



## **Best Foot Forward for Pedestrian Safety Report for October 1, 2019 – September 30, 2020**

### **2020 Report Summary**

Best Foot Forward (BFF)'s first enforcement operation launched in June 2012. The 2020 Grant Report covers fiscal year October 1, 2019 – September 30, 2020 and year-over-year progress.

### **Table of Contents**

Seven-year summary	<b>Page 2</b>
Enforcement	<b>Pages 3 - 4</b>
Education and community outreach	<b>Pages 5 - 7</b>
Earned media value & visibility	<b>Pages 8 - 14</b>
Social media, digital & web engagement	<b>Pages 15-17</b>
<b>FY20 BFF Crosswalks</b>	<b>Pages 18-19</b>

Tables show crosswalks monitored throughout the year and enforced by Orange County Sheriff's Office and Orlando Police Department, engineering treatments, and 2020 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. 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](http://www.iyield4peds.org).



## Eight-Year Summary

### BFF Crosswalks Monitored

Since 2012, BFF has monitored 91 crosswalks in Orange County.

Crosswalks	Oct'19- Sept '20	Oct '18 – Sept '19	Oct '17 – Sept '18	Oct '16 – Sept '17	Oct '15 – Sept '16	Jul '14 – Sept '15 *	Jul '13 – Jun '14	Jun '12 – Jun '13
<b>Total observed</b>	34	27	23	22	18	29	30	14
<b>35 mph or less</b>	29	14	17	11	7	10	11	9
<b>40 mph &amp; higher</b>	5	13	6	11	11	19	19	5

### Enforcement: Operation Best Foot Forward



	Oct '19 - Sept '20	Totals to date
<b>Total Crosswalks Enforced</b>	9	77
<b>Total Details</b>	9	380
<b>Total Warnings and Citations</b>	99	8015

### Education: Community Outreach

	Oct '19 – Sept '20	Since June '13
<b># Presentations</b>	53	277
<b># Events</b>	21	257
<b>Educational materials distributed</b>	1,588	259,678
<b>Bumper stickers distributed</b>	1,748	21,034

*\*Indicates total number of people contacted regarding BFF presentations.*

### Driver Yield Rates

*Please see attached spreadsheets, pages 18-19*

## Summary of Enforcement: Operation Best Foot Forward

The Orange County Sheriff's Office (OSCO) and the Orlando Police Department (OPD) have conducted 380 High Visibility Enforcement (HVE) operations between August 2012 and September 2020 at 77 crosswalks in unincorporated Orange County. OSCO has issued 8,015 warnings and citations during BFF operations since 2012.



During the last fiscal year, HVEs were conducted by Orange County Sheriff’s Office on March 11, 2020 and by Orlando Police Department on March 11, 2020 and July 21, 2020.

Operation BFF: OSCO High Visibility Enforcement			
# of Detail Operations	Crosswalk Location	# Warnings Issued (since 2012)	# Citations Issued (Since 2012)
3	University Blvd. & N. Alafaya Trail	4	33
3	Apopka Vineland N of Lake Street	17	22
4	Rio Grande & 40th	11	60
1	W. Oak Ridge & Wingate Dr.	1	9
1	Pine Hills Rd & Figwood Ln.	1	9
1	N Pine Hills Rd & (north of ) Figwood Ln.	0	8
1	Oleander Ave. & Tucker Ave.	0	0
18	N Pine Hills Rd & El Trio Way	45	258
14	N Pine Hills Rd & N of North Ln (Bonnie Brae)	203	244
13	W Oak Ridge Rd. & S. Texas Ave. (E Corner)	235	211
20	Woodbury Rd & Mallory Cir.	163	169
21	International Dr. & Austrian Ct.	156	175
1	Sea Harbor Dr. & Sea World Dr.	4	9
1	Gatlin Ave. & Kennedy Blvd.	1	3
4	Dr. Phillips Blvd. & Sandberry Blvd.	14	32
10	Forest City Rd & Weston Ln (Villa)	419	140
17	Waterford Lake Pkwy and Coquina Rock St.	136	150
14	Dr. Phillips Blvd & Banyan Blvd	150	82
5	Old Winter Garden Rd & S Hudson St.	111	39
12	W Oakridge Rd & Magic Way	180	185
14	Oakridge East of Millenia	296	223
8	International Dr. & Samoan Ct. (Helicopter Ride )	85	32
1	Clarcona Ocoee Rd & Clarke Rd	7	13
9	Landstar Blvd & Misley Drive	18	135
1	Turkey Lake Rd & Cane Hills Rd	13	0
7	Universal Blvd and Rosen College	16	94
1	Orange Blossom Trail, N. of Holden Avenue	0	21
1	Waterford Chase Pkwy. & Oak Chase Dr.	0	6
2	Apopka Vineland Rd., just N. of Lake St.	6	16
2	Rio Grande Ave. & 45th St.	10	32
2	Westwood Blvd. near I-Drive	4	15
2	Americana Blvd. & Midblock E. of Texas Ave.	2	8
1	Lancaster Rd. & Voltaire Dr.	0	10
1	N. Pine Hills Rd. near Alhambra	0	11
<b>216</b>	<b>Total Driver Yield Specific Warnings &amp; Citations</b>	<b>2308</b>	<b>2454</b>

## ENFORCEMENT

### Photos of OCSO enforcement details during Operation Best Foot Forward

From March 11, 2020 Operation



From top left clockwise: Team 5 at Apopka Vineland North of Lake St.; Team 4 at W. Oakridge and Wingate Dr.; Team 4 at Rio Grande and 40<sup>th</sup> St; Team 3 at Pine Hills Rd. and Figwood Ln with data collector Tony Calabro; Team 2 at University Blvd and Alafaya Trail with data collector Ben Gras.



## EDUCATION

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

Date	Activity	Event Title or Organization
10/01/19	Event	National Night Out Colonialtown North
10/01/19	Event	College Park Neighborhood Association National Night Out
10/02/19	Event	Audubon Park K8 Walk-to-School-Day
10/12/19	Event	Safety Day at Gulfstream Harbor Community with County Commissioner Mayra Uribe
10/15/19	Meeting	Orange County CTST
10/16/19	Meeting	Orange County BFF Steering Committee Meeting
10/16/19	Material Distribution	Commissioner Mayra Uribe
10/17/19	Meeting	Orange County Student Pedestrian Safety Committee
10/17/19	Presentation	Children's Safety Village
10/18/19	Event	Blind Americans Equality Day, formerly White Cane Safety event
10/25/19	Presentation	Rollins Interview w/ Dr. Gunter & Class
10/26/19	Event	Ride Leader Ride Marshall Training
11/04/19	Presentation	Pine Castle Safe Neighborhoods Preservation Association
11/09/19	Event	Community Connections Workshop
11/14/19	Meeting	Orange County Parks and Recreation Advisory Board
11/19/19	Meeting	Orange County CTST
11/21/19	Meeting	Orange County Student Pedestrian Safety Committee
12/04/19	Meeting	Orange County BFF Steering Committee Meeting (2-hour Planning Workshop)
12/05/19	Meeting	Orange County Student Pedestrian Safety Committee
12/14/19	Event	12th Annual Holiday Lights Ride (Audubon Park)
12/17/19	Meeting	Orange County CTST
12/20/19	Event	Dover Shores/Helmets Save Lives Holiday Event
01/09/20	Meeting	Orange County Parks & Recreation Advisory Board Meeting
01/13/20	Event	Blankner School Helmet Fittings with SRO
01/14/20	Event	Blankner School Health Fair
01/21/20	Presentation	Rollins College Sustainability Class
01/23/20	Event	Access Charter School Health Fair
01/25/20	Event	Ford Driving for Life
01/26/20	Event	Ford Driving for Life



Date	Activity	Event Title or Organization
02/04/20	Presentation	Westminster Towers Independent Living
02/03/20	Meeting	Orange BFF Steering Committee Meeting
02/05/20	Presentation	Gulfstream Harbor
02/06/20	Meeting	Bike 5 Cities Planning Call
02/17/20	Material Distribution	Safe Mobility for Life - Safe Transit for Life Workshop
02/17/20	Event	Blanchard Park YMCA / Holiday Out of School Children
02/20/20	Meeting	Orange County Student Pedestrian Safety Meeting
02/21/20	Presentation	Clean Air and Justice Panel at Rollins
03/12/20	Presentation	Gatlin Place HOA
04/08/20	Meeting	Orange BFF Steering Committee Meeting
05/19/20	Meeting	Student Pedestrian Safety Committee
05/20/20	Meeting	Orange BFF Steering Committee Conference Call
06/04/20	Presentation	Florida Transportation Plan Update 2045 - Webinar
06/12/20	Presentation	Environmental Defense Fund Coffee Café
07/16/20	Meeting	Student Pedestrian Safety Committee
08/05/20	Meeting	Orange BFF Steering Committee Meeting
08/20/20	Meeting	Student Pedestrian Safety Committee
09/10/20	Meeting	Orange County Parks & Rec Advisory Board
09/17/20	Meeting	Student Pedestrian Safety Committee

## Education and Community Outreach Highlight Photos





## EDUCATION

### Summary of Traditional Media Value & Visibility

**June 2013 to September 2020:**

Estimated Total Impressions: 136,583,356

Estimated Total Ad Value: \$6,161,154

Traditional Media Coverage from October 2019 through September 2020

*News coverage represents the Best Foot Forward program and pedestrian safety in Metro Orlando, which includes Orange, Osceola and Seminole Counties.*

*N/A: Digital ad values are not calculated. These are the stories published on media websites.*

Date	Media Outlet	Impressions	Ad -Value	Title
10/14/2019	Orlando Sentinel		\$13,186	Orlando mayoral candidates tout solutions for affordable housing, pedestrian safety
10/28/2019	Pine Hills Press		\$205.00	Pine Hills at El Trio Way: Drivers fail to yield to pedestrians
1/22/2020	Curbed	5,800,000	\$10,000.00	Orlando, the nations deadliest city for pedestrians, has a plan for safer streets
2/28/2020	WOFL	7,188	\$114.62	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOGX	347	\$7.19	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOFL	30,888	\$790.38	Operation Vision Zero Begins + OCSO Sgt. Molina, OPD Sgt. Costa
2/28/2020	WOGX	1,537	\$33.27	Operation Vision Zero Begins + OCSO Sgt. Molina, OPD Sgt. Costa
2/28/2020	WOFL	25,542	\$480.31	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOGX	2,820	\$44.68	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOFL.com			Operation Vision Zero + OCSO Sgt. Molina, OPD Sgt. Costa - Full AM + Viewer Questions
2/28/2020	News13	13,012	\$767.96	Operation Vision Zero + Deputy Chief James Young
2/28/2020	News13	7,321	\$394.20	Operation Vision Zero + Deputy Chief James Young
2/28/2020	News13	9,456	\$349.43	Operation Vision Zero + Deputy Chief James Young
2/28/2020	TV27	10,943	\$203.85	Local Counties Join Operation Vision Zero + Sheriff John Mina





Date	Media Outlet	Impressions	Ad -Value	Title
2/28/2020	WFTV	17,073	\$456.72	Local Counties Join Operation Vision Zero + Sheriff John Mina
2/28/2020	WFTV	75,318	\$703.10	Local Counties Join Operation Vision Zero
2/28/2020	TV27	10,943	\$93.66	Local Counties Join Operation Vision Zero
2/28/2020	TV27	12,149	\$92.10	Local Counties Join Operation Vision Zero
2/28/2020	WFTV	69,002	\$574.58	Local Counties Join Operation Vision Zero
2/28/2020	WKMG	35,349	\$705.10	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WKMG	12,572	\$390.46	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOFL	12,472	\$348.51	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOGX	9,542	\$268.02	Operation Vision Zero Begins + Sheriff John Mina
2/28/2020	WOGX	123,125	\$6,180.92	Operation Vision Zero Begins + Sheriff John Mina
2/27/2020	WKMG	9,070	\$149.18	Operation Vision Zero Launch Preview
2/27/2020	WKMG	31,240	\$405.80	Operation Vision Zero Launch Preview
2/27/2020	WKMG	17,389	\$458.29	Operation Vision Zero Launch Preview
2/27/2020	News13	7,295	\$92.21	Operation Vision Zero Launch Preview
2/27/2020	News13	5,278	\$73.84	Operation Vision Zero Launch Preview
2/27/2020	WFTV	41,137	\$1,370.32	Operation Vision Zero Begins + Sheriff John Mina
2/27/2020	News13	3,008	\$304.69	Operation Vision Zero Begins + Deputy Chief James Young
2/27/2020	News13	2,069	\$255.20	Operation Vision Zero Begins + Deputy Chief James Young
2/27/2020	News13	15,723	\$235.09	Operation Vision Zero Begins + Deputy Chief James Young
2/28/2020	WDBO-FM	209,100	\$252.00	Local Counties Launch Operation Vision Zero + Sheriff John Mina
2/28/2020	WDBO-FM	209,100	\$252.00	Local Counties Launch Operation Vision Zero + Sheriff John Mina
2/28/2020	WDBO-FM	209,100	\$154.00	Local Counties Launch Operation Vision Zero + Sheriff John Mina
2/28/2020	WDBO-FM	210,700	\$195.00	Local Counties Launch Operation Vision Zero + ASPD Michelle Sosa
2/28/2020	WDBO-FM	210,700	\$195.00	Local Counties Launch Operation Vision Zero + ASPD Michelle Sosa
2/28/2020	WDBO-FM	111,800	\$221.00	Local Counties Launch Operation Vision Zero



Date	Media Outlet	Impressions	Ad -Value	Title
2/28/2020	WDBO-FM	210,700	\$186.33	Local Counties Launch Operation Vision Zero + ASPD Michelle Sosa
2/28/2020	WDBO-FM	210,700	\$186.33	Local Counties Launch Operation Vision Zero + ASPD Michelle Sosa
2/28/2020	WDBO-FM	111,800	\$134.33	Local Counties Launch Operation Vision Zero
2/28/2020	WDBO-FM	210,700	\$164.67	Local Counties Launch Operation Vision Zero + Sheriff John Mina
2/28/2020	WDBO-FM	209,100	\$177.33	Local Counties Launch Operation Vision Zero + Sheriff John Mina
2/27/2020	Orlando Sentinel			Central Florida cops to target pedestrian dangers in March
2/27/2020	WNDB-TV.com			Operation Vision Zero' Begins Today
2/27/2020	WKMG.com			First wave of enforcement at 'Vision Zero Zones'
2/28/2020	News13	12,799	\$17,985.95	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/28/2020	News13	5,891	\$10,689.30	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	4,169	\$3,371.93	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	4,169	\$3,371.93	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	3,395	\$2,627.78	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	8,643	\$4,918.36	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	8,643	\$9,399.24	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	11,340	\$2,684.00	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	22,287	\$4,166.80	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	10,854	\$1,886.24	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	26,785	\$4,701.25	Mother, daughter hit and killed by motorcyclist + Amanda Interview
2/29/2020	News13	14,385	\$2,589.10	Mother, daughter hit and killed by motorcyclist + Amanda Interview
3/11/2020	WESH	19,645	\$1,415.49	Crosswalk enforcement at 5 locations
3/11/2020	WESH	19,645	\$1,143.28	Crosswalk enforcement at 5 locations
3/11/2020	WESH on CW18	26,630	\$1,515.41	Crosswalk enforcement at 5 locations
3/11/2020	WOFL	33,074	\$11,532.41	Officers enforcing crosswalk on Bumby Ave.



Date	Media Outlet	Impressions	Ad -Value	Title
3/11/2020	WOFL	24,855	\$12,672.00	Orange County Deputies pulling over drivers who don't stop at crosswalks
3/11/2020	WFTV	18,686	\$3,888.53	Operation BFF begins today in Orange & Osceola Counties
3/11/2020	WFTV	46,898	\$8,372.66	Operation BFF returning for 2 days due to time change danger
3/11/2020	WOFL	6727	\$483.62	Agencies teaming up for Operation BFF
3/11/2020	WOFL	7,524	\$606.09	Local agencies teaming up for Operation BFF
3/11/2020	WOFL	14,853	\$6,024.48	Operation BFF to begin in Orange & Osceola Counties
3/11/2020	WOFL	14,853	\$1,051.89	Operation BFF in Orange & Osceola Counties today
3/11/2020	WESH	19,645	\$1,143.28	Law enforcement monitoring crosswalks in Orange & Osceola
3/11/2020	WESH on CW18	26,630	\$1,515.41	Law enforcement monitoring crosswalks in Orange & Osceola
3/11/2020	WFTV	16,871	\$1,236.08	Traffic update: New crosswalk locations for Operation BFF
3/11/2020	WOFL	24,691	\$10,057.92	Two-Day Crosswalk Enforcement Beginning in Orange & Osceola Counties
3/11/2020	WFTV	60,581	\$23,763.60	Busy morning for officers educating drivers about pedestrian yield laws
3/11/2020	WESH	8,618	\$616.79	Orange County officers enforcing crosswalk laws today
3/11/2020	WKMG	6,110	\$503.62	Operation Best Foot Forward returns today
3/11/2020	TV27	5,994	\$2,567.25	Live on Bumby Ave., one of many crosswalks with officers looking out for pedestrians
3/11/2020	TV27	5,994	\$992.67	Crosswalk Crackdown begins today in Orange and Osceola Counties
3/11/2020	TV27	18,686	\$3,579.91	Crosswalk Crackdown begins today in Orange and Osceola Counties
3/11/2020	WKMG	6,110	\$832.06	Enforcement push today to keep pedestrians safe
3/11/2020	WFTV	58,287	\$26,091.43	17:25pm WFTV - Eyewitness News @ 5pm
3/11/2020	WOFL	41,396	\$17,150.52	17:56pm WOFL - FOX35 News @5pm
3/11/2020	WFTV	107,834	\$11,872.49	18:17pm WFTV - Eyewitness News
3/12/2020	WKMG	49,855	\$8,655.98	Operation Best Foot Forward wraps up
3/11/2020	WOFL	1,330	\$5,000.00	Operation Best Foot Forward' targeted Central Florida drivers who don't stop for pedestrians
3/11/2020	WOFL	397	\$13.90	More Operation Best Foot Forward patrols



Date	Media Outlet	Impressions	Ad -Value	Title
3/13/2020	WKMG	35,349	\$1,803.76	Crosswalk crackdown gets results over the past two days
3/5/2020	Hometown News	2,258	\$895.00	Police Department joins Operation Vision Zero Enforcement
3/8/2020	Apopka Voice	2,800	\$150.00	Look both ways: Operation Vision Zero enforcement begins
3/4/2020	WOCL-FM Online	40,000	\$400.00	Operation Vision Zero Targets Traffic Safety
3/2/2020	Pulptown	8,500	\$150.00	Good news for cyclists and pedestrians
2/27/2020	WKMG-TV Online	123,233	\$1,500.00	Operation Vision Zero increases traffic enforcement to cut down on fatalities
3/5/2020	Windermere Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
3/5/2020	MetroWest Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
3/5/2020	Winter Park Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
3/5/2020	Lake Nona Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
3/5/2020	Horizon West Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
3/5/2020	College Park Lifestyle	25,000	\$2,575.00	Shared Road, Shared Responsibility
2/27/2020	Orlando Sentinel	100,000	\$500.00	Central Florida cops armed with tickets, pamphlets to target pedestrian dangers through March
2/27/2020	Orlando Sentinel	157,143	\$349.06	Central Florida cops armed with tickets, pamphlets to target pedestrian dangers through March
3/1/2020	WDBO-FM		\$2,583.00	Public awareness campaign calls drivers, bicyclists, pedestrians to exercise greater caution
3/1/2020	WCFB		\$0.00	Public awareness campaign calls drivers, bicyclists, pedestrians to exercise greater caution
3/1/2020	WYPO		\$0.00	Public awareness campaign calls drivers, bicyclists, pedestrians to exercise greater caution
3/1/2020	WWKA		\$2,009.00	Public awareness campaign calls drivers, bicyclists, pedestrians to exercise greater caution
4/1/2020	News13	672,076	\$5,376.00	Getting There: New Crosswalk Beacons Coming to OBT
4/1/2020	News13	8,721	\$6,107.55	Getting There: New Crosswalk Beacons Coming to OBT
4/1/2020	News13	13,976	\$15,253.52	Getting There: New Crosswalk Beacons Coming to OBT
6/12/2020	Orlando Sentinel	650,000	\$125.00	People on the move
6/7/2020	ESPN Orlando	770	\$0.00	People on the move
6/7/2020	WDBO	3,936	\$2,240.00	People on the move
6/7/2020	WWKA	2,551	\$0.00	People on the move
6/7/2020	WMMO	3,896	\$1,680.00	People on the move



Date	Media Outlet	Impressions	Ad -Value	Title
6/14/2020	WDBO	0	\$0.00	People on the move
7/21/2020	News 13	5,605	\$818.72	Stay-at-home order made roads safer but bad trends returning
7/21/2020	News 13	5,361	\$1,267.93	Stay-at-home order made roads safer but bad trends returning
7/21/2020	News 13	7,346	\$1,684.94	Stay-at-home order made roads safer but bad trends returning
7/21/2020	News 13	16,504	\$3,257.03	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/21/2020	News 13	12,714	\$2,231.11	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/22/2020	News 13	2,544	\$727.22	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/22/2020	News 13	2,645	\$447.67	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/22/2020	News 13	11,725	\$1,368.99	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/22/2020	News 13	5,939	\$1,324.24	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
7/22/2020	News 13	6,082	\$1,074.13	Pedestrian deaths lessened during coronavirus pandemic but numbers now increase
Aug/Sept. 2020	Midtown Press	8,000	\$185.00	Public safety is everyone's concern: Slow down, be alert, cross at crosswalks
9/30/2020	News13	8,721	\$5,526.53	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	13,976	\$14,805.13	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	12,795	\$11,864.53	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	8,600	\$9,720.32	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	7,054	\$5,249.05	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	12,099	\$9,291.31	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	3,407	\$3,326.69	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	9,540	\$7,076.58	More pedestrian crashes as drivers return to the roads



Date	Media Outlet	Impressions	Ad -Value	Title
9/30/2020	News13	9,592	\$4,566.92	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	9,692	\$4,917.53	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	7,020	\$3,811.76	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	4,890	\$2,670.03	More pedestrian crashes as drivers return to the roads
9/30/2020	News13	5,278	\$2,532.57	More pedestrian crashes as drivers return to the roads






## EDUCATION

### Summary of Social Media, Web and Community Engagement Insights

From October 1, 2019 – September 30, 2020

BFF actively engages multiple social media platforms via Best Foot Forward and Bike/Walk Central Florida - Facebook, Twitter Instagram and YouTube. BFF does not boost or advertise. All followers are “organic.”

 	Best Foot Forward	Bike/Walk Central Florida
<b>Estimated total impressions FY '20</b>	505,223	496,701

	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Total FY '20
 <b>Facebook: Best Foot Forward @BestFootCFL</b>													
<b>Total Fans</b>	1,011	1,061	1059	1,058	1,088	1,101	1,103	1,094	1099	1098	1,098	1095	<b>1098</b>
<b>People engaged in page (organic)</b>	664	5,828	221	499	3,510	1431	155	126	203	985	130	135	<b>13,887</b>
<b>Total impressions (organic)</b>	10,968	32,845	3,579	5,751	25,755	20,750	3,735	3,058	2,964	10,308	2,178	1,339	<b>123,887</b>



	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Total FY '20
<b>Twitter: @BestFootCFL</b>													
<b>Total Followers (organic)</b>	1,539	1,549	1,552	1,553	1,579	1,580	1,581	1,571	1,564	1,587	1,571	1,576	<b>1,587</b>
<b>Impressions</b>	94,447	44,689	26,320	24,631	43,283	62,430	5,939	8,628	5,569	11,607	12,399	4,185	<b>344,127</b>
<b># of Posts</b>	102	109	48	62	115	81	4	24	20	22	46	17	<b>650</b>
<b>@ Mentions &amp; Retweets</b>	92	40	16	23	83	62	4	5	1	19	16	12	<b>373</b>
<b>Clicks</b>	43	34	17	25	28	18	10	2	15	18	114	30	<b>354</b>
<b>Instagram: BestFootCFL</b>													
<b>Total followers (organic)</b>	582	581	583	584	589	595	594	593	600	619	625	635	<b>635</b>
<b>Uploads</b>	16	1	0	1	9	12	0	0	0	16	0	1	<b>56</b>
<b>Impressions (Jan – Oct 2020)</b>				300	853	1723	41	0	0	1776	25	213	<b>4,931</b>
<b>Engagement (organic)</b>	30	17	0	4	38	110	0	0	1	70	0	7	<b>277</b>
<b>You Tube: BFFOrlando</b>													
<b>Total Views</b>	493	474	364	293	461	320	179	209	74	536	576	397	<b>4,376</b>
<b>Watch time (hours)</b>				4.9	5.9	4.1	2.3	3	2.4	6.4	6.1	6.1	<b>41</b>
<b>Website: <a href="http://www.yield4peds.org">www.yield4peds.org</a></b>													
<b>Articles Published</b>				4	8	8	3	1	2	4	2	2	<b>34</b>
<b>Sessions</b>	892	614	N/A	378	655	1499	521	653	545	770	439	507	<b>7,473</b>





	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Total FY '20
<b>Facebook: Bike/Walk Central Florida</b>													
<b>Total Fans (organic)</b>	2,115	2,151	2,159	2,173	2,187	2,196	2,209	2,238	2,341	2,372	2,392	2,420	<b>2,420</b>
<b>People engaged in page (organic)</b>	1,211	2,170	2,019	2,346	1,627	1,413	626	1,702	1,113	1,597	1,018	1,416	<b>18,258</b>
<b>Total impressions (organic)</b>	18,696	21,343	41,410	22,812	14,881	12,855	8,679	20,358	15,038	16,677	23,081	46,035	<b>261,865</b>
<b>Twitter: @BikeWalkCFL</b>													
<b>Total Followers (organic)</b>	1,787	1,787	1,799	1,811	1,858	1,859	1,873	1,880	1,880	1,881	1,891	1,903	<b>1,799</b>
<b>Impressions</b>	30,778	13,364	23,691	19,453	27,040	26,526	3,896	21,386	21,768	22,704	14,656	6,959	<b>232,221</b>
<b># of Posts</b>	85	44	74	59	37	41	7	73	67	58	36	30	<b>611</b>
<b>@ Mentions &amp; Retweets</b>	41	18	30	20	87	37	3	28	22	30	8	11	<b>335</b>
<b>Clicks</b>	58	29	52	49	23	28	7	81	125	669	213	29	<b>1,363</b>
<b>Instagram: BikeWalkCFL</b>													
<b>Total followers (organic)</b>	1,077	1,081	1,088	1,087	1,096	1,098	1,100	1,101	1,151	1,151	1,153	1,183	<b>1,183</b>
<b>Uploads</b>	1	1	-	1	-	3	-	1	-	1	-	1	<b>9</b>
<b>Engagement</b>	12	12	1	6	-	37	-	16	6	2	-	35	<b>127</b>
<b>Website: bikewalkcentralflorida.org</b>													
<b>Articles published</b>				5	4	9	3	5	6	6	4	1	<b>43</b>
<b>Sessions</b>	2,025	2,131	N/A	1,747	1,641	2,082	3,008	4,209	2,110	2,092	3,524	3,544	<b>28,113</b>



## Crosswalks Monitored during FY 2020

	Crosswalks	TYPE		ENFORCEMENT		ENGINEERING													2020 YIELD RATES											
		Posted Speed	Type	Total Details 2012-2020	Total Warnings & Citations 2012-2020	School Crossing (S1-1) + arrow	PED W11-2 Ahead	PED W11-2 with arrow	In-street yield sign (R1-6)	In-street stop sign (R1-6a)	Yield Here to PED (R1-5, 5a)	Stop Here for PED (R1-5b, 5c)	Advance stop/ yield markings	R10-15 Turning Vehicles Yield	Special Emphasis Crosswalk	Refuge Island	Raised medians/ islands	ADA Compliant	RRFB	BASE LINE JAN	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG					
1	N. Alafaya Trail & University Blvd.	45	s	3	37									x												66%	48%	78%	58%	63%
2	Apopka-Vineland Rd., north of Lake St. (11947 S Apopka Vineland Rd.)	45	u	3	39		x	x								x		x	x							21%	8%	22%	12%	16%
3	Westwood Blvd. Midblock near I-Drive	40	u	2	19		x	x								x		x	x							35%	26%	23%	31%	29%
4	Pine Hills Rd. & El Trio Way (RRFB)	45	u	18	303		x	x				x	x		x	x				2020						24%	26%	29%	31%	28%
5	Pine Hills Rd & Figwood Ln.	40	u	2	18		x	x					x		x	x										12%	19%	30%	47%	27%
6	Avalon Park S. Blvd. & Red Mangrove Dr.	35	u	New			x	x							x		x	x			69%	77%	60%	51%	75%					66%
7	Rio Grande Ave. & 40th St.	40	u	4	71		x	x						x	x											24%	54%	70%	68%	54%



### Crosswalks Monitored during FY 2020

	Crosswalks	TYPE		ENFORCEMENT		ENGINEERING													2020 YIELD RATES						
		Posted Speed	Type	Total Details 2012-2020	Total Warnings & Citations 2012-2020	School Crossing (S1-1) + arrow	PED W11-2 Ahead	PED W11-2 with arrow	In-street yield sign (R1-6)	In-street stop sign (R1-6a)	Yield Here to PED (R1-5, 5a)	Stop Here for PED (R1-5b, 5c)	Advance stop/ yield markings	R10-15 Turning Vehicles Yield	Special Emphasis Crosswalk	Refuge Island	Raised medians/ islands	ADA Compliant	RRFB	BASE LINE JAN	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG
8	W. Oak Ridge Rd. & Wingate Dr.	40	u	1	10	x	x					x	x		x			x		37%	40%	44%	36%	49%	41%
9	International Dr. & Samoan Ct.	35	s	8	32			x		x					x		x	x		15%	20%	30%	31%	31%	25%
	Tier 2 - Monitor only																								
10	International Drive & Austrian Court (RRFB)	35	u	21	331			x		x					x		x	x	x		22%	27%	27%	38%	29%
11	Rio Grande Ave. & 45th St.	35	u	2	42		x	x		x					x	x		x		33%	50%	55%	43%	58%	48%