



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 and in Osceola County in October 2017. The FY 2020 Grant Report covers fiscal year October 1, 2019 – September 30, 2020 and year-over-year progress.

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Tables show crosswalks monitored throughout the year and enforced by Osceola County Sheriff's Office and Kissimmee 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. 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.



3 YEAR SUMMARY

BFF Crosswalks Monitored

Since October 2017, BFF has monitored 51 crosswalks in Osceola County, City of Kissimmee, & City of St. Cloud.

Crosswalks	Oct '19 – Sept '20	Oct '18 – Sept '19	Oct '17 – Sept '18
Total observed	33	20	21
35 mph or less	26	12	16
40 mph & higher	7	8	5

Enforcement: Operation Best Foot Forward

Enforcement totals include operations held by Osceola County Sheriff's Office, Kissimmee Police Department, and St. Cloud Police Department as they are often held together.



Osceola County	Oct '19 – Sept '20	Totals to date
Total crosswalks enforced	19	31
Total details	19	49
Total warnings and citations	372	1065

Education: BFF Central Florida Community Outreach

	Oct '19 – Sept '20	Since June '13
# Presentations	63	295
# Events	32	284
Educational materials distributed	3,584	262,953
Bumper stickers distributed	2,764	22,505

Driver Yield Rates

Please see attached spreadsheets, pages 20 - 22



Summary of Enforcement: Operation Best Foot Forward

The Osceola County Sheriff's Office (OSCO), the Kissimmee Police Department (KPD) and the St. Cloud Police Department (SC PD) conducted 19 High Visibility Enforcement (HVE) operations at 18 crosswalks between November 2019 and July 2020. During the last fiscal year, HVEs were conducted by Osceola County Sheriff's Office, Kissimmee Police Department and St. Cloud Police Department on November 8, 2019, March 11 & 12, 2020 and July 21, 2020.

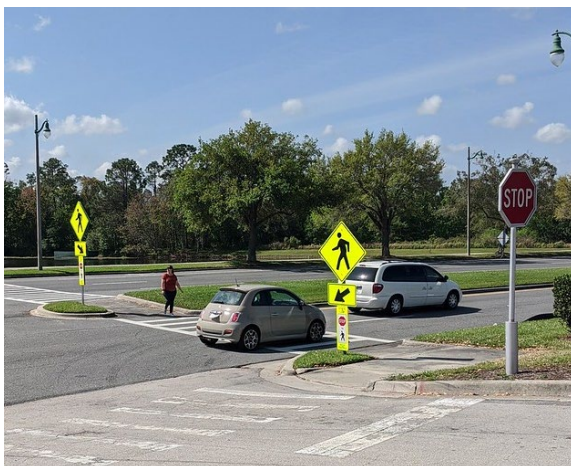
Operation BFF: Osceola County Sheriff's High Visibility Enforcement				
# of Details	Law Enforcement Agency	Crosswalk Location	# Warnings Issued (since 2018)	# Citations issued (since 2018)
1	OSCO	Celebration Ave & Starling Dr. (Lake Evalyn)	9	6
1	OSCO	225 Celebration Pl (Celebration Pl & Celebration Pl)	3	13
1	OSCO	Waterside Dr & Spring Park Loop	3	7
2	OSCO	3233 Polynesian Isle Blvd	24	17
4	OSCO	W. Donegan Ave. & Coral Ave.	100	76
1	OSCO	Central Ave. & Hilda St.	11	7
2	OSCO	Koa St. & Laurel Ave.	9	28
2	OSCO	S. Doverplum Ave. & San Remo Rd.	6	16
1	OSCO	Old Dixie Hwy. & Sawdust Tr.	5	2
3	OSCO	Buenaventura Blvd. & Briarwood Dr.	41	46
1	OSCO	Michigan Ave. & Garden St.	5	16
1	OSCO	Buenaventura Blvd. & Florida Pkwy.	4	6
19		Total Driver Yield Specific Warnings & Citations	211	234



Osceola County Deputies with Commissioner Cheryl Grieb at W. Donegan Ave. & Coral Ave. on July 21, 2020



Clockwise from right: OSCO Deputies at 225 Celebration Pl. on March 12, 2020; OSCO Deputies with BFF staff at newly installed signage on 3200 Rolling Oaks Blvd July 21, 2020 and deputy crossing at 225 Celebration Pln. On March 12, 2020; OSCO Deputies and BFF staff at Buenaventura Blvd. & Briarwood Drive on Nov. 8, 2019; OSCO PIO team at Buenaventura Blvd. & Briarwood Dr. on July 21, 2020



Operation BFF: Kissimmee Police High Visibility Enforcement				
# of Details	Law Enforcement Agency	Crosswalk Location	# Warnings issued (since 2018)	# Citations issued (since 2018)
2	KPD	Broadway and W. Dakin Ave.	11	25
2	KPD	Hoagland Blvd. & Hideaway Bay	20	17
2	KPD	Dyer Blvd. & Kennsington Rd.	5	44
3	KPD	S. Thacker Ave. & W. Ernest St.	6	58
5	KPD	N. Thacker Ave. and Kissimmee Trail	136	94
2	KPD	898 N. Hoagland Blvd.	4	29
1	KPD	Church St. & Sproule Ave.		
2	KPD	311 W. Oak St.	8	32
2	KPD	W. Donegan Ave. & W. Carroll St.	19	32
21		Total Driver Yield Specific Warnings & Citations	209	331



Operation BFF: St. Cloud Police High Visibility Enforcement				
# of Details	Law Enforcement Agency	Crosswalk Location	# Warnings issued (since 2018)	# Citations issued (since 2018)
2	SC PD	Columbia Ave. & Lakeshore Blvd.	12	4
1	SC PD	Dakota Ave. & Lakeshore Blvd.	6	4
1	SC PD	Virginia & 10th	1	
2	SC PD	Old Canoe Creek & 5th	11	9
1	SC PD	Lakeshore Blvd. and Michigan Ave.	6	5
1	SC PD	10th. St & Mississippi Ave.	3	4
8		Total Driver Yield Specific Warnings & Citations	39	26



Clockwise from top: March 12th, 2020: Osceola County Commissioner Fred Hawkins testing out the new RRFB at Virginia Ave & 10 St., St. Cloud Police with Commissioner Hawkins at Virginia Ave. & 10th St., OSCO Deputies with St. Cloud Police together at Lakeshore Blvd. and Dakota Ave. Nov. 8, 2019



EDUCATION

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

During the last fiscal year, although the Best Foot Forward program continued to stay in contact with organizations, community outreach contacts were limited due to COVID-19. Community outreach presentations have now resumed with precautions in place or through online formats.

Date	Activity	Event Title or Organization
10/09/19	Meeting	Osceola County CTST
10/29/19	Meeting	FDOT Ped/Bike Safety Coalition Meeting (Day 1)
10/30/19	Meeting	FDOT Ped/Bike Safety Coalition Meeting (Day 2)
11/02/19	Event	Great Outdoors Day - St. Cloud
11/08/19	HVE	Operation Best Foot Forward - Osceola County
11/13/19	Meeting	Osceola County CTST
11/20/19	Meeting	Senator Victor Torres
12/11/19	Meeting	Osceola County CTST
12/19/19	Meeting	Osceola County BFF Steering Committee Planning Workshop
01/08/20	Meeting	Osceola CTST Meeting
02/03/20	Meeting	Osceola BFF Steering Committee Meeting
02/06/20	Presentation	Marydia Community Center Presentation
02/13/20	Presentation	North Kissimmee Christian School
02/14/20	Event	Celebration Town Hall - Food Trucks Friday
02/26/20	Event	Boys & Girls Clubs of Osceola
02/29/20	Event	Kissimmee Girl Scouts Training
03/02/20	Meeting	Osceola BFF Steering Committee Conference Call
03/05/20	Presentation	Heritage Christian School, Kissimmee
03/07/20	Event	Osceola County Sheriff's Office Community Appreciation Day
04/06/20	Meeting	Osceola BFF Steering Committee Meeting
05/18/20	Meeting	Osceola BFF Steering Committee Conference Call
06/04/20	Presentation	Florida Transportation Plan Update 2045 - Webinar
06/12/20	Presentation	Environmental Defense Fund Coffee Café
07/08/20	Meeting	Osceola CTST Meeting
07/28/20	Material Distribution	Jim Spaulding - St. Cloud runner and bike club member
08/03/20	Meeting	Osceola BFF Steering Committee Meeting
08/12/20	Meeting	Osceola CTST Meeting
09/09/20	Meeting	Osceola CTST Meeting

Education and Community Outreach Highlight Photos



From top left to right: BFF Staff at St. Cloud Great Outdoors Day, BFF Roni Wood presenting to North Kissimmee Christian School, BFF presenting to Osceola Heritage Christian School, BFF Randy Schraeder at Osceola County Sheriff's Appreciation Day, Kissimmee Girl scouts helmet fitting; Girl scouts at Celebration food trucks.



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
11/7/2019	WFTV	26,632	\$1,714.80	Operation Best Foot Forward in Osceola County tomorrow
11/7/2019	WFTV	34,834	\$2,038.80	Operation Best Foot Forward in Osceola County tomorrow
11/7/2019	TV 27	8,002	\$393.60	Operation Best Foot Forward in Osceola County tomorrow
11/7/2019	WFTV	44,352	\$3,789.58	Operation Best Foot Forward in Osceola County tomorrow
11/8/2019	Spectrum News 13	6,847	\$2,268.75	Cracking Down on Crosswalk Safety
11/8/2019	Spectrum News 13	15,506	\$7,322.50	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	12,780	\$5,009.75	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	12,304	\$5,321.50	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	17,359	\$9,902.73	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	10,081	\$5,981.35	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	12,393	\$7,512.11	Crosswalk Crackdown in Osceola County
11/8/2019	Spectrum News 13	22,636	\$9,123.16	Cracking Down on Crosswalk Safety
11/8/2019	Spectrum News 13	23,138	\$6,544.69	Cracking Down on Crosswalk Safety



Date	Media Outlet	Impressions	Ad Value	Title
11/8/2019	Spectrum News 13	8,940	\$4,392.06	Cracking Down on Crosswalk Safety
11/8/2019	Spectrum News 13	3,548	\$1,553.04	Cracking Down on Crosswalk Safety
11/8/2019	WFTV	25,367	\$9,608.50	Q McCray interviews pedestrians at Buenaventura and Briarwood Drive
11/8/2019	WFTV	47,123	\$19,961.70	Q McCray covers Hoagland Boulevard during Crosswalk Crackdown
11/8/2019	WFTV	49,124	\$16,238.00	Q McCray interviews pedestrians at Buenaventura and Briarwood Drive
11/8/2019	WFTV	49,124	\$20,474.00	Q McCray covers Hoagland Boulevard during Crosswalk Crackdown
11/8/2019	Spectrum News 13			Study: As Daylight Saving Time Ends, Auto Crashes Spike
11/8/2019	TV27	12,027	\$4,177.60	Q McCray interviews pedestrians at Buenaventura and Briarwood Drive
11/8/2019	TV27	12,027	\$335.70	Preview to BFF Coverage
11/8/2019	TV27	12,027	\$4,849.00	Q McCray covers Hoagland Boulevard during Crosswalk Crackdown
11/8/2019	TV27	15,754	\$7,134.00	Q McCray covers Hoagland Boulevard during Crosswalk Crackdown
11/8/2019	WESH	10,394	\$1,031.25	Keeping Pedestrians Safe
11/8/2019	CW18	2,398	\$186.25	Keeping Pedestrians Safe
11/8/2019	WESH	11,080	\$903.75	Keeping Pedestrians Safe
11/8/2019	CW18	4,164	\$347.50	Keeping Pedestrians Safe
11/8/2019	CW18	17,195	\$9,375.00	Keeping Pedestrians Safe
11/8/2019	CW18	17,195	\$859.05	Keeping Pedestrians Safe
11/8/2019	WKMG			Kissimmee police target drivers failing to yield to pedestrians
11/8/2019	WKMG	51,106	\$17,629.04	Ezzy Castro speaks to residents at West Carroll Street
11/8/2019	WDBO	35,500	\$140.00	Kissimmee officers wrote ticket after ticket after this mornings crackdown
11/8/2019	WDBO	35,500	\$140.00	Kissimmee officers wrote ticket after ticket after this mornings crackdown
11/8/2019	WFTV	45,242	\$16,580.37	Operation Best Foot Forward wraps up in Osceola County
11/8/2019	WDBO	10,700	\$210.00	Local police crackdown on crosswalk safety
11/8/2019	WMKG	32,691	\$4,564.56	On Facebook: Operation Best Foot Forward in Kissimmee
11/8/2019	TV27	26,725	\$6,088.89	Drivers get a refresher on pedestrian safety during Operation Best Foot Forward



Date	Media Outlet	Impressions	Ad Value	Title
11/8/2019	WOFL	38,862	\$6,256.38	Law enforcement ticket aggressive drivers during Operation Best Foot Forward
11/8/2019	WFTV	49,246	\$20,231.80	Q McCray interviewed ticketed drivers at Operation BFF in Osceola County
11/8/2019	WDBO	10,700	\$191.33	Officers and deputies ticket drivers in Osceola County this morning
11/8/2019	Positively Osceola			KPD and OCSO cracking down today on drivers who ignore pedestrians in crosswalks
3/10/2020	Spectrum News13	12,714	\$1,237.07	Crosswalk enforcement begins tomorrow in Osceola County
3/10/2020	Spectrum News13	12,978	\$2,954.81	Crosswalk enforcement begins tomorrow in Osceola County
3/10/2020	Spectrum News13	4,929	\$783.73	Crosswalk enforcement begins tomorrow in Osceola County
3/10/2020	Spectrum News13	7,646	\$699.87	Crosswalk enforcement begins tomorrow in Osceola County
3/10/2020	Spectrum News13	16,504	\$1,615.80	Crosswalk enforcement begins tomorrow in Osceola County
3/10/2020	Spectrum News13	8,173	\$484.13	Crosswalk enforcement begins tomorrow in Osceola County
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	6,727	\$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	WKMG	6,110	\$503.62	Operation Best Foot Forward returns today
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



Date	Media Outlet	Impressions	Ad Value	Title
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
3/13/2020	WKMG	35,349	\$1,803.76	Crosswalk crackdown gets results over the past two days
3/11/2020	WDBO-FM	210,700	\$867.00	Kissimmee Officers looking for drivers who don't stop at crosswalks
3/11/2020	WDBO-FM	210,700	\$867.00	Kissimmee Officers looking for drivers who don't stop at crosswalks
3/11/2020	WDBO-FM	210,700	\$867.00	Kissimmee Officers looking for drivers who don't stop at crosswalks
3/11/2020	Spectrum News13	6,082	\$509.86	Crosswalk enforcement begins today in Osceola County
3/11/2020	Spectrum News13	5,939	\$628.58	Crosswalk enforcement begins today in Osceola County
3/11/2020	Spectrum News13	11,725	\$649.83	Crosswalk enforcement begins today in Osceola County
3/11/2020	Spectrum News13	2,645	\$217.44	Crosswalk enforcement begins today in Osceola County
3/11/2020	Spectrum News13	2,544	\$394.05	Crosswalk enforcement begins today in Osceola County
3/11/2020	Telemundo 31	21,614	\$15,016.56	17:10pm Telemundo Orlando @ 6pm
3/11/2020	Spectrum News13	12,099	\$1,334.63	18:48pm Central Florida News 13 - News 13 Your Evening News at 6:30pm
3/11/2020	Spectrum News13	8,600	\$1,380.40	18:48pm Central Florida News 13 - News 13 Your Evening News at 6:30pm
3/11/2020	Spectrum News13	13,976	\$2,102.50	18:48pm Central Florida News 13 - News 13 Your Evening News at 6:30pm
3/12/2020	Spectrum News13	9,540	\$1,034.18	12:27am Central Florida News 13 - News 13 Your Overnight News at 12am
3/12/2020	Spectrum News13	9,592	\$552.03	12:27am Central Florida News 13 - News 13 Your Overnight News at 12am
3/12/2020	Spectrum News13	9,692	\$594.41	12:27am Central Florida News 13 - News 13 Your Overnight News at 12am
3/12/2020	Spectrum News13	7,020	\$461.07	12:27am Central Florida News 13 - News 13 Your Overnight News at 12am
3/12/2020	Spectrum News13	4,890	\$322.74	12:27am Central Florida News 13 - News 13 Your Overnight News at 12am



Date	Media Outlet	Impressions	Ad Value	Title
3/1/2020	Celebration Magazine	15,500	\$1,100.00	Put your Best Foot Forward
3/9/2020	Celebration News	10,000		Put your Best Foot Forward
3/9/2020	Celebration News	4,300		Put your Best Foot Forward
3/13/2020	Osceola News-Gazette	10,000	\$33.33	KPD conducts enforcement to keep pedestrians safe
3/12/2020	Osceola News-Gazette	10,000	\$33.33	Getting a point across: KPD conducts enforcement to keep pedestrians safe
3/19/2020	Osceola News-Gazette	80,000		KPD conducts enforcement to keep pedestrians safe
6/25/2020	Positively Osceola			With more cars back on the road, Best Foot Forward reminds drivers to yield to those in crosswalks
7/19/2020	WFTV	72,923	\$8,972.63	Extra law enforcement officers on patrol this week
7/21/2020	WKMG	7,561	\$939.14	Happening today, a crosswalk crackdown across Central Florida
7/21/2020	WKMG	21,191	\$2,429.71	Happening today, a crosswalk crackdown across Central Florida
7/21/2020	Spectrum News13	2,588	\$1,051.71	Drivers being warned - slow your roll
7/21/2020	WESH	8,176	\$463.77	If you're out and about, make sure you follow the rules of the road
7/21/2020	WKCF	19,135	\$1,277.08	If you're out and about, make sure you follow the rules of the road
7/21/2020	WKCF	8,088	\$320.65	Today, as you should every day, follow the rules of the road
7/21/2020	WKCF	10,437	\$508.59	Today, as you should every day, follow the rules of the road
7/21/2020	WRDQ	784	\$111.29	Three law enforcement agencies ensure drivers follow crosswalk law
7/21/2020	WRDQ	712	\$497.57	Three law enforcement agencies ensure drivers follow crosswalk law
7/21/2020	WRDQ	3,731	\$297.97	Three law enforcement agencies ensure drivers follow crosswalk law
7/21/2020	WOFL	10,984	\$559.44	Three law enforcement agencies partner up to patrol seven crosswalks
7/21/2020	WOFL	23,613	\$1,834.08	Three law enforcement agencies partner up to patrol seven crosswalks
7/21/2020	News 13	18,988	\$3,181.70	Crosswalk crackdown in Osceola County, Orlando, and Longwood



Date	Media Outlet	Impressions	Ad Value	Title
7/21/2020	WRDQ	11,128	\$3,417.68	Operation BFF enforces crosswalks in the Metrowest neighborhood
7/21/2020	WOFL	14,538	\$1,537.12	Today law enforcement agencies patrol crosswalks in Osceola, Orlando, and Longwood
7/21/2020	Click Orlando / News 6	123,233	\$1,500.00	Crackdown: Operation Best Foot Forward targets drivers at crosswalks
7/21/2020	WESH	50,000	\$433.00	Operation Best Foot Forward happening at seven crosswalks
7/21/2020	WFTV / Channel 9	20,000	\$433.20	Crosswalk crackdown to target unsafe drivers in three local counties Tuesday
7/21/2020	WKMG	68,845	\$10,640.27	Local law enforcement officers team up to protect pedestrians
7/21/2020	WFTV	52,521	\$28,407.63	As state reopens, officers enforce yielding at crosswalks
7/21/2020	WKMG	29,234	\$4,349.57	Crosswalk crackdown as people return to work and pedestrian-involved crashes rise
7/21/2020	WESH	24,939	\$11,266.53	Eyes on the road - local police make sure drivers remember rules
7/21/2020	WKMG	53,491	\$7,835.97	Law enforcement officers team up to protect walkers, runners, and joggers on roads
7/21/2020	WRDQ	23,030	\$7,590.88	Officers kept close eye on crosswalks in Osceola County, Orlando, and Longwood
7/21/2020	WKCF	16,922	\$9,781.73	Local police stop drivers to test their knowledge of road rules
7/21/2020	WKMG	83,541	\$12,070.05	More than 100 tickets given to drivers during crosswalk crackdown
7/21/2020	WFTV	50,926	\$4,491.99	Central Florida drivers reminded about crosswalks and right of way
7/22/2020	WFTV	3,422	\$550.92	Central Florida drivers reminded about crosswalks and right of way
7/21/2020	WMFE	3,871	\$77.42	Crosswalk operation in Central Florida results in more than 100 tickets within the first four hours
7/22/2020	WMFE	111,800	\$2,236.00	With more drivers on roads, law enforcement reminds drivers to stop at crosswalks
7/22/2020	WMFE	111,800	\$2,236.00	With more drivers on roads, law enforcement reminds drivers to stop at crosswalks
7/22/2020	WRDQ	1,176	\$294.86	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WFTV	19,322	\$2,972.29	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WRDQ	1,176	\$261.35	Osceola deputy almost hit by car during crosswalk enforcement



Date	Media Outlet	Impressions	Ad Value	Title
7/22/2020	WFTV	25,454	\$3,847.95	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WRDQ	1,176	\$261.35	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WFTV	33,618	\$4,758.01	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WRDQ	9,108	\$401.36	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WRDQ	10,196	\$861.19	Osceola deputy almost hit by car during crosswalk enforcement
7/22/2020	WKMG	25,890	\$1,862.50	Local law enforcement teamed up to get results at several busy crosswalks
7/22/2020	Orlando Sentinel	226,000	\$698.12	Operation Best Foot Forward







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
Estimated total impressions FY '20	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
 Facebook: Best Foot Forward @BestFootCFL													
Total Fans	1,011	1,061	1059	1,058	1,088	1,101	1,103	1,094	1099	1098	1,098	1095	1098
People engaged in page (organic)	664	5,828	221	499	3,510	1431	155	126	203	985	130	135	13,887
Total impressions (organic)	10,968	32,845	3,579	5,751	25,755	20,750	3,735	3,058	2,964	10,308	2,178	1,339	123,887
 Twitter: @BestFootCFL													



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



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



Crosswalks Monitored during FY 2020

	CROSSWALKS	TYPE		ENFORCEMENT		ENGINEERING														YIELD RATES								
	OSCEOLA COUNTY	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	RRFB	BASE LINE	2018 AVG	2019 AVG	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG	
	Tier 1																											
1	W. Donegan Ave. & Coral Ave. (RRFB)	35	u	4	176	x	x								x					x	24%	29%	75%	75%	68%	59%	54%	64%
2	N. Doverplum Ave. & San Remo Rd. (RRFB)	45	u	2	22		x	x										x	2020	26%	36%	28%	38%	65%	45%	34%	46%	
3	3233 Polynesian Isle Blvd., Indian Wells Recreation Area (RRFB)	40	u	2	41		x	x	x		x		x						x	58%	52%	59%	75%	57%	77%	64%	68%	
4	Buenaventura Blvd. & Briarwood Dr.	40	u	3	87		x	x										x		12%		28%	58%	38%	22%	8%	32%	
5	3200 Rolling Oaks Blvd (Mid-block between Target and Ross)	N/A	u	1	0		2020	2020									x			43%			11%	61%	24%	25%	33%	
6	225 Celebration Pl. (Replaced Celebration Pl. & Celebration Pl.)	30	u	1	16		x	x				x			x	x	x							34%	51%	35%	40%	

	CROSSWALKS	TYPE		ENFORCEMENT		ENGINEERING														YIELD RATES								
	OSCEOLA COUNTY	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	RRFB	BASE LINE	2018 AVG	2019 AVG	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG	
7	Celebration Ave. & Lake Evalyn (Town Hall)	25	u	1	15	x	x														76%			69%	67%	87%	63%	72%
8	Waterside Dr. & Spring Park Loop	25	u	1	10		x	x													67%			72%	72%	67%	60%	68%
9	Columbia Ave. & Lakeshore Blvd. St. Cloud	25	u	2	16			x													51%		54%	53%	61%	66%	49%	57%
10	Old Canoe Creek Rd. & 5th Street. St. Cloud	25	u	2	20		x	x													53%			78%	81%	82%	59%	71%
11	Mississippi Ave. & E. 10th Street. St. Cloud	25	u	1	7		x	x																		70%	54%	
12	Lakeshore Blvd. & Maryland Ave. St. Cloud	25	u	1	11			x													70%					70%	72%	71%
	Tier 2 (JUL)																											
13	Koa St. & Laurel Ave.	45	u	2	28	x	x											x			22%	43%	42%					
14	Florida Pkwy. & Royal Palm Dr.	30	u			x	x											x			48%	43%	47%					

	CROSSWALKS	TYPE		ENFORCEMENT		ENGINEERING														YIELD RATES							
	OSCEOLA COUNTY	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	RRFB	BASE LINE	2018 AVG	2019 AVG	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG
	Graduated or Removed for safety reasons																										
	Neptune Rd and Ames Haven Rd (RRFB)	50	u	NEW		x													x	45%			97%	99%	91%	95%	96%
	Pleasant Hill Rd. and Reaves Rd.	55	s	NEW		x									x			x		16%			55%	67%	23%	15%	40%
	Virginia Ave. & 10th Street St. Cloud (RRFB)	25	u	1	0			x							x			x	2020	45%			96%	93%		N/A	83%

	CROSSWALKS	TYPE		ENFORCEMENT		ENGINEERING														YIELD RATES							
	CITY OF KISSIMMEE	Speed (MPH)	Type	Total Details 2012-2020	Total Warnings & Citations 2012-2020	School Crossing (S1-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100)	PED W11-2 Ahead	PED W11-2 with	In-street yield (R1-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100)	In-street stop (R1-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100)	Yield Here PED (R1-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100)	Stop Here PED (R1-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100)	Advance stop/ yield	R10-15 Turning	Special Emphasis	Refuge Island	Raised median/	ADA	RRFB	BASE LINE	2018 AVG	2019 AVG	PRE MAR 2020	POST MAR 2020	PRE JULY 2020	POST JULY 2020	2020 AVG
Tier 1																											
1	Dyer Blvd. & Kensington Rd.	30	u	2	49	x	x											x		26%	46%	32%	*	*	37%	36%	37%
2	S. Thacker Ave. & W. Ernest St.	30	u	3	64	x	x											x		38%	32%	31%	28%	24%	19%	23%	24%
3	N. Thacker Ave. & Kissimmee Tr. (2310 N. Thacker Ave.)	40	u	5	230	x	x											x		17%	27%	36%	38%	27%	32%	27%	31%
4	898 N. Hoagland Blvd. at the trail, just S. of McClellan	35	u	2	33		x											x		11%	20%	20%	17%	24%	21%	16%	20%
5	W. Donegan Ave. & W. Carroll St.	35	u	2	51	x	x					x		x				x		15%		15%	21%	24%	15%	11%	18%
6	Broadway & W. Dakin Ave	30	u	2	36				x			x					x			64%			54%	51%	73%	53%	59%
7	Mill Run Blvd & Mill Slough Blvd	35	u	0	0	x	x													26%			71%	56%	60%	64%	55%
Tier 2: Data Collection Only																											
8	311 W. Oak St.	35	u	2	40						x		x		x			x		11%		15%	13%	10%	18%	16%	14%
9	Neptune Rd. & Tohopekaliga Ave.	35	s	0	0												x			36%		54%	26%	*	*	23%	25%
10	Dyer Blvd. & Carroll St.	35	s	0	0										x					54%		51%	84%	79%	14%	18%	49%