



MEDIA ADVISORY

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FURTHER INFORMATION:

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Drivers yielding to pedestrians have increased by 33 percent

2014 Best Foot Forward progress report finds Orlando and Orange County are more pedestrian friendly than two years ago

ORLANDO, Fla. —Best Foot Forward (BFF), an initiative of Bike/Walk Central Florida, is expanding into Osceola and Seminole counties after the progress it has made in improving walking conditions throughout Orlando and Orange County.

BFF released its 2014 18-Month Progress Report this month, showing that yield rates – the average percentage that motorists stop, or yield for a pedestrian in a crosswalk – increased from 12 percent in 2012 to 45 percent in 2014 on roads 35 mph or less and increased from 1.2 percent in 2012 to 23 percent in 2014 on roads 40 mph or above. Studies show that if 60 percent of drivers yield for pedestrians, others will quickly follow suit.

“We surpassed our goal of a 10 percent increase in driver yield rates for roads posted 40 mph or higher and we are inching closer to our goal of 60 percent yield rates on roads 35 mph and lower,” said BFF Project Director Amanda Day.

BFF uses a Triple “E” Approach that combines Education, Engineering and Enforcement, and a large dose of evaluation.

- **Measured Education Progress** – Since its inception in 2012 to December 2014, BFF has presented its educational “IYield4peds” to 322 organizations and homeowner associations, reaching a total of 36,400 people and distributing more than 183,000 pedestrian safety and Florida Yield Law informational materials.
- **Measured Engineering Progress** – BFF has worked to get 102 school-related crosswalk improvements; 75 crosswalk enhancements, such as new pavement, upgraded signage and ADA compliance; 17 in-street sign placements; five rectangular Rapid Flashing Beacon (RRFB) signs; and one standard warning beacon/pedestrian flasher installed.
- **Measured Enforcement Progress** – BFF works with Orlando Police Department (OPD) and Orange County Sheriff’s Office (OCSO) as part of *Operation Best Foot Forward*. Together, OPD and OCSO have conducted 296 details that have resulted in 3,791 warnings and 1,787 citations since June 2012 to December 2014.

BFF presents its educational “IYield4Peds” message to organizations, homeowner associations and schools. MetroPlan Orlando, Orange County and City of Orlando engineers work with BFF to install low-cost engineering improvements, such as an advanced stop for pedestrians signs to make crossing the street safer. BFF also teams up with the OPD and OCSO four times a year for *Operation Best Foot*



Forward, a crosswalk crackdown to remind drivers to yield to people in marked crosswalks, as Florida law requires. Motorists who fail to yield are issued warnings or citations – costing them \$164 and three (3) points on their license.

MetroPlan Orlando allocated \$100,000 in its 2015-16 budget to continue the BFF pedestrian safety program and to expand its reach into Seminole and Osceola counties last month. Pedestrian and bicycle safety continues to be a high priority for MetroPlan Orlando, local governments and partners.

About Best Foot Forward & Pedestrian Safety in Metro Orlando

[Smart Growth America's Dangerous by Design Report](#) ranked Metro Orlando as the “Most Dangerous” pedestrian metro of the past decade, where on average two pedestrians are injured every day and one is killed each week. The Best Foot Forward pedestrian safety initiative was launched in June 2012 to reduce pedestrian deaths and injuries in Metro Orlando by getting drivers to yield to pedestrians in crosswalks and getting pedestrians to be more careful crossing the street. More than a campaign, this “Triple-E” behavioral change process seeks to create lasting social good through the consistent and persistent application of low-cost engineering, community education, and high-visibility enforcement.

Initiated by Bike/Walk Central Florida under the leadership of former Orange County Mayor Linda Chapin, spearheaded by Orlando Mayor Buddy Dyer and Orange County Mayor Teresa Jacobs, the Best Foot Forward coalition includes Orange County Government, Orange County Public Schools, Orlando Health, LYNX, Winter Park Health Foundation, MetroPlan Orlando, the City of Orlando, Winter Park, Maitland, Winter Garden, Apopka, and towns of Eatonville and Windermere as well as police chiefs throughout Orange County led by Orlando Police Chief John Mina and Orange County Sheriff Jerry Demings.

The long term goal is to cut pedestrian injuries in half in ten years. The short term goals are to increase driver yield rates by 60 percent on roads posted 35 mph and lower, and a 10 percent increase on driver yield rates year over year on roads posted 40 mph and higher. To learn more, visit www.iyield4peds.org.

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