



MEDIA ADVISORY

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Osceola County Sheriff's Office and Kissimmee Police Department Warn Drivers of Crosswalk Crackdown on November 8

End of Daylight Saving Time increases dangers to pedestrians.

It's the most dangerous time of year.

ORLANDO, Fla. – Osceola Sheriff's Office and the Kissimmee and St. Cloud Police Departments will be conducting their third and final crosswalk crackdown this year at six crosswalk locations on Friday, November 8 starting at 8 a.m.

This week was chosen because at the end of daylight saving time, pedestrian-involved crashes are at their highest, according to several [national studies](#). More than three-fourths of all pedestrian fatalities happen after dark, according to the National Highway Transportation Safety Administration.

Crosswalks included in this *Operation Best Foot Forward* are:

- A new crosswalk chosen after the City of Kissimmee completed a four-lane widening project. Elementary and middle school children use this crosswalk. Improvements include wider sidewalks, new signage and a pedestrian refuge island (W. Donegan Ave. & W. Carroll St.)
- A crosswalk adjacent to Osceola High School where drivers often go faster than the posted 30 mph speed limit (S. Thacker Ave. & W. Ernest St.)
- A trail crossing for the Shingle Creek Trail, frequently used by bicyclists and walkers/joggers. Speeding or distracted drivers who round the curve in the road frequently cause near crashes (N. Hoagland Blvd. south of McClellan)
- A crosswalk on a high-speed road, known for poor compliance with the driver yield law. BFF initially tracked just 11 percent of drivers yielding for pedestrians (Buenaventura Blvd. & Briarwood Dr.)

Dubbed ***Operation Best Foot Forward***, crosswalk enforcement is part of a greater, comprehensive effort to educate drivers about Florida's driver yield 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 of \$166 and three points on their license. To date, more than 8,536 warnings and citations have been issued to drivers in Orange and Osceola counties during Best Foot Forward crosswalk enforcement operations.

So far this year, 75 pedestrians have been hit and 9 people have died crossing the street in Osceola County, 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 better driver yielding behavior.

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 Amanda Day at 407-716-8221 (cell). Times and locations below:

November 8 Operation Best Foot Forward Crosswalk Enforcement Schedule

Crosswalk	Estimated Time	Percent of drivers yielding	Schools & Neighborhoods Nearby
Osceola County Sheriff's Office			
Buenaventura Blvd. & Briarwood Dr.	8:00-8:45 AM	12%	Boggy Creek ES, Ventura ES, Catalyst Christian Academy, Piece of Heaven Christian Academy
Columbia Ave. & Lakeshore Blvd.	9:30-10:15 AM	NEW	Lakeview ES, Ross E. Jeffries ES, St. Thomas Aquinas school
Dakota Ave. & Lakeshore Blvd.	10:45-11:30 AM	NEW	Lakeview ES, Ross E. Jeffries ES, St. Thomas Aquinas school
Kissimmee Police Department			
S. Thacker Ave. & W. Ernest St.	8:00-9:00 AM	38%	Pleasant Hills ES, Thacker Ave. ES, Central Ave. ES, Osceola HS, Main Street HS, Beaumont MS
W. Donegan Ave. & W. Carroll St.	9:15-10:15 AM	15%	Kissimmee ES, Kissimmee MS, Renaissance Charter School, Flora Ridge ES, PHA Preperatory School, International School for Autism, Trinity Lutheran, New Beginnings Education Center
898 N Hoagland Blvd. (Shingle Creek trail crossing)	10:30-11:30 AM	11%	Kissimmee ES, Thacker Ave. ES, Flora Ridge ES, Central Ave. ES, Kissimmee MS

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

Covering Orange, Osceola and now Seminole Counties, Best Foot Forward is the largest grassroots coalition focused on pedestrian safety in the nation. Since 2012, when Best Foot Forward was launched, the percentage of drivers yielding to people in marked crosswalks has increased from 17% to more than 58% on roads with a speed limit of 35 mph and lower and 1% to 43% on roads 40 mph and higher.

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 Seminole County in October 2019. Best Foot Forward is now made up of some 38 coalition partners across Central Florida.

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:

Region-wide: MetroPlan Orlando, the Florida Department of Transportation, the Florida Department of Health, LYNX

Orange County: Orange County Government, City of Orlando, Orange County Sheriff's Office, Orlando Police Department, Orange County Public Schools, Orange County Walk-Ride-Thrive, Orlando Stops, Orlando Health

Osceola County: Osceola County Government, City of Kissimmee, City of St. Cloud, Osceola County Sheriff's Office, Kissimmee Police Department, St. Cloud Police Department, School District of Osceola County

Seminole County: Seminole County Government, City of Casselberry, City of Lake Mary, City of Longwood, City of Oviedo, City of Sanford, City of Winter Springs, Seminole County Sheriff's Office, Altamonte Springs Police Department, Casselberry Police Department, Lake Mary Police Department, Longwood Police Department, Oviedo Police Department, Sanford Police Department, Winter Springs Police Department, Seminole County Public Schools, Seminole County School Crossing Guards

To learn more, visit www.iyield4peds.org.

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