



MEDIA TIP

Caution Drivers: Kids are Back in School

OPD and OCSO Cracks Down on Crosswalk Violations with *Operation Best Foot Forward* – the Pedestrian Safety Operation To Enforce Florida’s Driver Yield Laws

What: AAA reports one-third of child pedestrian fatalities occur during after-school hours. With the 180,000 Orange County students entering into their second week of school, the Orlando Police Department (OPD) and Orange County Sheriff’s Department (OCSO) will be conducting *Operation Best Foot Forward* - a series of enforcement actions at 11 crosswalks, citing drivers for failing to yield to pedestrians in crosswalks, as Florida law requires.

Operation Best Foot Forward is a two day, high-visibility pedestrian safety enforcement effort where plain clothed officers cross the street in marked crosswalks with high pedestrian activity. Those drivers failing to yield to a pedestrian may face a fine of \$164, and three (3) points on the driver’s license. Locations and date details are below.

In May 2014, the National Complete Streets Coalition released the “Dangerous by Design” report that ranked Central Florida as the most dangerous metropolitan region for walkers over the ten year period of 2003 – 2012, with the state of Florida taking first place in the nation. According to the report, the top four deadliest major metropolitan areas in the country for pedestrians are also in Florida – Central Florida, Tampa-St. Petersburg, Jacksonville and Miami-Ft. Lauderdale where, on average, less than 1.5% of residents commute to work on foot.

Media are invited to the high visibility pedestrian enforcement and have the opportunity to speak to drivers, officers and pedestrians about *Best Foot Forward*.

OPD Crosswalk Enforcement Schedule

Tues, August 26:	Edgewater Dr. & Shady Lane Dr.	7:30 – 8:30 am
	S. Conway Rd. & Hargill Dr.	8:30 – 9:30 am
	Lake Underhill Rd. & Palmer St.	9:30 – 11:00 am

OPD Crosswalk Enforcement Schedule

Wed, August 27:	S. Semoran Blvd. & 408 (on ramp)	7:15 – 8:30 am
	Lee Vista Blvd S. of Lake Avon Dr.	8:45 – 9:30 am
	S. Kirkman Rd. & Major Blvd.	9:45 – 10:45 am

OCSO Crosswalk Enforcement Schedule

Wed, August 27:	Pine Hills Rd. N. of North Ln.	10:00 – 11:00 am
	Woodbury Rd. & Mallory Cir.	10:00 – 11:00 am
	Pine Hills Rd. & Silver Star Rd.	10:00 – 11:00 am
	W. Oak Ridge Rd. & S. Texas Ave.	10:00 – 11:00 am
	International Dr. & Austrian Ct.	10:00 – 11:00 am

Operation Best Foot Forward Background

This is the ninth high visibility pedestrian enforcement action since the launch of *Best Foot Forward* in June 2012. Since then, OPD and OCSO have issued more than 1,658 tickets and given over 3,499 warnings to drivers for failing to yield to pedestrians in a crosswalk. Enforcement is critical in boosting yield rates because vehicles-versus-pedestrian culture seems to flourish when unchecked.

OPD and OCSO enforcement details, along with engineering improvements and education, are part of *Best Foot Forward* for pedestrian safety efforts to reduce pedestrian injuries and deaths by half in five years. By employing this “Triple E” approach of engineering, education and enforcement, yield rates have jumped from 12% to 48% on roads 35mph and less.

About Best Foot Forward

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 the City of Orlando, Orange County Government, Orange County Public Schools, Orlando Health, Lynx, Winter Park Health Foundation, MetroPlan Orlando, Florida Department of Transportation (FDOT), the City of 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 Paul Rooney and Orange County Sheriff Jerry Demings. The mission is to reduce pedestrian injuries and deaths by half over five years. To learn more, go to www.iyield4peds.org.

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