



**MEDIA ADVISORY**

**Immediate Release: October 15, 2013**

FURTHER INFORMATION:

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**\*MEDIA TIP\***

## **OPD and OCSO Safety Alert: Look out for Pedestrians**

### **Orlando Police Department and Orange County Sheriff's Office Conduct a Series of Pedestrian Crosswalk Enforcement Actions in October**

**What:** With Halloween right around the corner, Orange County Sheriff's Office (OCSO) and Orlando Police Department (OPD) will be deployed throughout county to enforce pedestrian traffic laws for three days, starting Tuesday, Oct. 15.

*Operation Best Foot Forward* will focus on motorists who are failing to yield to pedestrians in unsignalized marked crosswalks. It involves an off-duty, undercover police officer posing as a pedestrian crossing at a crosswalk. If oncoming drivers don't stop for the pedestrian who is inside the crosswalk - as required by law - the vehicle will be pulled over by a police spotter further down the street. The driver may be issued a warning *or* a \$164 ticket and three (3) points on their license.

Media is invited to the high visibility enforcement actions and shall have the opportunity to speak to drivers, officers and pedestrians. According to state law, all drivers must yield to a pedestrian if they are in a marked crosswalk even if crosswalk traffic signals are not present.

#### **Crosswalk Enforcement Schedule**

|                |                                           |                  |      |
|----------------|-------------------------------------------|------------------|------|
| Wed., Oct. 16  | Virginia Drive and Urban Trail Crossing   | 9:30 – 10:30 am  | OPD  |
|                | W. Oak Ridge Rd & S. Texas Ave.           | 10:30 – 11:30 am | OCSO |
|                | International Drive & Austrian Court      | 10:30 – 11:30 am | OCSO |
|                | North Pine Hills Road North of North Lane | 10:30 – 11:30 am | OCSO |
|                | Woodbury Rd. & Mallory Cir.               | 10:30 – 11:30 am | OCSO |
| Thur., Oct. 17 | Lake Underhill and Palmer St.             | 7:45 – 8:45 am   | OPD  |
|                | Lake Baldwin and Almond Drive             | 9:30 – 10:30 am  | OPD  |

### **Operation *Best Foot Forward* Background**

This is the fifth high visibility pedestrian enforcement action since the launch of *Best Foot Forward* in May 2012. Since then, OPD and OCSO have issued more than 1,300 tickets and given over 3,800 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. It is a start but we have a long way to go to move Metro Orlando off the list as the most dangerous pedestrian metro of the past decade.

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### **About *Best Foot Forward* & Pedestrian Safety in Metro Orlando**

Every seven minutes in America, a pedestrian is struck by a car or truck. Nowhere is the problem more severe than in Orlando, Florida, where two pedestrians are injured every day, and one is killed each week. Metro Orlando was ranked by [Transportation For America](#) as the “Most Dangerous” pedestrian metro of the past decade. The *Best Foot Forward* initiative was launched in May 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.

*Best Foot Forward* 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, 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](http://www.iyield4peds.org).