



**MEDIA ADVISORY**  
Updated: Mar. 19, 2019  
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## **Spring Break Brings Crosswalk Crackdown in Orange County and Orlando**

*Reminding drivers to be vigilant as more than 200,000 students are on holiday*

ORLANDO, Fla. – Drivers be on notice. Stop for pedestrians at crosswalks or risk a \$164 citation and three points on your license. The **Orange County Sheriff's Office (OCSO)** and **Orlando Police Department (OPD)** will be conducting its first crosswalk crackdown this year on Wednesday, March 20, starting **at 8 AM** just as more than 200,000 Orange County students are out on spring break holiday.

Dubbed **Operation Best Foot Forward**, the dual crosswalk enforcement action reminds drivers [Florida law requires](#) them to stop and remain stopped for the person crossing at a marked crosswalk. Plain-clothed officers cross at the designated marked crosswalks while uniformed officers monitor drivers' compliance with the law. Those failing to stop for the pedestrian may be cited \$164 and up to three (3) points on the driver's license.

The seven crosswalk locations (see below) scheduled for Wednesday's enforcement action were selected based on walking distance to schools and proximity to high-crash corridors, including two on Pine Hills Road and one at University and Alafaya Trail. An Orange County safety [study](#) presented last month showed Alafaya near UCF had four times the state average of pedestrian fatalities. In January, troopers say 19-year-old Mariana Bornacelli was crossing University Boulevard, when a driver hit her. She was taken to the hospital; the driver was not hurt. Crashes like this play out across the county, including along Pine Hills Rd., where a driver hit and killed 64-year-old Osmond Thomas in late February. That crash is still under investigation

**Operation Best Foot Forward** is part of a comprehensive effort in Orange and Osceola Counties to improve road safety by educating drivers about the laws and behaviors that promote safe drive habits. Studies show that consistent crosswalk enforcement, combined with grassroots education and low-cost engineering, result in increased driver yielding behavior.

Since 2012, law enforcement has issued more than 3,390 tickets and 4,690 warnings throughout Orange and Osceola Counties and participating cities. BFF has tracked progress from initial data showing approximately 9% of drivers stopped for people when crossing the street at targeted crosswalks in Orange County and City of Orlando. Today, that number hovers closer to 51% at those locations.

**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. Contact **Katie Clarke at 706-380-5450** (mobile). Times and locations below:

## Operation Best Foot Forward Crosswalk Enforcement Schedule

Crosswalk	Time	Agency Enforcing	Percent of drivers yielding in initial data collection	Schools & Neighborhoods Nearby
<a href="#">E. Central Blvd. &amp; Rosearden Dr.</a> <i>Orlando</i>	8:00 AM – 9:00 AM	OPD	7% <i>Feb 2019</i>	Hillcrest ES, Baldwin Park ES, Howard MS, Boone HS
<a href="#">70 W. Gore St.</a> <i>Orlando</i>	8:00 AM – 9:00 AM	OPD	72% <i>Feb 2019</i>	Blankner K-8, Kaley ES, Lake Como ES, Delaney ES, Pineloch ES, Hillcrest ES, Howard MS, Memorial MS, Boone HS, West Lincoln HS, Jones HS
<a href="#">Alafaya Dr. &amp; University Blvd.</a> <i>Orange County</i>	8:30 AM – 9:30 AM	OCSO	62% <i>Feb 2019</i>	Riverdale ES, University HS, UCF
<a href="#">Lancaster Rd. &amp; Voltaire Dr.</a> <i>Orange County</i>	8:30 AM – 9:30 AM	OCSO	25% <i>Feb 2019</i>	Lancaster ES, Pine Castle-Pershing ES, Winegard ES, Walker MS, Oak Ridge HS
<a href="#">N. Pine Hills Rd. &amp; midblock crossing near Alhambra Dr.</a> <i>Orange County</i>	8:30 AM – 9:30 AM	OCSO	16% <i>Feb 2019</i>	Pine Hills ES, Mollie Ray ES, Hiawassee ES, Robinswood MS, Evans HS
<a href="#">N. Pine Hills Rd. &amp; El Trio Way</a> <i>Orange County</i>	8:30 AM – 9:30 AM	OCSO	10% <i>Aug 2014</i>	Rolling Hills ES, Ridgewood Park ES, Meadow Brook MS, Evans HS
<a href="#">Westwood Blvd. &amp; midblock near I-Drive</a> <i>Orange County</i>	8:30 AM – 9:30 AM	OCSO	22% <i>Feb 2019</i>	Tourism Corridor: DoubleTree, Four Points, Extended Stay America

### Fast Facts about Best Foot Forward 2012 – 2018:

#### Orange County & City of Orlando: launched in June 2012

- 58% of drivers yield and stop for pedestrians at monitored crosswalks on roads 35 mph and lower– a jump from 17% in 2012
- 43% of drivers yield and stop for pedestrians on roads 40 mph and higher – a jump from just 2% in 2012

#### Osceola County & City of Kissimmee and St. Cloud: launched in October 2017

- 43% of drivers yield and stop for pedestrians at monitored crosswalks on roads 35 mph and lower– up from 42%
- 40% of drivers yield and stop for pedestrians on roads 40 mph and higher– up from 34% in 2017

#### Crosswalk Enforcement Progress

- Law enforcement has issued nearly 3,390 citations and 4,690 warnings throughout Orange and Osceola Counties and participating cities.
- 100: Number of marked crosswalks monitored for drivers complying with Florida’s right-of-way law in Orange and Osceola Counties.

For more information about [Dangerous by Design Report](#) or fatality statistics, go to [www.iyield4peds.org](http://www.iyield4peds.org)

### **About [Best Foot Forward](#) for Pedestrian Safety Program**

The Best Foot Forward for pedestrian safety program is administered by Bike/Walk Central Florida and first launched in Orange County in 2012. It expanded to Osceola County in 2017 and will be launching in Seminole County in 2019.

Best Foot Forward was launched to reverse the conflict between pedestrians and drivers by focusing on one specific behavior change - getting more drivers to yield and stop for pedestrians at marked crosswalks as [Florida law](#) requires. More than a campaign, Best Foot Forward is a behavior change-based program designed to improve road safety through consistent and persistent education, high-visibility enforcement and low-cost engineering at marked crosswalks around elementary schools, LYNX bus stops, urban areas and high-speed roads.

### **Best Foot Forward Coalition**

Initiated and administered by Bike/Walk Central Florida, the Best Foot Forward coalition includes: MetroPlan Orlando, City of Orlando and Orlando Police Department, City of Kissimmee and Kissimmee Police Department, City of St. Cloud and St. Cloud Police Department, Orange County Government, Orange County Sheriff's Office, Orange County Public Schools, Osceola County Government, Osceola County Sheriff's Office, Osceola County Public Schools, Lynx, Orlando Health, the Florida Department of Health, the Florida Department of Transportation, the University of Miami's WalkSafe program, Winter Park Health Foundation. To learn more, visit [www.iyield4peds.org](http://www.iyield4peds.org).

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