



MEDIA ADVISORY

Immediate Release: February 24, 2013

FURTHER INFORMATION:

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OPERATION BEST FOOT FORWARD

Orlando Police Department Conducts High-Visibility Enforcement for Drivers for Failing to Yield for Pedestrians in Crosswalks

What: Orlando Police Department (OPD) will be conducting high-visibility enforcement operations at key intersections in the city, starting Tuesday, February 26 and ending on Thursday February 28. The operations will target drivers who fail to yield to pedestrians in crosswalks as required by Florida law. Ticketed drivers face a fine of \$164, and three (3) points on their driver's licenses. Location and date details are below.

Since *Operation Best Foot Forward* launched in June 2012, OPD and Orange County Sheriff's Office (OCSO) collectively have issued more than 1,342 tickets and 2,780 warnings. Warnings are in the form of educational materials and OPD and OCSO officers have found that the majority of drivers cited and warned said they are unaware of the law.

The Metro Orlando area ranked as the worst in the nation for pedestrian deaths and injuries over the past decade. Research has shown that high-visibility enforcement is one of the best ways to reverse that trend. The City of Orlando, Orange County, and most of its incorporated cities and towns, have joined with law enforcement in a communitywide "Triple E" effort to reduce pedestrian deaths and injuries by 50 percent over five years, combining enforcement with education and engineering improve pedestrian safety and encourage walking as a safe, fun form of transportation and healthy activity.

Where:	Enforcement Schedule		
Tuesday, Feb. 26	Semoran Blvd./Curry Ford Rd. (SE Corner)	8:00 – 9:00 am	OPD
	Michigan St./Cayman Way	9:15 – 10:15 am	OPD
	Central Blvd./Lake Avenue	10:30 – 11:30 am	OPD
Wednesday, Feb. 27	I-Drive/Kirkman Rd. (NE Corner)	8:00 – 9:00 am	OPD
	S. Rio Grande Ave./Carter St.	9:15 – 10:15 am	OPD
	Church St./Glenn Lane	10:30 – 11:30 am	OPD
Thursday, Feb. 28	Rollins St./Camden Rd.	8:00 – 9:00 am	OPD
	Lake Baldwin Lane/Almond Ave	9:15 – 10:15 am	OPD



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About Best Foot Forward

Best Foot Forward for Pedestrian Safety is a coalition of civic leaders, public safety officials, engineers, educators, transportation planners, advocates and concerned citizens. Initiated by Bike/Walk Central Florida under the leadership of former Orange County Mayor Linda Chapin, spearheaded by Orlando Mayor Buddy Dyer, the coalition includes Florida Bicycle Association, Orange County Government, Orange County Public Schools, Orlando Health, Lynx, Winter Park Health Foundation, MetroPlan Orlando, Florida Department of Transportation (FDOT), the City of Orlando, Winter Park, Maitland, Eatonville, Windermere, Winter Garden, and Apopka, as well as police chiefs throughout Orange County led by Orlando Police Chief Paul Rooney and Orange County Sheriff Jerry Demings.

The mission is to reduce pedestrian injuries and deaths by 50 percent over five years, by improving pedestrian safety and encouraging walking as a safe, fun form of transportation and healthy activity. To learn more, go to www.iyield4peds.org.

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