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FOR IMMEDIATE RELEASE

MEDIA ALERT/PHOTO OPP

OPD and OSCO Hit the Roads in Crosswalk Crackdown
Feb. 7 Operation BFF urges drivers to yield for people in crosswalks

WHAT: *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 7,485 citations and warnings have been issued by Orlando Police Department (OPD) and Orange County Sheriff's Office (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.

WHEN: Wednesday, Feb. 7 starting at 7 a.m. 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 Nearby</u>
Metrowest Blvd. & Eagle Nest Elementary (Metrowest Blvd. & Kirkman)	7 to 8:15 a.m.	<i>Eagle Nest Elementary School</i>
E. Harding & S. Mills Ave. (Orange Ave. & Michigan St.)	8:30 to 9:45 a.m.	<i>Boone High School</i>
Pine Street & Rosalind Ave.	10 – 11 a.m.	<i>Lake Eola Charter School</i>
North Pine Hills Rd. & El Trio Way	9:30 - 10:30 a.m.	Evans High School
Waterford Lakes Pkwy. & Coquina Rock St.	9:30 - 10:30 a.m.	
Landstar Blvd. & Misley Dr.	9:30 - 10:30 a.m.	Oakshire Elementary School
Universal Blvd. & Rosen Hospitality College	10 - 11 a.m.	Rosen Hospitality College

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 Barbara Giles 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. Osceola County and the City of Kissimmee launched the Best Foot Forward program on Oct. 30, 2017.

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.

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