



MEDIA ADVISORY

Immediate Release

FURTHER INFORMATION:

Amanda Day

aday@daycommunications.com

MEDIA TIP

Operation Best Foot Forward: Crackdown at the Crosswalks

Orlando Police Department and Orange County Sheriff's Office to enforce Florida's driver yield law at marked crosswalks to improve pedestrian safety in Orange County and City of Orlando

ORLANDO, Fla. – The Orlando Police Department (OPD) and Orange County Sheriff's Office (OCSO) will be cracking down on drivers who fail to stop for a person crossing the street in a marked crosswalk this Thursday, Sept. 1, starting at 7:30 a.m. Dubbed *Operation Best Foot Forward*, officers will be targeting crosswalks in areas like Universal Boulevard, near the site of a hit-and-run earlier this year, and Central Blvd., close to the Orange County Public Library where a driver crashed into an 88-year-old library volunteer crossing the street.

Studies show that when you combine Engineering, Education and Enforcement over a prolonged period of time, driver behavior changes. If left unchecked the vehicle-versus-pedestrian culture flourishes. *Operation Best Foot Forward* is a high-visibility, dual-enforcement action to remind drivers about [Florida's driver yield law](#). Undercover officers wear plain clothes and cross the street at a marked crosswalk, giving motorists enough time to yield. Failing to yield may warrant a warning or a \$164 citation and three (3) points on the motorist's license. Since *Operation Best Foot Forward* began in 2012, driver yield rates spiked 38%, from 12% to 50%, at crosswalks located on roads posted at 35 mph and less.

Facts – Best Foot Forward Program

- 53: the number of marked crosswalks OPD and OCSO have enforced through *Operation Best Foot Forward* since June 2012
- 2,200 citations and more than 4,000 warnings have been issued by OPD and OCSO through *Operation Best Foot Forward*
- 102: school related crosswalk engineering enhancements such as new pavement, upgraded signage and ADA compliance
- 350: number of Best Foot Forward educational workshops, presentations and events in the City of Orlando and Orange County

Facts – Driver Yield Rates

- 12 to 50 percent: the percentage increase in drivers now yielding to people in crosswalks on roads posted 35 mph and lower (*Best Foot Forward crosswalks measured*)
- 1 to 21 percent: the percentage increase in drivers now yielding to people using marked crosswalks on roads posted 40 mph and higher (*Best Foot Forward crosswalks measured*)

-MORE-



NOTE TO EDITORS AND PRODUCERS: Media is invited to *Operation Best Foot Forward* and will have the opportunity to speak to drivers, police officers and pedestrians. Times and locations below:

Crosswalk Enforcement Schedule for Thursday, Sept. 1

Crosswalk Location	Detail Time	Nearby Schools	
Conroy Road & Vineland Road	7:30 to 8:30 a.m.	<i>Millennia ES</i>	OPD
Mercy Drive & Kalwit Lane	9:00 to 10 a.m.	<i>Evans HS, Middlebrook MS, Rock Lake MS</i>	OPD
Pine Hills Road & El Trio Way	9:30 to 10:30 a.m.	<i>Rollings Hills ES, Meadow Brook MS, Evans HS</i>	OCSO
Landstar Blvd & Miskey Dr	9:30 to 10:30 a.m.	<i>Wyndham Lake ES, Oaskshire ES, Meadow Woods ES</i>	OCSO
Dr. Phillips Blvd & Sandberry Blvd	10:00 to 11:00 a.m.	<i>Southwest MS, Dr. Phillips ES, Palm Lake ES</i>	OCSO
Universal Blvd & Rosen Hospitality College	10:00 to 11 a.m.	<i>Tangelo ES, Westridge MS, Freedom HS</i>	OSCO
Woodbury Road & Mallory Circle	10:00 to 11 a.m.	<i>Waterford ES, Discovery MS</i>	OSCO
Shady Lane Dr & Edgewater Dr	10:30 to 11:30 a.m.	<i>Edgewater HS, Lake Silver ES</i>	OPD
101 E Central Blvd (in front of OCPL)	12:30 to 1:30 p.m.	<i>Hillcrest ES, Howard MS</i>	OPD

Crash Report Update

A review of year-to-date pedestrian fatalities in Orange County shows a recorded 32 deaths compared to just 19 in 2015. This is more than a 65% increase in the number of drivers colliding and killing people who walk across the street. During this same time period, 302 people were injured crossing the street from Jan. to Aug. 15, 2016, compared to 278 in 2015. The [U.S. Department of Transportation’s National Highway Traffic Safety Administration \(NHTSA\)](#) reported this week that all traffic deaths spiked 7.2% to 35,092 from 2014 nationwide. The previous increase of this size was in 1966, when fatalities rose 8.1% the year before. Nationwide, pedestrian fatalities increased 9.5% to 5,376 people, the highest number since 1966. Regulators report that job growth and low fuel prices cause more people to get behind the wheel.

###