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 FOR IMMEDIATE RELEASE

**\*MEDIA ALERT/PHOTO OPP\***  
**School's Out and So Are the Cops**

June 13 Operation Best Foot Forward urges drivers to yield for people in crosswalks

**Orlando, Fla.** – School is out for summer, and so are 203,000 Orange County students on break. On Wednesday June 13, Orlando Police Department (OPD) and Orange County Sheriff's Office (OCSO) will be cracking down on crosswalks during **Operation Best Foot Forward starting at 7:00 a.m.**

*Operation Best Foot Forward* is a high-visibility, dual-enforcement action to remind drivers about [Florida's driver yield law](#). Undercover, plain-clothed officers cross the street at marked crosswalks, giving motorists enough time to yield. Motorists who fail to yield will be issued a warning or a ticket, the latter costing them \$164 and three points on their license. To date, more than 7,566 citations and warnings have been issued by OPD and OCSO.

With 60 reported pedestrian fatalities in Orange County, 2017 was the deadliest year on record for people just trying to cross the street. Factors such as population growth, distracted driving and more vehicles on Central Florida roads are contributing to this grim trend.

Media are invited to *Operation Best Foot Forward* and will have the opportunity to speak to drivers, police officers and pedestrians at the crosswalks noted below.

WHERE:

<u>Crosswalk</u>	<u>Time</u>	<u>Schools &amp; Neighborhoods Nearby</u>	<u>Enforced by:</u>
<a href="#">Columbia St. &amp; Kuhl Ave.</a>	7 - 8 a.m.	<i>Orlando Health Campus, SODO</i>	OPD
<a href="#">Pine Street, East of Rosalind Ave. (302 E. Pine Street)</a>	8:30 - 9:30 a.m.	<i>Lake Eola Charter School, Downtown Orlando</i>	OPD
<a href="#">International Dr. &amp; Austrian Ct.</a>	9:30 - 10:30 a.m.	<i>I-Drive Corridor</i>	OCSO
<a href="#">N. Pine Hills Rd. &amp; El Trio Way</a>	9:30 - 10:30 a.m.	<i>Ridgewood Park Elementary, Evans High School</i>	OCSO
<a href="#">Waterford Chase Pkwy. &amp; Oak Chase Dr.</a>	9:30 - 10:30 a.m.	<i>Discovery Middle School</i>	OCSO
<a href="#">N. Summerlin Ave. &amp; Washington St.</a>	10 - 11 a.m.	<i>Thornton Park Neighborhood</i>	OPD
<a href="#">Upper Park Road &amp; Oak St.</a>	1 - 2 p.m.	<i>Glenridge Middle School</i>	OPD



#### **INTERVIEWS:**

- Orlando Police and Orange County Sheriff's officers taking part in the enforcement
- Drivers in the area
- People walking in the area

**For more information on *Operation Best Foot Forward*, please contact Amanda Day at [Amanda@bikewalkcf.org](mailto:Amanda@bikewalkcf.org) or visit <http://www.iyield4peds.org>**

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

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](http://www.iyield4peds.org).

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