:00 PM	FL-16 & International Golf Pkwy	3	9
Winter Haven Police Department			
7/23/2026 1:00:00 PM	W Central Ave & 1st St N	4	13

Media Engagement

Program-Wide, Oct. 2025 – Sept. 2026

201
Media Placements

2.41M
Est. Media Impressions

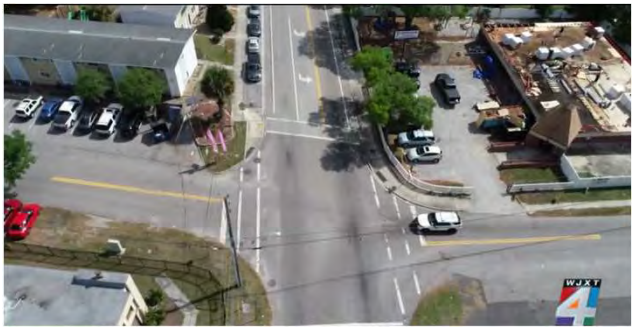
$305K
Est. Earned Media Value



[Jacksonville Launches Best Foot Forward to Improve Pedestrian Safety]



[St. Johns County Recognizes BFF w/ Proclamation]



[St. Johns County Steps Up Crosswalk Enforcement at High-Risk Locations]



[OBFF Highlights Driver Responsibility in Intercession City]

Social Media Performance

Program-Wide, Oct. 2025 – Sept. 2026

161.3K Views

65.8K People Reached

3.4K Interactions



At Port Malabar Blvd. NE & Veterans...

Mon Mar 30, 1:58pm

46.9K 143
86 15



One marked crosswalk. Multiple...

Thu Jul 30, 12:00pm

10.2K 45
23 1



Starting today, drivers across Centra...

Tue Mar 10, 9:48am

4.4K 35
6 15



A safer crosswalk starts with the right...

Thu Aug 27, 12:00pm

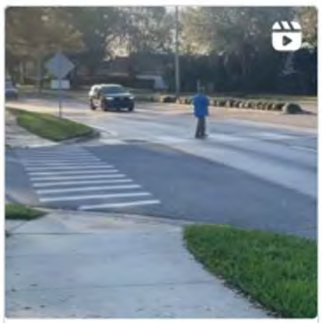
3.2K 29
7 2



Pedestrian Safety Month Spotlight:...

Wed Oct 29, 4:10pm

2.7K 7
0 2



Would you have stopped? During the...

Mon Mar 16, 11:49am

1.5K 20
9 3



February Sign-Waving Events ...

Fri Jan 30, 10:24am

846 16
0 7



What is a Best Foot Forward sign-waving...

Fri May 29, 10:03am

795 28
2 3

SUPPORTING DOCUMENTS

Partner Meeting Recaps

Duval County

Bike/Walk Central Florida

Best Foot Forward for pedestrian safety

BFF FY26 Workshop Recap: Duval County

Friday, January 30, 2026
10:00AM – 12:00PM
980 N Jefferson St, Jacksonville, FL 32209

ATTENDANCE

Vince Dyer, BWCF
Kenzie Anderson, BWCF
Thalia Fusté, North Florida TPO
Clark Letter, North Florida TPO
Marci Larson, North Florida TPO
Jeff Sheffield, North Florida TPO
Paige DeBold, FDOT
Nick Hope, FDOT
Lt. Jerrod Wilson, Duval County School Police
B.E. Porter, Jacksonville Sheriff's Office
Lee Durban, City of Jacksonville
Matt Fall, City of Jacksonville
Colin Moore, City of Neptune Beach
Rebecca Melvin, UF Health Jacksonville
Lauren Rushing, Bike/Walk Jacksonville

WORKSHOP RECAP

FY 2026 Planning

- **Crosswalk Discussion & Selection**
  - The following crosswalks were discussed as potential locations for monitoring:
    - Woodtop Dr. & Merrill Rd.
      - Side street at a stop sign, not currently marked
    - Lone Star Rd. & Tracy Rd
      - RRFB near a school where speeding is of concern
    - Telco Way & Century Dr 21 Dr.
      - Side street at a stop sign, not currently marked
    - East Coast Dr. & Ahern St.
      - It was noted that there are enforcement concerns and visibility issues at this location
      - There is currently reconstruction of Ahern St. east of this location
    - Lemon St. & 3rd St.
      - Future development in this area, crossing is currently unmarked
      - The city submitted a study request with the TPO for this corridor, but many people are crossing here already
    - Florida Blvd. & 3rd St.
      - Resident concerns with turning movements at this signalized intersection
      - 3rd street is A1A and FDOT managed
    - Herschel St. & St. Johns Ave. [north leg]
      - Near an elementary school, high bike/ped activity in the area
    - 8590 Baymeadows Rd. midblock
      - New PHB location
      - There was a crash on Baymeadows Rd. west of this location recently

- Blanding Blvd. & Collins Rd. [south leg]
    - Large, signalized intersection with high bike/ped activity
- Park St. & Jackson St.
    - New mini roundabout with high amounts of pedestrian activity near the apartments and bus stop
- E. Bay St. & N Catherine St. [baseline]
    - RRFB on a four-lane road. Lane usage gets changed based on special events in the nearby area
    - New crosswalk to connect additional parking area to the jail
- Gator Bowl Blvd. & A. P. Randolph St.
    - Speeding is of concern at this location
- Jimmy Buffett Memorial Hwy & 5th Ave St. South
    - Currently unmarked, but located near a bike trail and park
- Florida Blvd. & 4th St.
    - Near a school and park
    - Neptune Beach is requesting an RRFB and assistance from City of Jacksonville to redo this crosswalk
- 1703 N Jefferson St. midblock
    - Constant flashing light at this location
    - Employees and patients use the crosswalk
- 1833 Boulevard St. midblock
    - RRFB location near a bus stop, UF Health employee parking, and businesses
- Hendricks Ave. & Luisa St.
    - RRFB is difficult to see in the daylight
- 103rd St. & Firestone Rd. [west leg]
    - Signalized intersection suggested by School Police
    - Near bus stops and schools
- Roosevelt Blvd & McDuff Ave. S
    - Signalized school crossing with speeding concerns
    - Suggested by School Police
- Penman Rd. & 18th Ave. N
    - School crossing
- Penman Rd. & 4th Ave. N
    - RRFB with stop bars
    - Road is being reconstructed currently
- Penman Rd. & Florida Blvd. [baseline]
    - Student was hit and killed on the north approach
    - Was an all-ped phase recently
    - Flags available, planned roundabout in 2029
    - BFF to take before/after data

- 3rd St. S & Beach Blvd. [south leg]
    - Signalized intersection with notes of noncompliance from pedestrians
    - Heavy pedestrian traffic west to east
- Soutel Dr. & Leander J Shaw Dr.
    - Signalized intersection outside of a community center and bus stop
- San Jose Blvd. & Haley Rd.
    - This intersection has an LPI and passive detection
    - There was a fatal crash at this location
- University Blvd & River Rd.
    - Signalized intersection near university and bus stops
    - TPO did a study here and this corridor was of concern
- San Marco Blvd & Riviera St.
    - RRFB location near restaurants and shopping
- Hood Rd. & Hornets Nest Rd.
    - Signalized intersection with a permissive left turn
    - Students have been hit at this location
- Roosevelt Blvd. & Post St.
    - Roundabout location
- St. Augustine Rd. & Philips Hwy.
    - Turning drivers are an issue at this location
    - An area with increased cycling activity
- San Marco Blvd. & Prudential Dr. [north leg]
    - An area with increased pedestrian activity
- University Blvd. at Arlington Elementary School
    - Potential RRFB location in the future
    - Was FDOT managed, now it is the city's jurisdiction
- Park St. & James St.
    - RRFB location, drivers continue to fail to yield
- Mooncrief Rd. & W 22nd St.
    - Located in a residential area
- Arlington Pl. & Arlington Rd. N
    - Side street crossing that is extremely faded
- Lillian Rd. & Bert Rd.
    - In between a school, shopping, and a church

- **The following crosswalks were selected to monitor for FY 2026:**
    1. East Coast Dr. & Ahern St.
    2. Park St. & Jackson St.
    3. Gator Bowl Blvd. & A. P. Randolph St.
    4. 1703 N Jefferson St. midblock
    5. St. Augustine Rd. & Philips Hwy.

6. Lillian Rd. & Bert Rd.
7. Penman Rd. & 18th Ave. N
8. 103rd St. & Firestone Rd. [West leg]
9. Hood Rd. & Hornets Nest Rd. [West leg]
10. Herschel St. & St. Johns Ave. [North leg]
11. Soutel Dr. & Leander J Shaw Dr. [NE leg]
12. University Blvd. at Arlington Elementary School
    - Baseline: Penman Rd. & Florida Blvd. [North leg]
    - Baseline: E. Bay St. & N Catherine St.

- **FY 2026 Tentative Calendar & Important Dates for Duval County:**
    - *Virtual Steering Committee Meeting – May 2026*
    - *Operation BFF: Back to School – July 2026*

BFF Steering Committee Meeting: Duval County

Wednesday, June 10, 2026

10:00 – 11:00 AM (Virtual)

Attendance

Vince Dyer, BWCF
Emily Bush, BWCF
Kenzie Anderson, BWCF
Paige DeBold, FDOT
Anna Siju, FDOT
Annely Karron, FDOT
Thalia Fuste, NFTPO
Clark Letter, NFTPO
Marci Larson, NFTPO
Lauren Rushing, Bike Walk Jax
James Carroll, City of Jacksonville
Matt Fall, City of Jacksonville
Tanner Pletzke, City of Jacksonville
Lee Durban, City of Jacksonville
Nina Sickler, City of Jacksonville
David Jadlocki, Jacksonville Sheriff's Office
Amanda Askew, City of Atlantic Beach
Colin Moore, City of Neptune Beach
Heather Albritton, Duval County Public Schools
Edgard Pabon, Duval County Public Schools
Rebecca Melvin, UF Health

Program Updates

Vince demonstrated the newly published GIS crosswalk dashboard and explained it is a partner-only raw-data view that will later be adapted for public use. He described map features, status labels, data upload timing, QC processes, and a side-by-side comparison menu for crosswalk characteristics and driver yield rates.

The Best Foot Forward team introduced a new program flyer for partner outreach and offered printed copies on request, summarized coalition goals, and regional impact metrics from the Orlando metro area. Vince announced consolidation of the Wheel of Achievement and Best Foot Forward summit into one Wheel of Achievement awards ceremony planned for February, described nomination and voting processes, and said nomination information will be distributed this summer.

Engineering, Enforcement, & Education

Crosswalk Data Insights and Updates

The BFF team explained data collection protocols: staged crossings using flag markers placed by speed limit, two half-hour sessions per site per day (20 crossings each), photo documentation, and periodic re-surveys every other month to capture annual averages. Vince clarified how counts for pedestrians, bikes, and ECVs are recorded and noted ongoing work to refine start/end time coding for sessions.

Vince reviewed initial Duval yield-rate findings, described thresholds for interpreting yields (>=66% high, <=33% low, program average ~49%), and identified specific high-yield sites (Park & Jackson, SI intersections) and low-yield sites (Lillian & Bert at 14% DYR). The group discussed nearby raised crosswalks and Vince presented program findings that speed humps placed before a crossing slow drivers more effectively than raised crosswalks located at the crossing.

Operation Best Foot Forward Updates

Vince described Operation Best Foot Forward enforcement methodology using decoy pedestrians and law enforcement to stop non-yielding drivers, reported that the regional operation produced 646 warnings/citations across 39 crosswalks, and announced the next enforcement window (July 14–August 7). JSO commented the April enforcement went well and organizers demonstrated vehicle- and foot-based enforcement via video.

Education and Outreach Efforts

Kenzie described the education and outreach formats used including community festivals, pop-ups, presentations, sign-wavings at crosswalks—and reported three events in Duval so far. She noted school requests for e-bike and pedestrian safety work at Pine Forest School of the Arts and Springfield Middle School.

Partner Updates

Bike/Walk Central Florida's executive director, Emily Bush, introduced the organization, described its mission and youth education program resources, and said those resources are being expanded and offered free to collect school program data; she also noted the organization's state-level policy work and willingness to improve HVE tip cards and other materials in coordination with partners.

FDOT reported a Safe Routes to School project to add or expand sidewalks at Hogan Springs Glen Elementary across three roads and expects the work to start soon. The North Florida TPO confirmed intent to continue the Best Foot Forward program next year, asked partners to keep logging suggested crosswalks, and noted a partnership with UNF using cameras to gather pedestrian crossing and driver-yield data for future analysis.

TPO partners reiterated support through social media and newsletters, while TPO planning staff said multiple planning studies will begin in July and invited coordination on overlapping projects. Participants discussed quick-build tools as low-cost, rapid interventions to measure results before permanent changes and agreed to cross-check quick-build locations for overlap with current initiatives.

City of Jacksonville traffic engineering staff reviewed maintenance responsibilities and pedestrian improvements, and bike/ped staff reported a three-year decline in pedestrian fatalities, ongoing Vision Zero implementation, updates to mobility and sidewalk master plans, and efforts to prioritize projects into the CIP. Library and Life Lab outreach events were described, including a University Park Library pop-up and a planned Murray Hill Life Lab on July 21, with invitations for partners to table.

Bike Walk Jax is planning World Day of Remembrance activities and may engage partners. Duval Public Schools described expansion of the Be Safe/Be Seen curriculum, teacher professional development, helmet-fitter certification, and a podcast series. UF Health reported securing funding to buy e-bike helmets and emphasized age-appropriate distribution and coordinated messaging across schools and community events.

Next Meeting: Annual Crosswalk Workshop
September/October 2026

SUPPORTING DOCUMENTS

Coalition Framework Roster

Bike/Walk Central Florida

Best Foot Forward for pedestrian safety

Duval County Coalition

Best Foot Forward Steering Committee Partners

Name	Company Name	Job Title
Amanda Askew	City of Atlantic Beach	Neighborhoods Dept.
Tonya Robinson	City of Atlantic Beach	Planner
Matt Krug	City of Atlantic Beach	Deputy Direction Public Works
Payton Jamieson	City of Atlantic Beach	Principal Planner
Mason Shaffer	Atlantic Beach Police Department	Sergeant
Chase Jamison	Atlantic Beach Police Department	Lieutenant
Tanner Pletzke	City of Jacksonville	Bicycle/Pedestrian Coordinator Jr.
Lurise Bannister	City of Jacksonville	Chief Planner
Nina Sickler	City of Jacksonville	Public Works Director
Lee Durban	City of Jacksonville	Traffic Engineer
Chris LeDew	City of Jacksonville	Traffic Engineering Chief
Sherri Hartsell	City of Jacksonville	City Planner I
Matt Fall	City of Jacksonville	Bicycle/Pedestrian Coordinator Sr.
Fatima Sheikh Mohamed	City of Jacksonville	City Planner I
Lauren Rushing	Bike/Walk Jax	Director
Christian Popoli	City of Jacksonville Beach	Senior Planner
Dennis Barron	City of Jacksonville Beach	Public Works Director
Eric Shaughnessy	Jacksonville Beach Police Department	Commander
David Jadlocki	Jacksonville Sheriff's Office	Sergeant
Colin Moore	City of Neptune Beach	Director of Parks & Sustainability
Heather Whitmore	City of Neptune Beach	Director of Community Development
Darren Jenson	Neptune Beach Police Department	Officer
Heather Albritton	Duval County Public Schools	Director of Health Education
Edgardo Pabon	Duval County Public Schools	Health Education Specialist
Jerrod Wilson	Duval County School Police	Lieutenant
Stefanie Walker	Duval County School Police	Lieutenant
Paige DeBold	FDOT District 2	ADA Coordinator
Nick Hope	FDOT District 2	Safe Studies Engineer
Anna Siju	FDOT District 2	Transportation Planner
Annely Karron	FDOT District 2	Safety Specialist
Clark Letter	North Florida TPO	Director of Planning and Analytics
Thalia Fuste	North Florida TPO	Transportation Planner
Steve Tocknell	North Florida Bicycle Club	President
Rebecca Melvin	UF Health	Injury Prevention Coordinator
Jackie Morrison	Wolfson Children's Hospital	Community Health Educator