



MEDIA ADVISORY
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Law Enforcement Target Unsafe Drivers to Protect Children, Seniors

Multi-county 'Crosswalk Crackdown' aims to educate drivers about Florida law

ORLANDO, Fla. – Summer is here, the days are longer, and people are more active throughout the day. That is why the Orange County Sheriff's Office along with police from Orlando, Kissimmee and St. Cloud are combining resources to conduct the second multi-county crosswalk enforcement operation at eight specific locations on June 19.

Included are:

- A crosswalk where elderly residents have complained drivers won't stop, so they can't cross the street safely (Rio Grande Avenue & 40th Street)
- A crosswalk near one of the top ten motorist-caused crash corridors, according to MetroPlan Orlando (Columbia Street & Kuhl Avenue on Orlando Health Campus)
- A crosswalk in the heart of the tourist district, and it's a current Orange County road project (Westwood Boulevard Midblock near I-Drive)
- A crosswalk in an area with heavy foot traffic and only one PED sign, where only 10% of drivers stop for people (311 W Oak Street)
- (Full list of crosswalk locations below)

Dubbed **Operation Best Foot Forward**, crosswalk enforcement is part of a more comprehensive effort to educate drivers about Florida's right-of-way laws and curb the pattern of aggressive behavior towards pedestrians. During the operation, plainclothes deputies and officers cross the street at marked crosswalks, giving drivers ample time to yield as [Florida law requires](#). Drivers who fail to stop may be issued a warning or a citation between \$164 and \$166 and three points on their license. To date, more than 4,715 warnings and 3,526 citations have been issued to drivers in Orange and Osceola counties at 418 crosswalk enforcements.

So far this year, 35 pedestrians have died crossing the street in Orange and Osceola counties, according to state reports. That's a trend Best Foot Forward and local law enforcement are working to reverse. Studies show that consistent crosswalk enforcement, combined with grassroots education and low-cost engineering, result in increased driver yielding behavior. In 2012, approximately 15 percent 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 65 percent 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 Shelby Villatoro at 321-261-4182 (cell). Times and locations below:

June 19 Operation Best Foot Forward Crosswalk Enforcement Schedule

Crosswalk	Time	Percent of drivers yielding in initial data collection	Schools & Neighborhoods Nearby
Orlando Police Department			
Columbia St. & Kuhl Ave.	7:30-8:30 AM	30% <i>Jan 2018</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
Mercy Dr. & Kalwit Ln.	7:30-8:30 AM	54% <i>Feb 2019</i>	Pine Hills ES, Mollie Ray ES, Ivey Lane ES, Orlo Vista ES, Lake Silver ES, Rock Lake ES, Carver MS, Evans HS
Orange County Sheriff's Office			
Rio Grande Ave. & 40th St.	9:30-10:30 AM	<i>NEW</i>	Memory MS, Life Skills Charter School, Cataline ES, Luther HS, Pineloch ES, Westminster Academy Charter
Americana Blvd. Midblock East of Texas	9:30-10:30 AM	67% <i>Feb 2019</i>	Palmetto ES, Pineloch ES, Memorial MS, Luther HS
Westwood Blvd. Midblock near I-Drive	9:30-10:30 AM	22% <i>Feb 2019</i>	None
Waterford Lakes Pkwy. & Coquina Rock	9:30-10:30 AM	4% <i>Jan 2012</i>	Waterford ES, Legacy MS, Discovery MS
Kissimmee & St. Cloud Police Departments			
Dyer Blvd. & Kennsington Rd.	10:00-11:00 AM	26% <i>Oct 2017</i>	Kissimmee ES, Flora Ridge ES, Thacker Ave. ES, Kissimmee MS, Osceola HS, Main Street HS
311 W Oak St.	11:30 AM-12:30 PM	11% <i>Feb 2019</i>	Thacker Ave. ES, Highlands ES, Central Ave. ES, Main Street HS, Osceola HS

Making Progress: Best Foot Forward Program Outcomes in Orange and Osceola Counties from 2012-2019

- More than 8,000 citations and warnings issued since 2012
- 81 crosswalks enforced by law enforcement
- 40 percent increase – average yielding behavior change at those crosswalks being tracked by Best Foot Forward

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

The Best Foot Forward for pedestrian safety program is administered by the local non-profit Bike/Walk Central Florida and first launched in Orange County and the City of Orlando in 2012. It expanded to Osceola County, Kissimmee and St. Cloud in 2017 and will be launching in Seminole County in 2019.

Best Foot Forward was created to reverse the conflict between pedestrians and drivers by focusing on one specific behavior change - getting more drivers to yield 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 crosswalk enforcement and low-cost engineering at marked crosswalks in close proximity to elementary schools and LYNX bus stops, in urban areas and cross-sections of low 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 and Winter Park Health Foundation. To learn more, visit www.iyield4peds.org.

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