



Best Foot Forward for Pedestrian Safety Report for October 1, 2016 – September 30, 2017

2017 Annual Report Summary

Best Foot Forward (BFF)'s first enforcement operation launched in June 2012. The 2017 Grant Report covers fiscal year October 1, 2016 – September 30, 2017 and prior years where noted.

FY17 Progress Summary

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FY17 BFF Crosswalks **Pages 21 - 22**

Tables show crosswalks monitored throughout the year and enforced by Orange County Sheriff's Office and Orlando Police Department; engineering treatments; and driver yield rates.

About Best Foot Forward Pedestrian Safety Program

The Best Foot Forward pedestrian safety initiative was launched in June 2012 to help reduce pedestrian deaths and injuries in Metro Orlando by getting drivers to comply with Florida law by yielding to pedestrians in crosswalks. 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.

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.



Five-Year Summary

BFF Crosswalks Monitored and Enforced

Since 2012, BFF has monitored and enforced 53 crosswalks.

Crosswalks	Oct '16 – Sept '17	Oct '15 – Sept '16	July '14 – Sept '15 *	July '13 – June '14	June '12 – June '13
Total observed	22	18	29	30	14
35 mph or less	11	7	10	11	9
40 mph & higher	11	11	19	19	5

*18-month period reported to schedule report outcomes per Orange County fiscal year.

Enforcement: Operation Best Foot Forward



	Oct '16 - Sept '17	Totals to date
Total Warnings	63	4,374
Total Citations	206	3,012
Total Warnings and Citations	269	7,386

Education: Community Outreach in Orange County

	Oct '16 – Sept '17	Since June '13
# Contacts and inquiries *	460	1,656
# of people reached in person	11,479	61,108
# Presentations	24	175
# Events	25	149
Educational materials distributed	82,097	250,303
Bumper stickers distributed	1,890	16,976

*Indicates total number of people contacted regarding BFF presentations.

Driver Yield Rates

Please see attached spreadsheets, pages 21 and 22.



Summary of Enforcement: Operation Best Foot Forward

The Orange County Sheriff's Office (OSCO) and the Orlando Police Department (OPD) have conducted 18, High Visibility Enforcement (HVE) operations between August 2012 and September 2016 at 22 crosswalks in unincorporated Orange County. OCSO have issued 2,221 warnings and 2,066 citations during BFF operations since 2012.

During the last fiscal year, HVEs were conducted on March 15 and June 14, 2017. An operation on September 13, 2017 was rescheduled for November 8, 2017 due to Hurricane Irma.

Operation BFF: High Visibility Enforcement			
# of Detail Operations	Crosswalk location	# Warnings issued (since 2012)	# of citations issued (since 2012)
24	Woodbury Rd. & Mallory Circle	165	175
21	International Dr. & Austrian Ct.	149	163
19	Dr. Philips Blvd. & Banyan Blvd.	150	82
18	N Pine Hills Rd. N. of North Ln.	203	244
17	Waterford Lake Pkwy. & Coquina Rock St.	134	99
16	W. Oak Ridge Rd. & Texas Ave.	236	211
16	Forest City Rd. & Weston Lane	419	140
15	Oakridge East of Millenia	296	223
11	N Pine Hills Rd. & El Trio Way	27	179
12	W. Oakridge Rd. and Magic Way	173	190
10	International Dr. & Samoan Ct.	85	32
8	Old Winter Garden & S. Hudson St.	111	39
7	Landstar Blvd. & Misley Ave.	16	118
6	Universal Blvd. & Rosen College	12	85
4	Dr. Phillips Blvd. & Sandberry Blvd.	14	32
1	N. Pine Hills Rd. & Figwood Rd.	0	8
1	Oleander Ave. & Tucker Ave.	0	0
1	Sea Harbor Dr. & Sea World Dr.	4	9
1	Gatlin Ave. & Kennedy Ave.	1	3
1	Clarcona Ocoee Rd & Clarke Rd.	7	13
1	Turkey Lake Rd. & Cane Hills Cir.	13	0
1	Orange Blossom Trail, N. of Holden Ave.	0	21
211		2,221	2,066



ENFORCEMENT

Photos of OCSO enforcement details during Operation Best Foot Forward
From March and June 2017 operations



Commissioner Nelson observed Operation BFF at Pine Hills Road & El Trio Way in June 2017.



OCSO deputy issues a citation at Woodbury Road & Mallory Circle.



News 13's Ryan Harper reported on the driver yield law and Operation BFF from Dr. Phillips Blvd. in March 2017.



An OCSO deputy pulls over a driver who failed to yield to a pedestrian in the crosswalk at Universal Boulevard & Rosen College in March 2017.



EDUCATION

Summary of Education and Community Outreach Speaking Engagements, Meetings and Events

Date	Activity	Event Title or Organization
10/05/16	Event	International Walk to School Day
10/20/16	Event	Eagle Creek Elementary School Health and Safety Fair
10/27/16	Meeting	BFF Steering Committee
11/02/16	Event	Bike Helmet Fitting Certification
11/07/16	Meeting	BWCF Board Meeting with Corrine Drive Presentation
11/16/16	Presentation	The Traffic School Industry Roundtable Discussion
11/16/16	Presentation	Forsyth Woods Elementary School Teach-in
11/19/16	Event	Florida Bike Association Best Bike Practices Workshop
12/04/16	Event	Cyclovia
12/15/17	Workshop	BFF Steering Committee Planning Workshop
01/17/17	Meeting	Orange County Community Traffic Safety Meeting
01/19/17	Material Distribution	BWCF Board Member Outreach
01/24/17	Presentation	University of Florida Crossing Guard Training
01/24/17	Meeting/Presentation	Osceola County BFF Kick-off Meeting
01/25/17	Meeting	Meeting with FDOT Bike Ped Safety Program Manager, Trenda McPherson
01/26/17	Meeting	BFF Steering Committee
01/26/17	Meeting	Pine Hills Road Pedestrian/Bicycle Safety Study Agency Meeting
01/31 - 02/01/17	Meeting	State Pedestrian and Bicycle Safety Coalition Meeting
02/06/17	Meeting/Presentation	Space Coast TPO Technical/Citizens Advisory: About BFF program
02/06/17	Meeting	Corrine Drive Complete Streets Project Visioning Team Meeting
02/09/17	Presentation	Space Coast TPO Governing Board Meeting: About BFF program
02/14/17	Meeting	BWCF School Siting Ordinance Report Recommendation Meeting with Orange County
02/14/17	Presentation	Zellwood Station - Red Caps
02/14/17	Event	Walkability = Good for Business and Walk Audit
02/21/17	Meeting	Orange County Community Traffic Safety Meeting
02/21/17	Event	Circles Community Resource Fair, Winter Garden
02/22/17	Event	Bike Fest - First Congregational Weekday Preschool, Winter Park
02/23/17	Meeting	BFF Steering Committee
02/23/17	Meeting	Sand Lake Road Study Informational Meeting



Date	Activity	Event Title or Organization
02/25/17	Event	Pine Castle Pioneer Days
03/06/17	Meeting	OPD, OCSO, Kissimmee Police and FDOT meeting about BFF
03/07/17	Presentation	Pine Hills Community Council
03/08/17	Presentation	Smart Growth America presents at MetroPlan Board Meeting
03/08/17	Event	Winter Park Bike to Work Challenge: BFF education materials about safety
03/13/17	Meeting	Orange Blossom Trail NEXT Community Meeting
03/01-26/17	Data Collection	Pre- and post- Crosswalk Data Collection
03/15/17	HVE	OCSO - BFF High-visibility enforcement
03/21/17	Meeting	OC Community Traffic Safety Team Meeting
04/03/17	Event	Rollins "reThink your commute" Challenge
04/05/17	Audit	Osceola County Crosswalk Audit
04/05/17	Meeting	BFF Steering Committee
04/11/17	Presentation	Lake Sybelia Elementary School News WalkSafe
04/14/17	Meeting	Orlando Bicycle & Pedestrian Committee Meeting
04/18/17	Presentation	Dommerich Elementary School News WalkSafe presentation
04/21/17	Presentation	Titusville Bike/Pedestrian Trail Working Group meeting: About BFF
04/25 &26/17	Meeting	State Pedestrian and Bicycle Safety Coalition Meeting: FDOT
04/25/17	Presentation	WalkSafe Poster Contest Winners Recognition at OCPS School Board
04/27/17	Meeting	Mobility Week and FDOT Alert Today
04/27/17	Presentation	Rotary Club of West Orlando
04/29/17	Event/Presentation	Teen Driving Day - Waterford Lakes - FLVS
05/03/17	Meeting	BFF Steering Committee
05/03/17	Presentation	Florida School Crossing Guard Summit
05/06/17	Event	Bike 5 Cities: Orange and Seminole Counties
05/16/17	Presentation	Leadership Orlando
05/23/17	Presentation	Maitland Rotary Club
06/07/17	Meeting	BFF Steering Committee
06/08/17	Event	Pine Hills Road Pedestrian/Bicycle Safety Study
06/10/17	Event	Camari's Day: Commissioner Nelson and Apopka
06/12/17	Presentation	Azalea Park SAFE Neighborhood Association
06/01-26/17	Data Collection	Pre- and post- Crosswalk Data Collection
06/14/17	HVE	OCSO + OPD - BFF High-visibility enforcement
06/29/17	Presentation	Rotary Club of Lake Buena Vista
07/05/17	Meeting	BFF Steering Committee
07/07/17	Presentation	Dr. Phillips Chamber of Commerce



Date	Activity	Event Title or Organization
07/10/17	Meeting	I-Drive Chamber of Commerce Pedestrian Safety Committee Meeting
07/10/17	Meeting	Habitat for Humanity Community Conversations
07/11/17	Presentation	Southwood Neighborhood Association
07/12/17	Presentation	Jetsetters of Avalon Park
07/18/17	Meeting	Orange County Community Traffic Safety Team Meeting
07/27/17	Event	MetroPlan Orlando Corrine Drive Public Workshop (Leu Gardens)
07/28/17	Presentation	The Reserve at Indian Hill
07/29/17	Event	Commissioner Siplin's - A Family Wellness Affair
07/30/17	Event	Michelee Puppets Back to School Bash
07/31/17	Meeting	I-Drive Chamber of Commerce Pedestrian Safety Committee Meeting
08/01/17	Meeting	Habitat for Humanity Community Partner Coalition
08/01/17	Awareness	National Night Out - Orange County: FDOT & Orange County
08/03/17	Event	OCCPTA president and principals breakfast
08/02-8/17	Awareness	National Stop on Red Week
08/05/17	Event	Back to School hosted by Commissioner Nelson
08/05/17	Event	Back to School hosted by Commissioner Bonilla
08/05/17	Event	Back to School hosted by Commissioner Thompson
08/11/17	Event	National Stop on Red Day with FDOT
08/16/17	Presentation	Baldwin Park HOA Traffic Committee
08/17/17	Presentation	South Goldenrod Neighborhood Association
08/21/17	Presentation	Winter Park Rotary Club
09/03/17	Event	7th Day ReCYCLERY Repair Day – Coalition for the Homeless with FDOT
09/06/17	Meeting	BFF Steering Committee
09/19/17	Meeting	Orange County Community Traffic Safety Meeting
09/20/17	Presentation	Rotary Club of Avalon Park
09/21/17	Workshop	Healthy Central Florida Walk and Bike to School Workshop
09/29/17	Meeting	City of Orlando Bicycle/Pedestrian Advisory Committee



Education and Community Outreach Highlight Photos



(From top clockwise Leadership Orlando BFF presentation, Maitland Rotary Club, Stop on Red Day with FDOT, Commissioner Thompson's Back-to-School Event, The Reserve at Indian Hill and Michele Puppets focusing on back-to-school safety.)

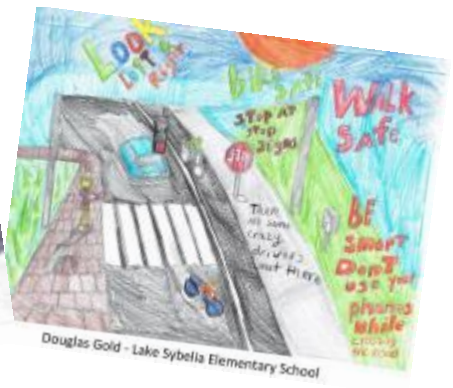
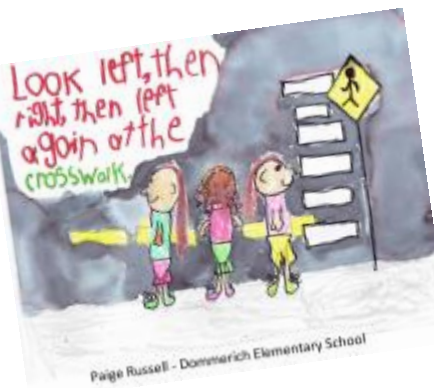
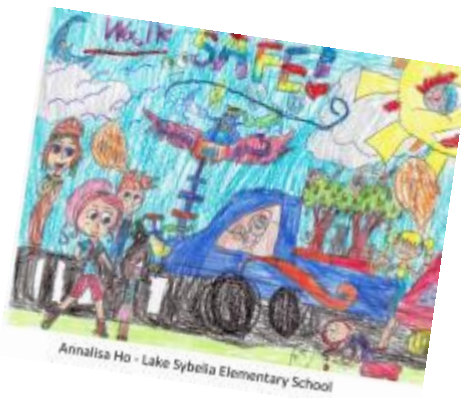


EDUCATION



WalkSafe Curriculum

Best Foot Forward promotes WalkSafe curriculum among its Orange County Public Schools partners. WalkSafe, a Florida-state approved curriculum, is a pediatric injury prevention program teaching pedestrian safety skills to children from kindergarten through 5th grade. BFF worked closely with WalkSafe to help expedite and promote the WalkSafe Poster Contest, which is the culmination of the WalkSafe curriculum. BFF worked with OCPS principals from participating schools and facilitated recognition of Orange County student contest winners at their schools and before the OCPS's school board.





EDUCATION

Summary of Traditional Media Value & Visibility

July 2013 to September 2017:

Estimated Total Impressions: 125,293,271

Estimated Total Ad Value: \$4,610,070

Traditional Media Coverage from October 2016 through September 2017

News coverage listed promotes BFF, partners or bike/ped safety progress in Orange County and the region.

N/A denotes impression or ad value was not available. Ad values are not calculated for online/digital coverage.

Date	Media Outlet	Impressions	Ad Value	Title
10/20/16	CF News 13	15,000	\$23,371.95	WalkScore interview with Amanda
11/28/16	Orlando Sentinel	746,667	\$7,248.00	Should cyclists be allowed on Orlando bus lanes?
12/03/16	Orlando Sentinel	746,667	\$7,248.00	County, UCF deal should mean students cross safer roads
12/03/16	Orlando Sentinel	746,667	\$7,248.00	Let bicycles Orlando's bus lanes: Where we stand
12/04/16	Orlando Sentinel	746,667	\$7,248.00	Cyclists rule Robinson Street during Sunday festival
01/06/17	CF News 13	15,000	\$1,250.00	Another deadly crash in Orange County - what BFF is doing to fix it (Interview with AD - 2.5 minute segment)
01/10/17	Orlando Sentinel	746,667	\$7,248.00	Orlando slightly safer but still risky for pedestrians
01/10/17	Orlando Sentinel	339,600	\$10,866.00	Making gains for pedestrian safety
01/14/17	Orlando Sentinel	746,667	\$7,248.00	Most dangerous places to walk: Orlando needs to get off this list
01/14/17	Orlando Sentinel	339,600	\$10,866.00	Most dangerous places to walk: Orlando needs to get off this list
01/13/17	CityLab	N/A	N/A	Why does Florida have America's most lethal roads?
01/12/17	CF News 13	15,000	\$1,250.00	Dangerous by Design ranks Metro Orlando #3 for deadliest roads
01/24/17	UCF Knightly News	N/A	N/A	Pedestrian safety around UCF improving
02/01/17	Orlando Family Magazine	12,000	\$2,450.00	Mean Streets
02/2/17	Orlando Sentinel	746,667	\$7,248.00	Pedestrians, bicyclists could soon see safer conditions in Winter Park
02/3/17	Orlando Sentinel	339,600	\$10,866.00	Pedestrians, bicyclists could soon see safer conditions in Winter Park



Date	Media Outlet	Impressions	Ad Value	Title
02/10/17	Florida Today	110,000	N/A	Brevard pedestrian crashes soar 27% since 2012
03/02/17	St. Lukes Newsletter	4,500	N/A	Circles Community Resource Night
03/03/17	Osceola News-Gazette	30,000	\$850.50	1st Bike to Work Day set at Lakefront Park
03/06/17	WFTV Channel 9	2,321	\$71.68	Osceola County putting "Best Foot Forward"
03/06/17	WOFL FOX 35	14,069	\$480.48	Osceola County putting "Best Foot Forward"
03/13/17	MyNews13.com	N/A	N/A	Undercover operation targets Orange County's dangerous places for pedestrians
03/13/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/13/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$1,000.00	Operation BFF happening March 15 (2-min)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	CF News 13	15,000	\$625.00	Operation BFF happening March 15 (Anchor Segment)
03/14/17	Orlando Sentinel	746,667	\$7,248.00	Pedestrian deaths up in Central Florida
03/14/17	WDBO 96.5 FM	1,793	\$60.00	Officers going under cover for Operation BFF
03/14/17	WDBO 96.5 FM	1,793	\$60.00	Officers going under cover for Operation BFF
03/15/17	WOFL FOX 35	14,082	\$794.30	Operation BFF (Anchor Segment)
03/15/17	WKMG News 6	9,182	\$596.91	Crackdown to get results (Anchor Segment)
03/15/17	WKMG News 6	17,970	\$1,266.71	Crackdown to get results (Anchor Segment)
03/15/17	WOFL FOX 35	22,265	\$1,079.50	Traffic Alert: Watch out for PEDS (Traffic Segment)
03/15/17	WOFL FOX 35	24,525	\$1,238.02	Traffic Alert: Watch out for PEDS (Traffic Segment)
03/15/17	WOFL FOX 35	19,317	\$909.82	Traffic Alert: Watch out for PEDS (Traffic Segment)
03/15/17	WOFL FOX 35	14,548	\$977.91	Traffic Alert: Watch out for PEDS (Traffic Segment)
03/15/17	WESH 2 News	20,731	\$713.80	Heads up: Operation BFF
03/15/17	WESH 2 News	5,343	\$242.97	Heads up: Operation BFF



Date	Media Outlet	Impressions	Ad Value	Title
03/15/17	WESH 2 News	9,985	\$333.59	Heads up: Operation BFF
03/15/17	WESH 2 News	1,072	\$44.00	Heads up: Operation BFF
03/15/17	CF News 13	15,000	\$1,000.00	Operation BFF 2-minute segment
03/15/17	WFTV Channel 9	41,788	\$4,010.11	Deputies out for Operation BFF (Footage from current enforcement)
03/15/17	WKMG News 6	65,228	\$7,573.50	Operation BFF to reduce number of fatalities (Footage from current enforcement)
03/15/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Operation BFF (2 min.)
03/15/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Operation BFF (2 min.)
03/15/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Operation BFF (2 min.)
03/15/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Operation BFF (2 min.)
03/15/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Operation BFF (2 min.)
03/15/17	WKMG News 6	73,652	\$8,073.88	Officers driving change
03/16/17	Orlando Sentinel	339,600	\$10,866.00	Pedestrian deaths up in Central Florida
03/16/17	Orlando Sentinel	746,667	\$7,248.00	Pedestrian deaths up in Central Florida
03/27/16	OC Connect	N/A	N/A	Jazz in the Park recognizes outstanding volunteer organizations
04/17/17	Orlando Rising	160,938	N/A	Bike event connects five cities through residential streets and trails in Orange & Seminole counties
04/18/17	Bungalower	200,000	\$751	Celebrate National Bike Month by Pedaling Through Five Cities in Orange & Seminole counties
04/25/17	Bungalower	200,000	\$751	The District: Bike 5 Cities, National Bike Month
05/01/17	Winter Park/Maitland Observer	37,500	\$240.00	Your Town: National Bike Month in Orange County
05/01/17	Winter Park/Maitland Observer online	13,839	\$100.00	Your Town: National Bike Month in Orange County
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)



Date	Media Outlet	Impressions	Ad Value	Title
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/03/17	CF News 13	15,000	\$1,000.00	Ryan Harper: Bike 5 Cities Ride Event in Orange & Seminole counties (2 min.)
05/04/17	Winter Park/ Maitland Observer	5,000	\$240.00	Bike 5 Cities this weekend in Orange & Seminole counties!
05/04/17	Winter Park/Maitland Observer	20,000	\$100.00	Bike 5 Cities this weekend in Orange & Seminole counties!
05/04/17	CF News 13	206,312	N/A	200 riders signed up for Orlando Bike safety ride
05/06/17	Orlando sentinel	339,600	\$17,388.00	A trail to safer cycling
05/06/17	Orlando sentinel	746,667	\$7,248.00	Community ride helps residents 'take off the training wheels' to practice safe biking
06/12/17	The Park Press	N/A	N/A	Crackdown at the Crosswalks
06/13/17	WFTV Channel 9	54,745	\$4,480.00	Covering Orange County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
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06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/13/17	CF News 13	15,000	\$625.00	County by County: Operation BFF
06/14/17	WFTV Channel 9	54,745	\$4,480.00	Covering Orange County: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	WOFL FOX 35	9,953	\$2,800.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	WOFL FOX 35	20,937	\$5,012.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$2,187.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/14/17	WFTV Channel 9	83,229	\$19,688.00	Operation BFF
06/14/17	WKMG News 6	43,215	\$1,272.00	Getting Results: Operation BFF
06/14/17	WKMG News 6	41,092	\$12,824.00	Getting Results: Operation BFF
06/14/17	WOFL FOX 35	40,979	\$7,385.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/14/17	WESH 2 News	29,838	\$7,185.00	Happening Today: Operation BFF
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF



Date	Media Outlet	Impressions	Ad Value	Title
06/14/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/14/17	96.5 WDBO	1,793	\$60.00	Watch out in for pedestrians
06/14/17	Orlando Sentinel	114,225	\$9,274.00	Cops serve as decoys during crackdown on drivers ignoring pedestrians in crosswalks
06/14/17	Orlando Sentinel	746,667	\$7,248.00	Cops serve as decoys during crackdown on drivers ignoring pedestrians in crosswalks
06/14/17	The Apopka Voice	513	N/A	Best Foot Forward begins tomorrow
06/14/17	WFTV 9 Online	35,905	N/A	Law enforcement cracks down on reckless drivers in Orange County
06/14/17	WKMG News 6 Online	35,425	N/A	Authorities crack down on crosswalk violations
06/14/17	CF News 13	6,877	N/A	Orlando police, Orange County deputies launch pedestrian-safety campaign
06/15/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/15/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/15/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/15/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/15/17	CF News 13	15,000	\$937.00	Crosswalk Crackdown: BFF
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/28/17	MyNews13.com	6,900	N/A	Extra on Getting There: Improving pedestrian safety in crosswalks (BFF interview)
06/29/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/29/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/29/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)



Date	Media Outlet	Impressions	Ad Value	Title
06/29/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
06/29/17	CF News 13	15,000	\$625.00	Getting There: Improving safety in crosswalks (BFF interview)
07/1/17	Altamonte-Wekiva Springs Life	20,000	N/A	Maitland on the Move: Best Foot Forward for pedestrian safety
07/13/17	The Apopka Voice	15,900	N/A	Want to make pedestrians safer? Put your best foot forward (by Commissioner Nelson)
07/14/17	Orlando Sentinel	106,820	\$10,046.00	Crews begin work on pedestrian bridge over I-4 in Maitland
07/14/17	Orlando Sentinel	4,763,332	N/A	Crews begin work on pedestrian bridge over I-4 in Maitland
07/15/17	Rotary Club of Lake Buena Vista e-newsletter	125	N/A	Gears and Ears: July 2017 Newsletters: Story about Best Foot Forward
07/17/17	Orlando Sentinel	4,763,332	N/A	Last parking closes beneath Interstate 4, where urban park is planned: BFF quote
07/17/17	Orlando Sentinel	114,225	\$7,535.00	Last parking closes beneath Interstate 4, where urban park is planned: BFF quote
07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
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07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
07/17/17	CF News 13	15,000	\$625.00	Walkers cautioned over 'scary' intersection
07/17/17	MyNews13.com	6,900	N/A	Walkers cautioned over 'scary' intersection
07/31/17	OC Connect	27,520	N/A	OC Connect Mayor Teresa Jacobs: BFF mention



EDUCATION



Summary of Social Media, Web and Community Engagement Insights

From October 1, 2016 – September 30, 2017

BFF actively engages multiple social media platforms via Best Foot Forward and Bike/Walk Central Florida. Best Foot Forward and Bike/Walk Central Florida have their own website, Facebook, Twitter and Instagram accounts, and BFF has a YouTube site.

NOTE: BFF does not boost or advertise for people to see its posts. All followers and engagement are “organic.”



	Best Foot Forward	Bike/Walk Central Florida
Estimated total impressions FY '17	507,293	611,014

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Total FY '17
 Facebook: Best Foot Forward @BestFootOrlando													
Total Fans	702	710	711	711	710	723	725	734	745	751	752	754	754
People engaged in page (organic)	131	175	109	209	165	333	116	97	306	151	186	75	2,053
Total impressions (organic)	6,140	5,921	5,146	10,641	7,880	21,701	7,085	6,288	15,335	6,424	7,819	4,435	104,815
 Twitter: @BestFootOrlando													
Total Followers (organic)	1,145	1,151	1,172	1,177	1,191	1,215	1,221	1,241	1,272	1,280	1,302	1,312	1,312



	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Total FY '17
Impressions	24,594	6,092	5,950	22,147	28,375	29,474	11,869	10,134	42,689	9,556	26,242	4,218	221,340
# of Posts	36	21	21	37	50	69	11	25	57	33	77	34	471
@ Mentions & Retweets	36	12	17	48	52	58	24	23	119	40	67	13	509
Clicks	17	21	4	79	11	42	10	22	80	22	44	6	358
Instagram: BestFootOrlando													
Total followers (organic)	425	425	435	437	438	441	442	443	448	450	455	456	456
Uploads	0	2	1	3	7	3	3	2	5	1	3	1	31
Engagement (organic)	25	49	3	49	148	78	58	29	100	20	56	9	624
Tags/Comments	3	5	1	2	7	4	3	0	0	1	0	0	26
YouTube: BFFOrlando													
Views	7,870	8,022	8,254	8,534	8,775	9,165		10,112	10,282	10,769	11,295	11,895	104,973
Website:													
www.yield4peds.org *website offline													
Visits	*3,970	5,948	10,119	7,726	6,274	2,850	6,508	7,107	7,534	6,160	6,347	4,998	75,541
Unique visitors	*308	1,329	2,365	3,272	2,208	961	2,292	2,246	2,901	2,486	2,563	1,698	24,629
Facebook: Bike/Walk Central Florida													
Total Fans (organic)	1,323	1,360	1,376	1,383	1,405	1,420	1,476	1,520	1,539	1,558	1,571	1,586	1,586
People engaged in page (organic)	436	469	344	539	750	370	844	600	598	978	512	371	6,811
Total impressions (organic)	16,992	24,281	16,251	22,852	33,860	29,819	45,579	35,476	32,808	41,083	24,479	26,791	350,271



	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Total FY '17
 Twitter: @BikeWalkCFL													
Total Followers (organic)	1,226	1,243	1,270	1,296	1,315	1,361	1,374	1,410	1,424	1,438	1,449	1,464	1,464
Impressions	9,649	11,075	16,341	17,656	13,555	40,948	24,154	16,857	6,048	8,769	10,510	8,092	183,654
# of Posts	28	55	32	49	41	66	33	47	24	32	27	19	453
@ Mentions & Retweets	39	35	32	80	41	117	91	49	29	48	65	104	730
Clicks	13	34	11	54	39	62	64	61	41	58	44	31	512
 Instagram: BikeWalkCFL													
Total followers (organic)	616	620	636	656	659	676	694	710	722	733	736	748	748
Uploads	2	4	0	3	5	5	12	6	3	1	2	1	44
Engagement	62	64	7	79	166	140	259	128	53	14	45	14	1,031
Tags/Comments	6	4	0	2	7	6	7	1	1	0	0	0	34
Website: bikewalkcentralflorida.org													
Visits	8,446	2,468	2,944	6,674	7,968	8,684	10,934	9,539	7,500	4,620	4,004	2,277	76,058
Unique visitors	3,405	209	58	2,322	2,990	3,495	5,355	4,528	2,981	491	171	174	26,179



EDUCATION

Summary of Newsletter Insights

BFF communicates with newsletters through both Best Foot Forward and Bike/Walk Central Florida. Each newsletter has its own distribution list and content.

BFF Newsletter

Distributed in May 2017

Distribution: 2,846

Avg. Open Rate: 23.5%

BWCF Newsletter

Distributed in March 2017 and July 2017

Total Distribution: 2,425

Avg. Open Rate: 25.3%





Pedestrian Crashes within One-Mile Radius of Observed Crosswalks

From June 2011 to September 2017

Below table contains pedestrian crash data from June 2011 to May 2012 prior to BFF's launch and then subsequent time periods. FY16 covers an 18-month period.

Note: The one-mile radius area for some crosswalks overlaps so that the sum of crashes within a one-mile radius of all monitored crosswalk is higher than the total number of actual crashes.

Pedestrian Crashes within a One-Mile Radius of Observed BFF Crosswalks: <i>35 mph and lower</i>	Before BFF June '11 - May '12	June '12 - May '13	June '13 - May '14	June '14 - May '15	June '15 - Sept '16 (18 months)	Oct. '16 - Sept '17
Orange County						
International Dr. & Austrian Ct.	5	5	9	10	18	18
Woodbury Rd. & Mallory Cir.	1	4	8	5	5	7

Pedestrian Crashes within a One-Mile Radius of Observed BFF Crosswalks: <i>40 mph and higher</i>	June '11 - May '12	June '12 - May '13	June '13 - May '14	June '14 - May '15	June '15 - Sept '16 (18 months)	Oct. '16 - Sept '17
Orange County						
Sea Harbor Dr. & SeaWorld Dr.	4	3	5	7	4	9
Universal Blvd. & Rosen Hospitality College	1	1	1	0	1	3
Landstar Blvd. & Misley Dr.	2	4	2	2	2	2
W. Oak Ridge Rd. & Magic Way						14
Dr. Phillips Blvd. & Sandberry Blvd.	1	1	1	0	2	0
Pine Hills Rd. & El Trio Way	7	11	15	19	32	26
Landstar Blvd. & Brook Hollow Dr.	2	4	2	2	2	0



Crosswalk		Type		Engineering							Enforcement		Yield Rates						
	Within City limits: Orlando	Posted Speed	Cross - walk	In-street or refuge island	Ped Cross Sig W11-2	School Crossing Sign	Yield sign at advance stop line	Ped Cross (150+ Ft before CW)	R10-15Turn Veh Yield Ped	RRFB	Citations 2012	Warnings 2012	2012 AVG	2013 AVG	2014 AVG	2015 AVG	2016 AVG	2017	2012-2017 AVG
1	Lake Baldwin Ln. & Almond Ave.	25 mph	U	x			x	x			27	59	41%	64%	69%	56%	69%	68%	61%
2	E. Rollins St. & Camden Rd.	30 mph	U				x	x			20	108	40%	69%	43%	54%	53%	55%	52%
3	S. Semoran Blvd. & Curry Ford Rd.	45 mph	S		x (NB)			x (NB)	x (NE & SW Corners)		14	100	20%	46%	38%	29%	20%	19%	29%
4	Robinson St. & Rosalind Ave.	35 mph	S															43%	43%
5	Virginia Dr. & Urban Trail	30 mph	U								16	10		38%	55%			79%	57%
6	Lake Underhill Rd. & Palmer St.	35 mph	U		x		x	x		x	56	60		19%	36%	49%	81%	73%	52%
7	S. Conway Rd. & Hargill Dr.	40 mph (20 mph school zone)	U			x		x			218	375		6%	11%	10%	6%	5%	8%
8	Conroy Rd. & Vineland Rd.	45 mph (highest leg)	S		x	x (SW Corner)					29	41		22%	20%	26%	25%	34%	25%
9	Edgewater Dr. & Shady Lane Dr.	30 mph	U								56	66			26%	25%		56%	36%
11	General Rees Ave., N. of Parkland Dr.	35 mph	U								33	17					73%	69%	71%
12	101 E. Central Blvd. (front of library entrance)	25 mph			x		x				0	13							



Crosswalk		Type		Engineering							Enforcement		Yield Rates						
	ORANGE COUNTY	Posted Speed	Type	In-street sign or refuge island	Pedestrian Crossing Sign W11-2	School Crossing Sign	Yield sign at advance stop line or yield marking	Ped Cross (150+ Ft before CW)	R10-15 Turning Vehicles Yield to Ped.	RRFB	Citations 2012	Warnings 2012	2012 AVG	2013 AVG	2014 AVG	2015 AVG	2016 AVG	2017 AVG	2012-2017 AVG
1	Sea Harbor Dr. & SeaWorld Dr.	40 mph									9	4			25%	42%		59%	50%
2	International Dr. & Austrian Ct.	35 mph	u	x	x			x		x	171	151		12%	14%	12%	15%	14%	13%
3	Universal Blvd. & Rosen Hospitality Coll	45 mph	u	x	x					x	85	12			67%	49%	61%	57%	59%
4	Landstar Blvd. & Miskey Dr.	45 mph	u								118	16		17%	8%		8%	63%	24%
5	W Oak Ridge Rd. & Magic Way (Mid-block)	40 mph	s	x	x		x				192	179		21%	22%		40%	49%	33%
6	Dr. Phillips Blvd. & Sandberry Blvd.	40 mph									32	14			4%	14%		14%	11%
7	Woodbury Rd. & Mallory Cir.	35 mph	u		x						175	165	6%	21%	21%	37%	25%	43%	25%
8	N. Semoran Blvd. & University Blvd.	50 mph																31%	31%
9	W. Kennedy Blvd. & Deacon Jones Blvd.	35 mph																27%	27%
10	Pine Hills Rd. & El Trio Way	40 mph	u	x	x		x	x			204	34			11%	17%	15%	18%	15%