



**FOR IMMEDIATE RELEASE**

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## **Bike/Walk Central Florida Announces New Board Members**

ORLANDO, Fla. — (June 2, 2020) — Bike/Walk Central Florida (BWCF) welcomes three new members to the organization’s board of directors. **Kelly Brock**, Ph.D., P.E., deputy public works director/city engineer for the City of Casselberry, **Franki Gonzalez**, Realtor, and **Christy Lofye**, P.E., senior project manager for Inwood Consulting Engineers, will be joining nine other board members to further the mission of BWCF—to advocate for walkable and bikeable communities through raising public awareness, supporting infrastructure changes and working to make biking and walking an everyday activity.

“We’re incredibly pleased to have these talented individuals join the Bike/Walk Central Florida board,” said Emily Hanna, BWCF executive director. “All three have unique perspectives and expert knowledge of transportation infrastructure and accessibility and are already advocates for people walking and bicycling.”

Brock brings to the organization, experience working in a small city dedicated to complete streets, enhanced walkability, bike-friendliness and connectivity. Brock was instrumental in developing Casselberry’s Multimodal Transportation Master Plan and Healthy Community Complete Streets Policy and Design Guidelines.

“I believe creating a built environment that encourages biking, walking, and transit is essential to individual health, community health, achieving equity, protecting the environment, and economic prosperity,” he says. “There is a regional paradigm shift that has been slowly unfolding over the past several years. Leaders are focusing more on true multimodal transportation options.”

Gonzalez adds a decade of experience in real estate and an understanding people’s desire to live in bikeable, walkable communities. Additionally, she is an avid cyclist who knows first-hand how dangerous Central Florida roads can be for bicyclists. In 2017, she and her husband survived being struck from behind by a driver while riding in a bike lane. After 12 days in the ICU, spinal surgery and a long, painful recovery, she has made it her passion to serve other cyclists in the community and change the status quo.

“As an avid cyclist, I want to spread the joy of riding safely to all those who enjoy this hobby as much as I do,” said Gonzalez.



Lofye has worked in transportation in Central Florida for more than 20 years. She has witnessed the growth in the region as well as the safety challenges our pedestrians and bicyclists face. Before working at Inwood, Lofye was the Traffic Engineering Division Manager for Orange County Public Works, where she was a partner in the Best Foot Forward coalition. She helped to develop Orange County Mayor Jacobs' pedestrian safety program, Walk-Ride-Thrive!

"I find the rise in pedestrian and bicyclist fatalities in the region to be troubling and want to be part of the solution," said Lofye. "It's a real challenge, but a challenge I embrace. I want to work with community leaders and agency partners to work toward zero!"

### **About Bike/Walk Central Florida and Best Foot Forward**

Bike/Walk Central Florida (BWCF) is a 501(c)(3) that promotes walkable and bikeable communities through raising public awareness and advocating for safe, active transportation and recreation.

BWCF manages the *Best Foot Forward* for pedestrian safety program for its partners in Orange, Osceola and Seminole counties. *Best Foot Forward* is a behavior change-based program designed to improve road safety through consistent and persistent education, high-visibility enforcement and low-cost engineering at marked crosswalks. *Best Foot Forward* was launched in Orange County in June 2012. It more recently expanded into Osceola County in 2017 and Seminole County in 2019. *Best Foot Forward* is one of the largest grassroots programs of its kind in the nation.

BWCF coordinates the Bike5Cities program and its annual bike ride to promote safe bicycling routes and enhanced multi-use trails throughout Central Florida. The organization supports building, expanding and linking regional trails and completing Florida's Coast-to-Coast Connector trail. BWCF encourages transportation corridor planning and design by using Complete Streets principles for the benefit of all transportation users.

To learn more, donate or join the cause, go to <http://bikewalkcentralflorida.org/>.

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