



MEDIA ADVISORY
Immediate Release: October 6, 2014
FURTHER INFORMATION:

MEDIA TIP

International Walk to School Week Kicks-Off with a County-Wide Crosswalk Crackdown

OCPS Urges Kids to Walk to School

OPD & OCSO Urges Drivers to Yield

What: October 6 – 10, 2014 is International Walk to School Week. Orange County Public Schools (OCPS) is celebrating by encouraging parents and students to join together and walk to school on Wednesday, October 8. So, it's no better time for Orlando Police Department (OPD) and Orange County Sheriff's Office (OCSO) to crackdown on crosswalk violators.

Dubbed *Operation Best Foot Forward*, plain clothes officers will cross the street in marked crosswalks with high pedestrian activity and in close proximity of OCPS schools, LYNX bus stops, or high-crash corridors. For those motorists failing to yield to a pedestrian in a marked crosswalk, they may face a fine of \$164 and three (3) points on their driver's license.

Six of the nine crosswalks being enforced are on roads posted at 40 mph and higher where pedestrians have a 10% chance of survival if struck by a car. Media are invited to the high visibility pedestrian enforcement operation and will have the opportunity to speak to drivers, officers and pedestrians about *Best Foot Forward*. Locations and date details are as follows:

Crosswalk Enforcement Schedule

Date	Location	Time	Schools in Proximity
Tues., Oct. 7	Pine Hills Rd. & El Trio Way	10:00 – 11:00am	Evans High School
	Oleander Dr. & Tucker Ave.	10:00 – 11:00am	Colonial High School
	Dr. Phillips Blvd. & Sandberry Blvd.	10:00 – 11:00am	Palm Lake Elementary School Southwest Middle School Dr. Phillips Elementary School

	Gatlin Ave. & Kennedy Ave.	10:00 – 11:00am	Lake George Elementary School Conway Middle School Shenandoah Elementary School Ventura Elementary School
	Sea Harbor Dr. & Sea World Dr.	10:00 – 11:00am	Webster University
Thurs., Oct 9	Kirkman Rd. & Major Blvd.	1:00 – 1:50 PM	Millenia Elementary School Dr. Phillips Elementary School Southwest Middle School Dr. Phillips High School
	Conroy Rd & Vineland Rd.	2:00 – 3:00 PM	Shingle Creek Elementary School
Fri., Oct 10	Mercy Dr. & Kalwit Ln.	1:00 – 1:50 PM	MiddleBrook Middle School Rock Lake Middle School
	Michigan St. & Orange Ave.	2:00 – 3:00 PM	Howard Middle School Pineloch Elementary School Blanker K-8 School Boone High School

International Walk to School Day is a day set aside for schools around the world to encourage kids to walk to school, thus encouraging a healthy activity that also fosters community, enhances children’s academic performance and decreases traffic in and around schools. Details on participating schools and photo opportunities will be sent to media outlets on Monday, October, 6.

Operation Best Foot Forward Background

This is the eighth high visibility pedestrian enforcement action since the launch of *Best Foot Forward* in June 2012. Since then, OPD and OCSO have issued more than 1,549 tickets and given over 3,402 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 John Mina and Orange County Sheriff Jerry Demings.

The mission is to reduce pedestrian injuries by half over five years. To learn more, visit www.iyield4peds.org.

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