



**OPERATION, SOCIAL MEDIA
& EARNED MEDIA REPORT**

Operation Best Foot Forward Crosswalk Enforcement

Orange, Osceola and Seminole Counties

July 27-28, 2021

Operation Best Foot Forward

July 27 & 28, 2021: HIGHLIGHTS



Enforcement



8 Law Enforcement Agencies



14 Crosswalks Enforced



301 Citations & Warnings Issued

Earned Media



116 Media Placements



4.1m Estimated Impressions



\$418k Earned Media Value

Social Media



266 Curated Posts



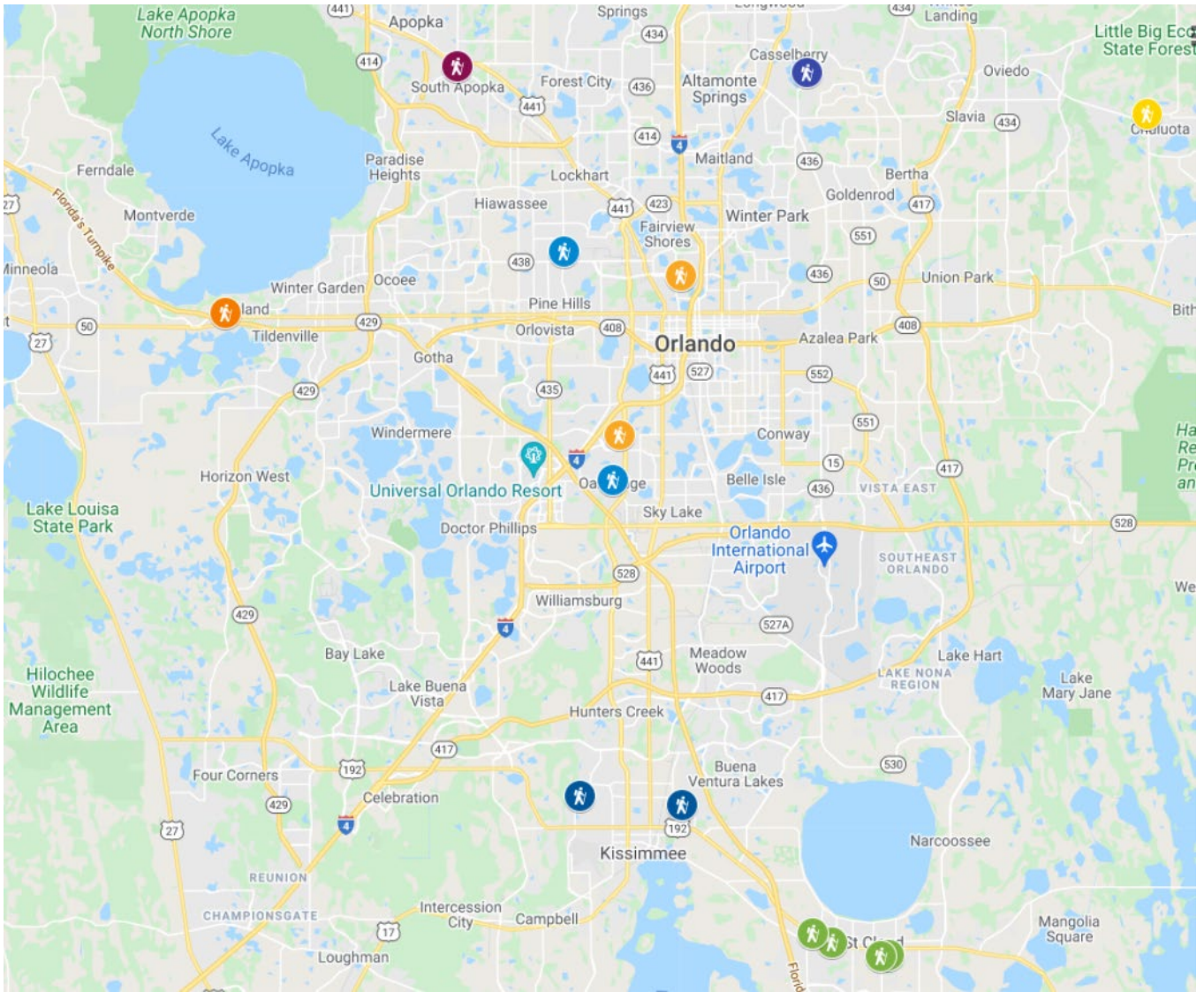
100k Impressions



3.3k Engagements

Operation Best Foot Forward

July 27 & 28, 2021: ENFORCEMENT OVERVIEW



8

PARTICIPATING AGENCIES

14

CROSSWALKS ENFORCED

301

TOTAL WARNINGS & CITATIONS ISSUED 3

Operation Best Foot Forward

July 27, 2021: ENFORCEMENT SCHEDULE



Orlando Police Department	Tuesday, July 27	Drivers compliance with law (avg)	Schools & Neighborhoods
Millenia Blvd. & Timarron Dr.	8:30-11:00 AM	New	Millenia Gardens Elementary School
521 W. Princeton St.	8:30-11:00 AM	New	Princeton Elementary School
Casselberry Police Department	Tuesday, July 27	Drivers compliance with law (avg)	Schools & Neighborhoods
S. Winter Park Dr. & Quintuplet Dr.	8:00 AM - noon	14%	South Seminole Academy, Casselberry Elementary School
Oakland Police Department	Tuesday, July 27	Drivers compliance with law (avg)	Schools & Neighborhoods
Oakland Ave & Sansparilla Rd.	8:00 – 9:00 AM	TBD	Crossing to West Orange Trail, Oakland Avenue Charter School

Operation Best Foot Forward

July 28, 2021: ENFORCEMENT SCHEDULE



Orange County Sheriff's Office	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
Pine Hills Rd. & El Trio Way	8:30- 9:30 AM	54%	Evans High School
W. Oak Ridge Rd. & Wingate Dr.	8:30- 9:30 AM	34%	Westridge Middle School
Apopka Police Department	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
E. 5th St & S. Park Ave.	7:00 – 10:00 AM	New	Apopka Christian Academy, Apopka Memorial Middle School
Seminole County Sheriff's Office	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
Snow Hill Rd. & Jacobs Tr.	8:00-9:00 AM	10%	Walker Elementary School
Casselberry Police Department	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
S. Winter Park Dr. & Quintuplet Dr.	8:00 AM	14%	South Seminole Academy, Casselberry Elementary School
Kissimmee Police Department	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
W. Donegan Ave. & W. Carroll St.	8:00 - 10:00 AM	20%	Kissimmee Middle School
Mill Run Blvd. & Mill Slough Rd.	10:00 AM - noon	32%	Denn John Middle and Mill Run Elementary Schools
St. Cloud Police Department	Wednesday, July 28	Drivers compliance with law (avg)	Schools & Neighborhoods
17th St. & Michigan Ave.	7:15-08:30 AM	58%	St. Cloud High and Middle Schools
17th St & Delaware Ave.	8:45-9:30 AM	47%	St. Cloud High and Middle Schools
Robinson Ave. & 10th St.	9:45 – 10:15 AM	63%	Residential Neighborhood
Old Canoe Creek Rd. & 5th St.	10:30-11:15 AM	36%	Shopping center, Plantation Bay nursing center

Operation Best Foot Forward

July 27, 2021: ORLANDO POLICE DEPARTMENT



Orlando Police Department

Crosswalks Enforced

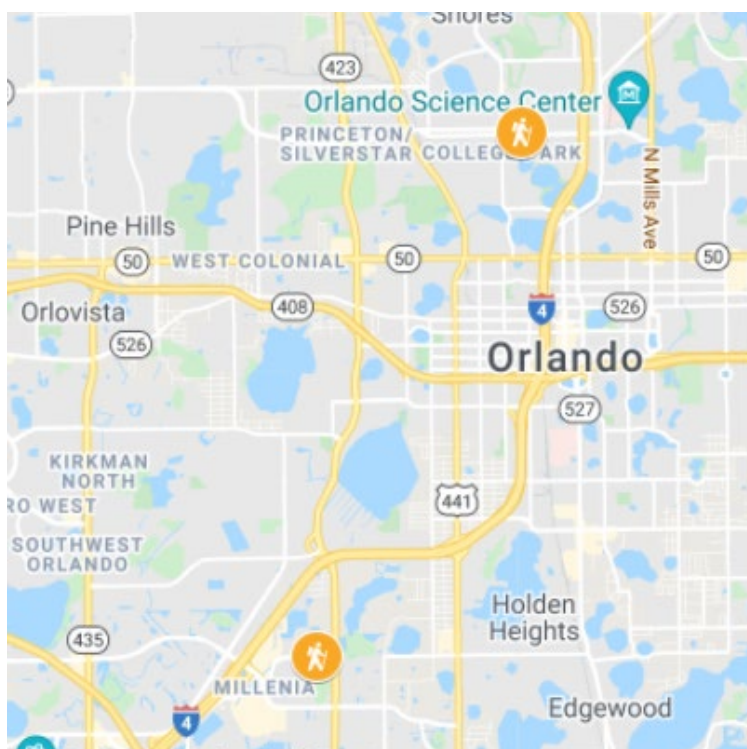
- Princeton ES: 521 W. Princeton St.
- Millenia Gardens ES: Millenia Blvd. & Timarron Dr.

Partner Attendance

- Orlando Commissioner Robert Stuart
- Laura Hardwicke, City of Orlando

Media Coverage

- Fox35 Sydney Cameron



Operation Best Foot Forward

July 27, 2021: OAKLAND POLICE DEPARTMENT



Oakland Police Department

Crosswalks Enforced

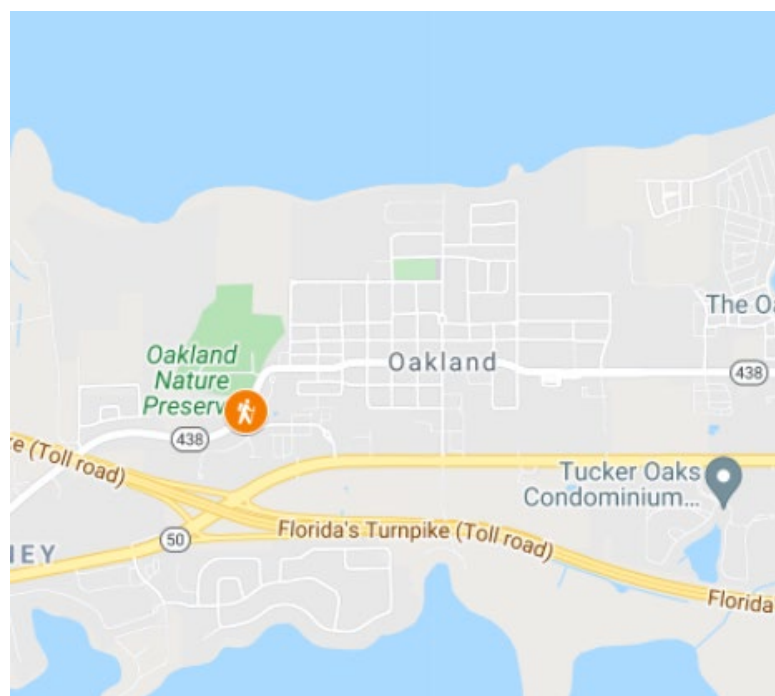
- Oakland Ave & Sansparilla Dr.

Partner Attendance

- Taylor Laurent, MetroPlan Orlando

Media Coverage

- WFTV
- Spectrum News13



Operation Best Foot Forward

July 27-28, 2021: CASSELBERRY POLICE DEPARTMENT



58
**WARNINGS
& CITATIONS**

Casselberry Police Department

Crosswalks Enforced

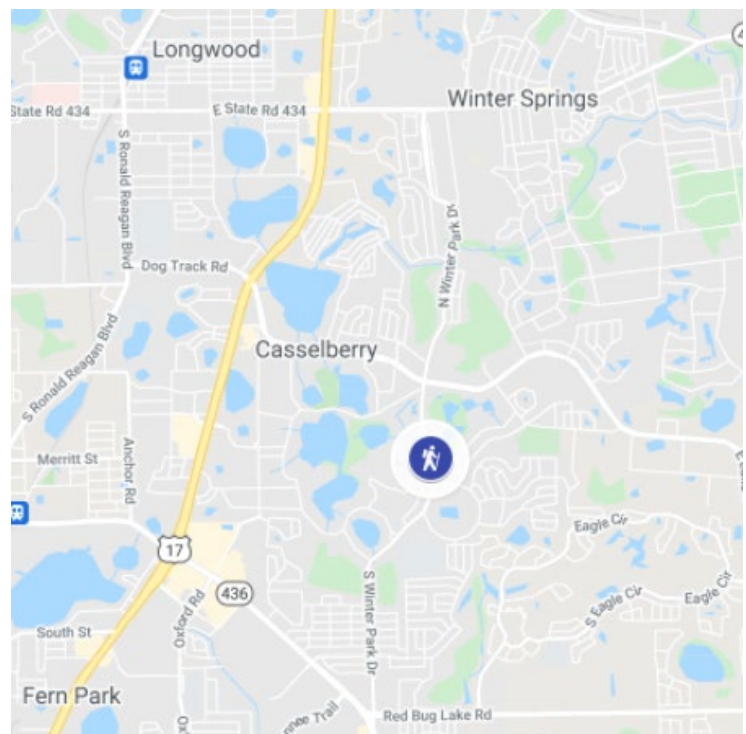
- Casselberry ES: N. Winter Park Dr. & Quintuplet Dr.

Partner Attendance

- Leilani Vaiaoga, MetroPlan Orlando
- Sheryl Aldarondo, Orlando Health
- Courtney Gleaton, Orlando Health

Media Coverage

- WFTV
- Spectrum News13, Justin Soto



Operation Best Foot Forward

July 28, 2021: ORANGE COUNTY SHERIFF'S OFFICE



20
WARNINGS
& CITATIONS

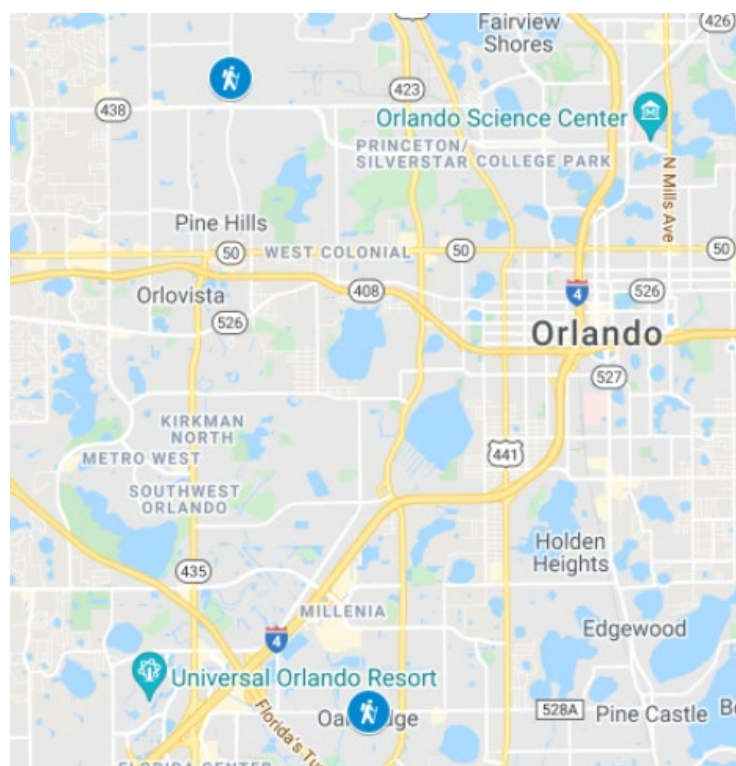
Orange County Sheriff's Office

Crosswalks Enforced

- Evans HS: Pine Hills Rd. & El Trio Way
- Westridge MS: W. Oakridge Rd. & Wingate Dr.

Partner Attendance

- Orange County Commissioner Christine Moore
- Virginia Whittington, MetroPlan Orlando
- Sam Weekley, Pine Hills NID



Operation Best Foot Forward

July 28, 2021: SEMINOLE COUNTY SHERIFF'S OFFICE



25
**WARNINGS
& CITATIONS**

Seminole County Sheriff's Office

Crosswalks Enforced

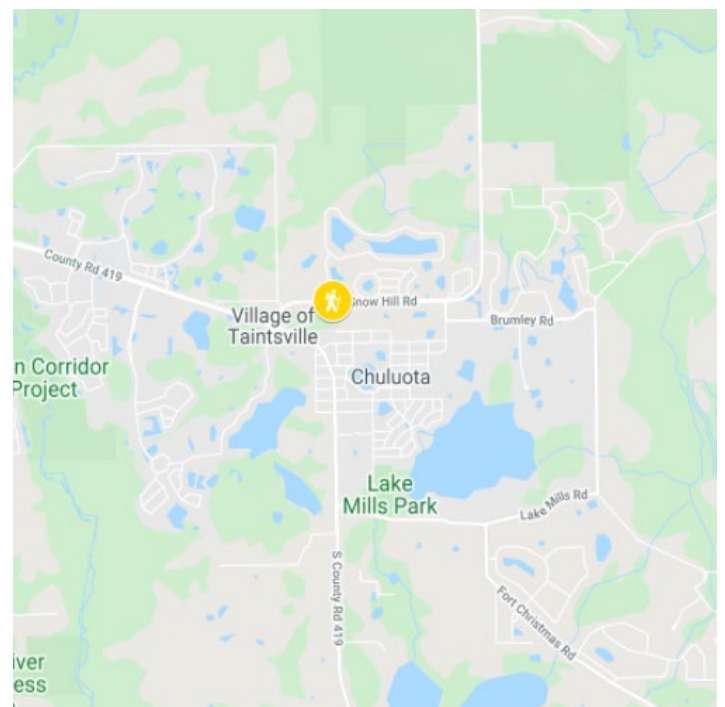
- Walker ES: Snow Hill Trail & Jacobs Rd.

Partner Attendance

- Seminole County Commissioner Bob Dallari
- Sheryl Aldarondo, Orlando Health
- Courtney Gleaton, Orlando Health
- Bill Wharton, Seminole County
- Mike Blinn, Seminole County
- JoJo Sturm, SCSO
- Dacia Maisonave, SCSO
- Bryant Rivera, Seminole County Public Schools

Media Coverage

- Fox35



Operation Best Foot Forward

July 28, 2021: APOPKA POLICE DEPARTMENT



10
**WARNINGS
& CITATIONS**

Apopka Police Department

Crosswalks Enforced

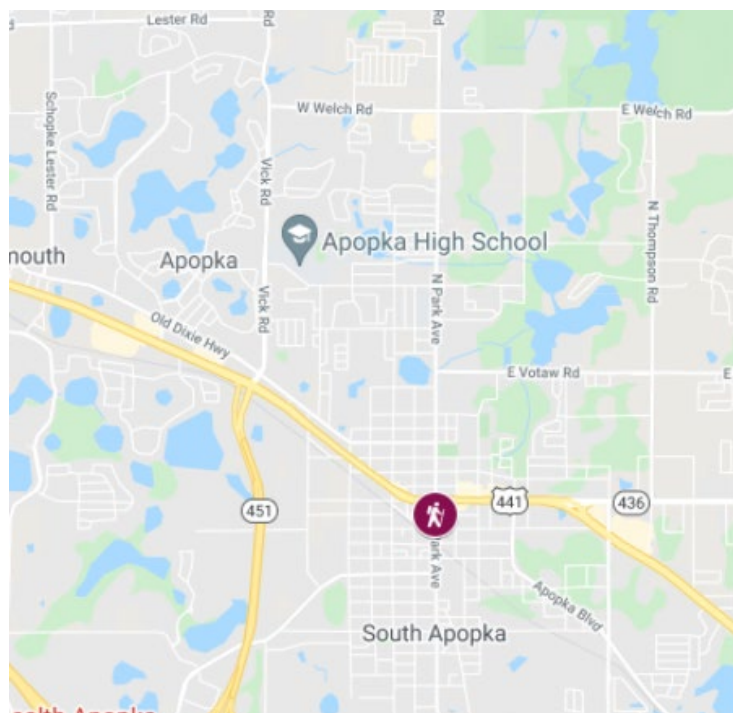
- Phillis Wheatley ES: E. 5th St & S. Park Ave.

Partner Attendance

- Apopka Mayor Nelson
- Apopka Police Chief Kenney

Media Coverage

- Apopka Voice
- The Apopka Chief



Operation Best Foot Forward

July 28, 2021: ST. CLOUD POLICE DEPARTMENT



26
WARNINGS
& CITATIONS

St. Cloud Police Department

Crosswalks Enforced

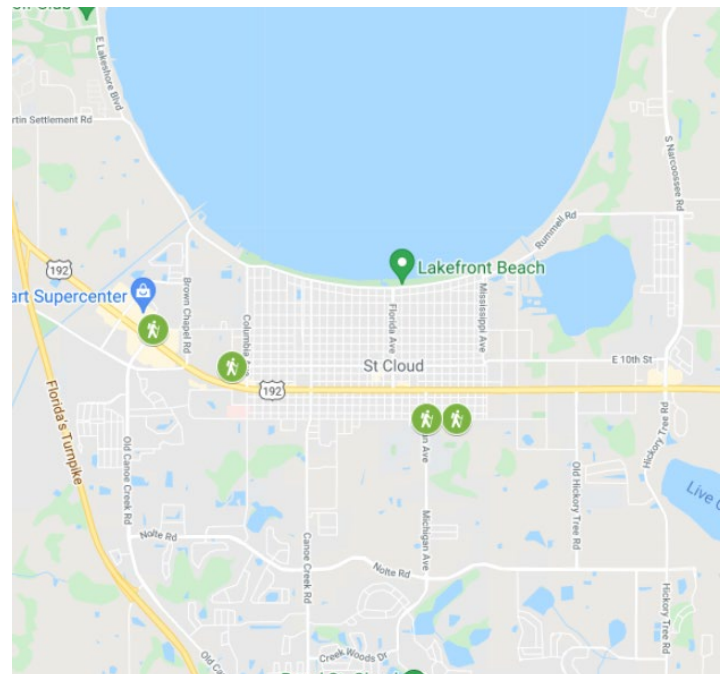
- St. Cloud ES: 17th St. & Michigan Ave.
- St. Cloud ES: 17th St. & Delaware Ave.
- Lakeview ES: Robinson Ave. & 10th St.
- Lakeview ES: 5th St. & Old Canoe Creek Rd.

Partner Attendance

- Alex Trauger, MetroPlan Orlando

Media Coverage

- Positively Osceola, Anthony Perez
- Osceola News Gazette
- El Osceola Star



Operation Best Foot Forward

July 28, 2021: KISSIMMEE POLICE DEPARTMENT



55
WARNINGS
& CITATIONS

Kissimmee Police Department

Crosswalks Enforced

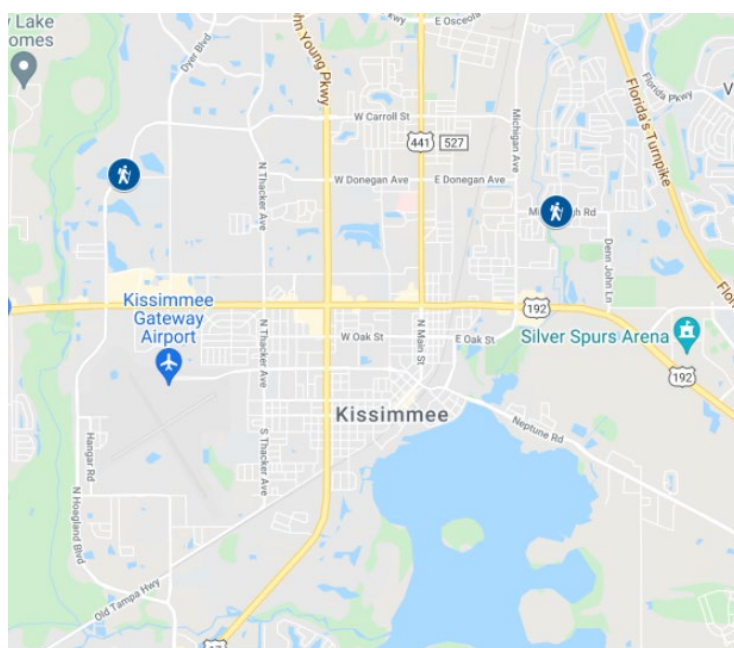
- Kissimmee ES & MS: W. Donegan Ave. & W. Carroll St.
- Mill Creek ES: Mill Run Blvd. & Mill Slough Blvd.

Partner Attendance

- Kissimmee Commissioner Jim Fisher
- John Hambley, City of Kissimmee

Media Coverage

- La Prensa
- El Osceola Star



Operation Best Foot Forward

July 27-28, 2021: OPERATION ATTENDANCE



ORLANDO

City of Orlando Commissioner Robert Stuart at 521 W. Princeton



APOPKA

City of Apopka Mayor Nelson and Apopka Police Chief Kenney at 5th St & Park Ave.



ORANGE COUNTY

Orange County Commissioner Christine Moore & Orange County Deputies at Pine Hills Rd. & El Trio Way



KISSIMMEE

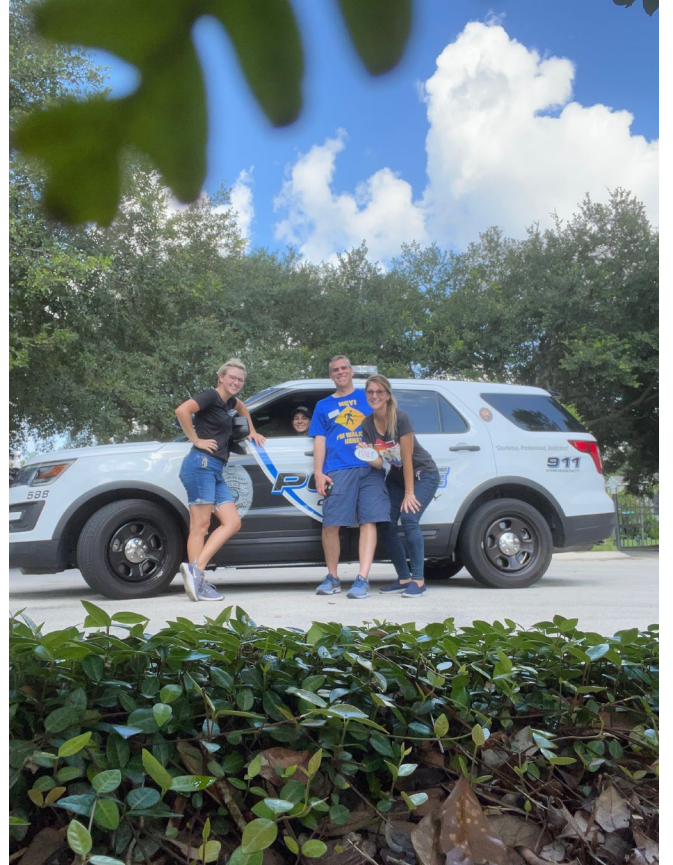
Kissimmee Police Captain Munoz and City of Kissimmee Commissioner Jim Fisher at W. Donegan Ave & W. Carroll St.

Operation Best Foot Forward

July 27-28, 2021: OPERATION ATTENDANCE



*Laura Hardwicke, City of Orlando crossing
521 W. Princeton in College Park*



*(Above & Below) Sheryl Aldarondo and Courtney
Gleaton, Orlando Health at N. Winter Park Dr. &
Quintuplet Dr. in Casselberry*



*Orange County Sheriff's Office Deputy Leila Freeze,
Orange County Commissioner Christine Moore,
MetroPlan Orlando Virginia Whittington, BWCF
Emily Hanna at Pine Hills Rd & El Trio Way*





MEDIA ADVISORY

July 23, 2021

April Owens, Best Foot Forward

Cell: 509.475.8976

Operation Best Foot Forward: Crosswalk Crackdown as 340,000 Students Head Back to School in Orange, Osceola and Seminole Counties

ORLANDO, Fla. (July 23, 2021) More than 340,000 students across Central Florida are heading back to the classroom and roads are expected to get much busier. As part of its ongoing efforts to improve pedestrian safety, deputies with the Orange County and Seminole County Sheriff's Offices will join officers from the City of Orlando, Apopka, Kissimmee, St. Cloud, Casselberry and the Town of Oakland for **Operation Best Foot Forward** to focus on drivers who fail to stop for pedestrians crossing the street at crosswalks.

The Best Foot Forward crosswalk enforcement operation will take place on Tuesday, July 27 and Wednesday, July 28 from 7:15 a.m. to 12:00 p.m. at 15 heavily traveled crosswalk locations within close proximity to schools. Officers dressed in plain clothes will cross the street while uniformed officers monitor the crosswalk for drivers who do not stop for pedestrians or who take unsafe and illegal actions. Drivers failing to comply during Operation Best Foot Forward will be issued warnings or citations, which is a \$164 minimum fine and three points on a driver's license as [Florida law](#) requires.

High-visibility crosswalk enforcement actions are an effective way to communicate pedestrian traffic laws to both drivers and pedestrians. The Best Foot Forward for pedestrian safety program conducts these operations approximately four times a year. Since 2012, Orange, Osceola and Seminole law enforcement has conducted more than 180 crosswalk enforcement operations as part of the Best Foot Forward program to improve street safety.

Notable highlights of crosswalk locations to be enforced by local law enforcement starting Tuesday:

- [Millenia Blvd. & Timarron Dr.](#) is a crosswalk in Orlando directly in front of Millenia Gardens Elementary School where only one out of every 10 drivers are stopping for pedestrians trying to cross the street. Officers will enforce this location on Tuesday, starting at 8:30 a.m.
- [Pine Hills Rd. & El Trio Way](#) is a mid-block crosswalk in Orange County where a resident was hit and killed earlier this year. Only half of drivers stop for pedestrians in this crosswalk within walking distance of Evans High School. Deputies will enforce this location on Wednesday, starting at 9:30 a.m.
- [17th St. & Michigan Avenue.](#) in St. Cloud is between St. Cloud High and Middle Schools where the city installed a sidewalk after a student petitioned for safety improvements. Officers will enforce this location Wednesday morning, starting at 7:15 a.m.



Bike/Walk Central Florida manages [Best Foot Forward](#), the grassroots pedestrian safety program operating in Orange, Osceola and Seminole Counties. For more information, visit: www.bikewalkcentralflorida.org

- [Snow Hill Rd. & Jacobs Trail](#) in Seminole County is where only 10% of drivers yield to pedestrians in this crosswalk by Walker Elementary School and the Flagler Trailhead. Deputies will enforce this location on Wednesday, starting at 8:00 a.m.

Although this effort is primarily focused on drivers, safety is a two-way street. Pedestrians, especially children walking to and from school, should follow the rules of the road – walk on the sidewalks, never run, look both ways before crossing the street, and be aware of their surroundings.

NOTE TO EDITORS AND PRODUCERS: Media are invited to *Operation Best Foot Forward* and will have the opportunity to speak to drivers, police officers, and pedestrians. The complete schedule is below with links to each location for your planning purposes. Contact April Owens, 509-475-8976 (cell).

[Interactive Google Map of Operation Crosswalk Locations Monitored by Best Foot Forward](#)

Tuesday, July 27: Day 1 of Operation Best Foot Forward

Enforcement Agency	Start Time	% Drivers Stopping	Schools & Neighborhoods
Orlando Police Department			
Millenia Blvd. & Timarron Dr.	8:30-11:00 AM	11%	Millenia Gardens Elementary School
521 W. Princeton St.	8:30-11:00 AM	22%	Princeton Elementary School
Casselberry Police Department			
S. Winter Park Dr. & Quintuplet Dr.	8:00 AM – noon	14%	South Seminole Academy, Casselberry Elementary School
Oakland Police Department			
Oakland Ave. & Sansparilla	8:00-9:00 AM	N/A	Crossing to West Orange Trail, Oakland Avenue Charter School

Wednesday, July 28: Day 2 of Operation Best Foot Forward

Enforcement Agency	Start Time	% Drivers Stopping	Schools & Neighborhoods
Orange County Sheriff's Office			
Pine Hills Rd. & El Trio Way	8:30-9:30 AM	54%	Evans High School
W. Oak Ridge Rd. & Wingate Dr.	8:30-9:30 AM	34%	Westridge Middle School
Apopka Police Department			
E. 5th St & S. Park Ave.	7:00-10:00 AM	N/A	Apopka Memorial Middle School
Seminole County Sheriff's Office			
Snow Hill Rd. & Jacobs Tr.	8:00-9:00 AM	10%	Walker Elementary School
Casselberry Police Department			
S. Winter Park Dr. & Quintuplet Dr.	8:00 AM	14%	Casselberry Elementary School
Kissimmee Police Department			
W. Donegan Ave. & W. Carroll St.	8:00-9:00 AM	20%	Kissimmee Middle School
Mill Run Blvd. & Mill Slough Rd.	10:00 AM – noon	32%	Denn John Middle and Mill Run Elementary Schools



Bike/Walk Central Florida manages [Best Foot Forward](#), the grassroots pedestrian safety program operating in Orange, Osceola and Seminole Counties. For more information, visit: www.bikewalkcentralflorida.org

Enforcement Agency	Start Time	% Drivers Stopping	Schools & Neighborhoods
St. Cloud Police Department			
17th St. & Michigan Ave.	7:15-08:30 AM	58%	St. Cloud High and Middle Schools
17th St & Delaware Ave.	8:45-9:30 AM	47%	St. Cloud High and Middle Schools
Robinson Ave. & 10th St.	9:45–10:15 AM	63%	Residential Neighborhood
Old Canoe Creek Rd. & 5th St.	10:30-11:15 AM	36%	Shopping center, Plantation Bay nursing center

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

The Best Foot Forward for pedestrian safety program is administered by the local non-profit Bike/Walk Central Florida and first launched by MetroPlan Orlando, Orange County and the City of Orlando in 2012. It expanded to Osceola County, Kissimmee and St. Cloud in 2017 and Seminole County and Casselberry in October 2019. The cities of Apopka and Oakland most recently joined the coalition.

Best Foot Forward was created to reverse the conflict between pedestrians and drivers by focusing on one specific behavior change - getting more drivers to yield to pedestrians at marked crosswalks as [Florida law](#) requires. More than a campaign, Best Foot Forward is a behavior change-based program designed to improve road safety through consistent and persistent education, high-visibility crosswalk enforcement and low-cost engineering at marked crosswalks near elementary schools and LYNX bus stops, in urban areas and cross-sections of low and high-speed roads.

Studies show that crosswalk enforcement is critical in boosting the number of drivers who yield to pedestrians because vehicle-versus-pedestrian culture flourishes when unchecked. To effect long-term change, enforcement is combined with engineering improvements as well as educating residents and visitors.

Best Foot Forward program progress: 2012- June 2021

- Operating in three counties, Orange, Osceola and Seminole Counties
- 186 crosswalks enforced by law enforcement
- More than 10,300 citations and warnings issued since 2012 for failure to yield to a pedestrian
- 44% increase - average yielding behavior change at those crosswalks being tracked by Best Foot Forward

Covering Orange, Osceola and now Seminole Counties, Best Foot Forward is the largest grassroots coalition focused on pedestrian safety in the nation. Since 2012, when Best Foot Forward was launched, the percentage of drivers yielding to people in marked crosswalks has increased from 17% to more than 60% on roads with a speed limit of 35 mph and lower and 2% to 43% on roads 40 mph and higher.

About Bike/Walk Central Florida, Administers the Best Foot Forward Program

Bike/Walk Central Florida (BWCF) is a 501(c)(3) that promotes walkable and bikeable communities through raising public awareness and advocating for safe, active transportation and recreation. BWCF manages the [Best Foot Forward](#) for pedestrian safety program for its partners in Orange, Osceola and Seminole counties. Best Foot Forward is a behavior change-based program designed to improve road safety through consistent and persistent education, high-visibility enforcement and



Bike/Walk Central Florida manages [Best Foot Forward](#), the grassroots pedestrian safety program operating in Orange, Osceola and Seminole Counties. For more information, visit: www.bikewalkcentralflorida.org

low-cost engineering at marked crosswalks. Best Foot Forward was launched in Orange County in June 2012. It more recently expanded into Osceola County in 2017 and Seminole County in 2019. Best Foot Forward is one of the largest grassroots programs of its kind in the nation.

BWCF coordinates the Bike5Cities program and its annual bike ride to promote safe bicycling routes and enhanced multi-use trails throughout Central Florida. The organization supports building, expanding and linking regional trails and completing the Coast-to-Coast Connector trail. BWCF encourages transportation corridor planning and design by using Complete Streets principles for the benefit of all transportation users.

To learn more, go to <http://bikewalkcentralflorida.org/> or <http://iyield4peds.org>

###



Bike/Walk Central Florida Bike/Walk Central Florida manages [Best Foot Forward](#), the grassroots pedestrian safety program operating in Orange, Osceola and Seminole Counties. For more information, visit: www.bikewalkcentralflorida.org

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



\$418k 

Earned Media Value

4.1m 

Views & Impressions

116 

Media Placements

Officers from the Orlando, Apopka, Kissimmee, St. Cloud, Casselberry, and Oakland Police Departments, teamed up with the Orange and Seminole County deputies on July 27 and 28 to enforce 14 crosswalks. With hundreds of thousands of local students heading back to school, law enforcement specifically targeted drivers at busy locations near area schools.

Local media outlets ran a total of 116 stories on the enforcement. These mentions are worth an estimated total of \$418,000, the equivalent cost of buying advertisements to run at the same time/place. This value is expected to increase over the next few weeks as local magazines publish August editions. Below are several highlights from current television, print, radio and digital coverage. More are available on [Best Foot Forward's YouTube channel](#).

Television



[Local group taking action to keep children safe when they head back to school](#)

WFTV / WRDQ

July 22, 2021 / 4:30pm

Cristy Turner

*Interview with Barbara Giles



[Best Foot Forward doing pre-back-to-school Operation](#)

Central Florida's TV 27

July 23, 2021 / 4:39am

Replayed 5:39am, 6:39am, 7:39am, 8:39am

Q McCray

*Interview with Barbara Giles

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



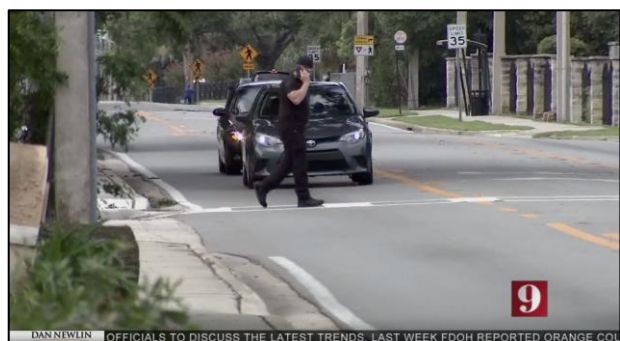
Best Foot Forward doing crosswalk Operation on Tuesday and Wednesday

WFTV / WRDQ

July 25, 2021 / 10:16pm

Jeff Levkulich

*Interview with BWCF's Barbara Giles



Best Foot Forward crosswalk enforcement tomorrow and Wednesday

WFTV / WRDQ

July 26, 2021 / 5:17am

Replayed 6:17am, 7:17am, 8:17am

Nancy Alvarez

*Interview with BWCF's Barbara Giles



Law enforcement agencies to take part in Operation Best Foot Forward

WKMG News 6

July 27, 2021 / 5:40am

Replayed 6:40am

Kirstin O'Connor

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Spectrum News 13 LIVE in Casselberry: Operation Best Foot Forward initiative underway](#)

Spectrum News 13

July 27, 2021 / 6:34am

Live coverage 5:34am, 8:35am,
9:32am, 10:32am, 11:32am

Justin Soto



[WFTV LIVE in Oakland: Operation Best Foot Forward](#)

WFTV / WRDQ

July 27, 2021 / 8:09am

Live coverage 5:09am, 6:09am,
7:09am, 8:36am

Chantelle Navarro



[Law enforcement patrolling local crosswalks today](#)

FOX 35

July 27, 2021 / 8:48am

Replayed 9:36am

Danielle Knox

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Operation Best Foot Forward targeting drivers who don't stop for pedestrians](#)

Spectrum News 13

July 27, 2021 / 12:17pm

Ongoing coverage until 4:48am, 7/20

Justin Soto

*Interview with ORMC's Sheryl Aldarondo, Arnold Palmer's Courtney Gleaton, BWCF's Randy Schrader



[Operation Best Foot Forward Happening Today and Tomorrow](#)

WFTV / WRDQ

July 27, 2021 / 12:29pm

Replayed 1:06pm, 4:50pm

Chantelle Navarro

*Interview with Oakland Police Lt. Angela Campbell

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Crosswalk crackdown happening now across Central Florida](#)

WKMG News 6

July 27, 2021 / 4:55pm

Replayed 5:46pm

Julie Broughton, Ginger Gadsden



[Operation Best Foot Forward back as students head back to school](#)

FOX 35

July 27, 2021 / 6:10pm

Sydney Cameron

*Interview with driver who was pulled over, OPD Sgt. Wayne Costa, BWCF's Emily Hanna



[Operation Best Foot Forward Crosswalk Enforcement Continues Today](#)

WFTV / WRDQ

July 28, 2021 / 4:55am

Karla Ray

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Law enforcement agencies to take part in Operation Best Foot Forward](#)

WKMG News 6
July 28, 2021 / 5:10am
Replayed 6:09am
Justin Warmoth



[Operation Best Foot Forward back as students head back to school](#)

FOX 35
July 28, 2021 / 5:36am
Danielle Knox



[WESH 2 Traffic Anchor Highlights Crosswalk Enforcement](#)

WESH 2
July 28, 2021 / 7:21am
Replayed 8:12am
Jaclyn DeAugustino

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Officers in Osceola County enforcing driver yield laws at crosswalks near schools](#)

Spectrum News 13

July 28, 2021 / 8:48am

Replayed 9:48am, 10:48am, 11:48am

Julie Gargotta



[Trooper Steve answers question on pedestrians in crosswalks](#)

WKMG News 6

July 29, 2021 / 5:46am

Trooper Steve Montiero,

Justin Warmoth

*Viewer question related to crosswalk enforcements

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Radio



[Drivers Beware: Operation Best Foot Forward Begins Today](#)

WDBO-FM 107.3

July 27, 2021 / 12:50pm

Darrell Moody



[Operation Best Foot Forward ticketing drivers who don't stop for pedestrians](#)

KTSK-FM Real Radio 104.1

July 27, 2021 / 3:39pm

The Jim Colbert Show

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

The screenshot shows the Orlando Sentinel website interface. At the top, there are navigation links for 'SECTIONS' and 'SEARCH', and a 'Jumble Daily & Crossword' button. Below the navigation is a 'LEARN MORE ABOUT SUBSCRIPTIONS' link. A row of featured articles is visible, including 'Florida coast remains under watch; hurricane center monitors area of interest', 'Hurricane center: System with increased odds expected to move near...', 'Cantante venezolano Chyno publica video en el que habla de las condiciones que...', and 'Have him die somewhere else! Florida homeowners scream as lawn worker trie...'. The main article is titled 'Central Florida 100: COVID-19 surge, Disney jobs and the Cuba protest' and is dated 'JUL 16, 2021 AT 2:52 PM'. The article features a photo of Cuban flags and a quote from Viviana Janer, vice chairwoman of the Osceola County Commission. The quote discusses the importance of Operation Best Foot Forward (July 27-28) as law enforcement helps remind drivers that they must yield to pedestrians. The idea is to let motorists in Osceola, Orange and Seminole counties know that failure to yield to a person crossing the street in a marked crosswalk is a \$166 ticket and three points on their license. If left unchecked the vehicle-vs.-pedestrian culture flourishes. Studies show combining engineering, education and enforcement changes driver behavior. So remember to yield!

[Central Florida 100: COVID-19 surge, Disney jobs and Back to School](#)

Orlando Sentinel

July 16, 2021

Central Florida 100

*Viviana Janer, Vice Chairwoman of Osceola County Commission quoted speaking about the upcoming Operation Best Foot Forward

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print



Many Cultures, One Bright Future

PINE HILLS
NEIGHBORHOOD IMPROVEMENT DISTRICT

Operation Best Foot Forward Crosswalk Enforcement

Bike/Walk Central Florida

Best Foot Forward
for pedestrian safety

On Wednesday, July 28th, Bike/Walk Central Florida and Operation Best Foot Forward will be working with the Orange County Sheriff's Office to conduct crosswalk enforcements at the crosswalk located at Pine Hills Road and El Trio Way. This exercise is designed to promote pedestrian safety within the community. Officers will be on hand to write tickets for distracted or careless drivers that do not heed the warning signals on the pedestrian signage within the crosswalk. Remember to pay close attention and practice safe driving and being cognizant and present while behind the wheel.

[Operation Best Foot Forward Crosswalk Enforcement](#)

Pine Hills Neighborhood Improvement

District Newsletter

July 20, 2021

Sam Weekley

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

The APOPKA VOICE
News That Engages to Make a Difference

HOME LOCAL NEWS BUSINESS SPORTS OPINION HOME & FAMILY HEALTH & FITNESS FAITH & INSPIRATION

Home » Education » Operation Best Foot Forward: Apopka Police Department joins the crosswalk crackdown

Operation Best Foot Forward: Apopka Police Department joins the crosswalk crackdown

July 26, 2021 0

Share on Facebook Tweet on Twitter G+ Pin




Photo courtesy of Operation Best Foot Forward

Be extra careful on Wednesday, July 28, as APD could be monitoring crosswalks associated with Apopka Memorial Middle School and / or Phillis Wheatley Elementary

From Operation Best Foot Forward

For the first time, officers with the Apopka Police Department will join forces with law enforcement across Orange, Osceola, and Seminole Counties to crack down on drivers who fail to yield and stop for pedestrians in crosswalks, specifically near local schools. Local roads will become busier when hundreds of thousands of students return to classrooms starting the week of August 2nd. That's why officers and deputies plan to educate drivers who fail to stop and remain stopped for pedestrians in marked crosswalks as [Florida law](#) requires.

[Operation Best Foot Forward: Apopka Police Department joins the crosswalk crackdown](#)

The Apopka Voice

July 26, 2021

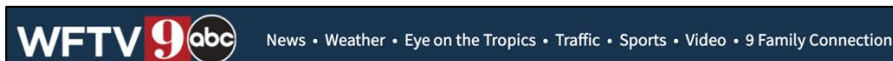
Editorial Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print



Orange, Seminole counties to crack down on busy crosswalks ahead of students returning to school

Expand



The Best Food Forward crosswalk enforcement operation takes place Tuesday and Wednesday from 7:15 a.m. to noon at 15 heavily traveled crosswalks near schools. The Best Food Forward crosswalk enforcement operation

July 26, 2021 at 9:44 pm EDT

By Adam Poulisse, WFTV.com

ORANGE COUNTY, Fla. — Deputies with the Orange County and Seminole County sheriff’s offices are joining the cities of Orlando, Apopka, Kissimmee, St. Cloud, Casselberry and the town of Oakland for Operation Best Foot Forward, which focuses on drivers who fail to stop for pedestrians crossing the street at crosswalks.

The crackdown comes as more than 340,000 students across Central Florida are heading back to the classroom and roads are expected to get busier.

[Orange, Seminole counties to crack down on busy crosswalks ahead of students returning to school](#)

WFTV
July 26, 2021
Adam Poulisse

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

SPECTRUM NEWS 13

TRAFFIC

Crosswalk crackdown targets drivers at intersections near Orange, Seminole schools

BY JUSTIN SOTO | ORLANDO
PUBLISHED 6:01 AM ET JUL. 28, 2021

CASSELBERRY, Fla. — As many Central Florida students get ready to head back to school in two weeks, local law enforcement are cracking down on drivers not stopping for pedestrians crossing the streets.

Tuesday and Wednesday, police in plain clothes will cross the street while uniformed officers monitor the crosswalk for drivers who do not stop for pedestrians at 15 heavily traveled crosswalks near schools in Orange and Seminole counties.

What You Need To Know

- Smart Growth America ranks the Orlando, Kissimmee, Sanford area as the deadliest in the country for pedestrians
- Operation Best Foot Forward has given out more than 10,000 citations and warnings since 2012
- More information: <https://www.yield4peds.org/who-we-are/>
- PREVIOUS STORY: [Area ranked as the most dangerous for pedestrians](#)

[Crosswalk crackdown targets drivers at intersections near Orange, Seminole schools](#)

Spectrum News 13

July 27, 2021

Justin Soto

*Interview with ORMC's Sheryl Aldarondo, Arnold Palmer's Courtney Gleason, BWCF's Randy Schrader

Efforts underway across Central Florida to prevent crosswalk violations

Share   

 Updated: 12:17 PM EDT Jul 27, 2021

Infinite Scroll Enabled 



Central Florida SOURCE: WESH 2 News

ORLANDO, Fla. — Operation Best Foot Forward kicks off this week as students prepare to head back to school.

It's part of a joint effort in Orange, Osceola and Seminole counties to crack down on crosswalk violations.

[Efforts underway across Central Florida to prevent crosswalk violations](#)

WESH

July 27, 2021

Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



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n p r

Central Florida News

Law Enforcement Cracks Down On Drivers Who Don't Yield To Pedestrians

🕒 Tuesday, July 27, 2021 📍 by Talia Blake (WMFE)

Before school starts next month, Central Florida law enforcement agencies are reminding drivers to stop for pedestrians at crosswalks as part of Operation Best Foot Forward. This effort comes just a week after a 10-year old pedestrian was killed in Osceola County.

Deputies from Orange and Seminole County Sheriffs' offices will join officers from Orlando, Apopka, Kissimmee, St. Cloud, Casselberry and Oakland police departments on Wednesday. Officers will be in regular clothes and will cross the street at marked crosswalks to see if drivers yield to them or not.

[Law Enforcement Cracks Down On Drivers Who Don't Yield To Pedestrians](#)

WMFE

July 27, 2021

Talia Blake

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

OSCEOLA HOME NEWS ▾

PREPARE TO STOP OR BE STOPPED, ST. CLOUD AND KISSIMMEE POLICE JOIN PEDESTRIAN CROSSWALK CRACKDOWN

Jul 27, 2021 | Kissimmee News, St Cloud News | ★★★★★

Officers with the Kissimmee and St. Cloud Police Departments will join forces on Tuesday and Wednesday with law enforcement across Orange and Seminole Counties to crack down on drivers who fail to yield and stop for pedestrians in crosswalks, specifically at locations where schools will soon reopen.

Local roads will become busier when Osceola County students return to classrooms starting the week of August 2. That's why local law enforcement will be out reminding drivers who fail to stop and remain stopped for pedestrians in marked crosswalks as Florida law requires.

It's all part of Operation Best Foot Forward, a crosswalk enforcement operation taking place Tuesday, July 27 and Wednesday, July 28 by Kissimmee Police Department, and St. Cloud Police Department.

[Prepare to stop or be stopped, St. Cloud and Kissimmee Police join pedestrian crosswalk crackdown](#)

Positively Osceola
July 27, 2021
Editorial Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

The APOPKA VOICE
News That Engages to Make a Difference


HOME LOCAL NEWS BUSINESS SPORTS OPINION HOME & FAMILY HEALTH & FITNESS FAITH & INSPIRATION FOOD & DRINK

Home > Community > Operation Best Foot Forward crosswalk enforcement netted citations and warnings in Apopka

Operation Best Foot Forward crosswalk enforcement netted citations and warnings in Apopka

July 29, 2021 0

Share on Facebook Tweet on Twitter G+ P



Apopka police officers enforce Florida's driver yield law at a crosswalk near Apopka Christian Academy and Apopka Memorial Middle School.

From Operation Best Foot Forward
Operation Best Foot Forward crosswalk enforcement has come to a close, but not before helping raise awareness and potentially save lives in the future. Over the last 48 hours, law enforcement in Orange County, Seminole County, Orlando, Apopka, Casselberry, Kissimmee, St. Cloud and Oakland issued **301 citations and warnings** to drivers who failed to stop and remain stopped for pedestrians in marked crosswalks, as [Florida law requires](#).

[Operation Best Foot Forward crosswalk enforcement netted citations and warnings in Apopka](#)

The Apopka Voice

July 29, 2021

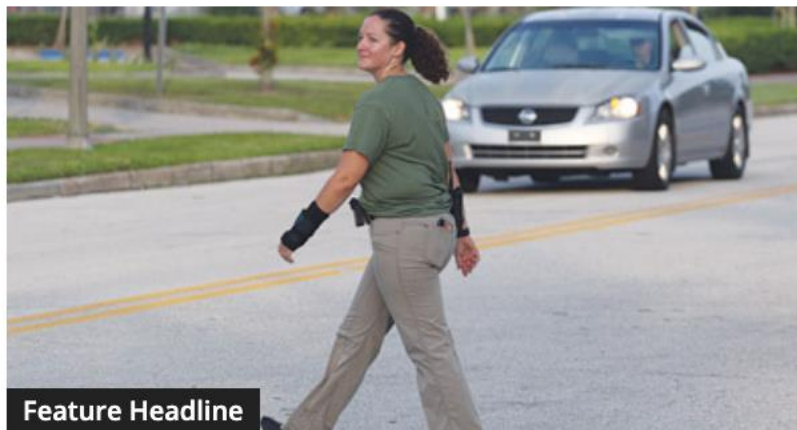
Editorial Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print



Police take part in pedestrian/auto education

The Apopka Chief - July 30, 2021

In an effort to educate drivers about keeping pedestrians safe, Apopka police officers spent three hours crossing Fifth Street in downtown Apopka.

[Police take part in pedestrian/auto education](#)

The Apopka Chief

July 30, 2021

John Perry

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

The Apopka Chief

Your trusted local news source

Volume 99 Number 31 ©2021 The Apopka Chief
Friday, July 30, 2021 / 50 cents

Police take part in pedestrian/auto education

By John Peery
Apopka Chief Staff

In an effort to educate drivers about keeping pedestrians safe, Apopka police officers spent three hours Wednesday, July 28, crossing Fifth Street in downtown Apopka, walking back and forth at a mid-block crosswalk between Park Avenue and Central Avenue.

There is a new crosswalk with a flashing beacon from the newly refurbished municipal parking lot on the north side of Fifth Street to the south side of the street so that people attending events at the Apopka Community Center/VFW can cross the street safely.

It's not the first time that officers from the Apopka Police Department have done such a detail, but it is the first time that the department has coordinated their efforts with Bike/Walk Central Florida and the organization's Operation Best Foot Forward.

Several other law enforcement agencies were also conducting efforts to educate drivers that they need to stop when a pedestrian is trying to cross the road.

The idea, organizers said, was education not writing tickets. However, the Apopka officers did write 10 citations and warnings, while the eight Central Florida agencies involved wrote a total of 301 citations and warnings. Orlando Police Department wrote the most, 99.

"This program is a great way of not only educating the drivers, but educating the pedestrians because it takes both to have a problem," said Mayor Bryan Nelson, who was there for part of the time when the officers were conducting the operation from 7-10 a.m.

"Obviously, we're not trying to write tickets but we want people to realize that the pedestrian does have the right-of-way in these mid-block crosswalks, as well as at intersections. People need to realize




APD Officer Werts (l) and Officer Pyburn cross Fifth Street during Operation Best Foot Forward held Wednesday, July 28.

See FOOT Page 11A

Foot: Students go back to class on August 10

Continued from page 1A

that when they get there and there's somebody in the crosswalk, they (pedestrian) have the right-of-way."

The program, which operates in Orange, Seminole, and Osceola counties, was held about two weeks prior to school starting as the counties combine for more than 340,000 students with about two-thirds of those students located in Orange County.

The mayor said having more crosswalks on some roads is a necessity, but that it has to be balanced.

"You've got to make it more accessible to pedestrians. If they've got to go six blocks to get to a crosswalk, there are some advantages to adding some additional ones. But, the more you put in, the slower the normal traffic goes. You've got to look at what's the best compromise for getting safe pedestrian traffic as well as getting folks through town," Nelson said.

Emily Hanna, the executive director of non-profit Bike/Walk Central Florida, was in Apopka early during the special detail.

"We are out here with Best Foot Forward to educate drivers on the new, flashing beacon installed on Fifth Street in the city of Apopka," she said.

"We think it's important because we believe Fifth Street is a cut-through road and we've seen some speeding occur and it's really important that we educate drivers that they need to slow down, especially where there's pedestrian activity."

According to Bike/Walk Central Florida, Best Foot Forward is the largest grassroots coalition focused on pedestrian safety in the nation.

Since 2012, when Best Foot Forward was launched in Orange County, the percentage of drivers yielding to people in marked crosswalks has increased from 17 percent to more than 60 percent on roads with a speed limit of 35 mph and lower and 2 percent to 43 percent on roads 40 mph and higher.

[Police take part in pedestrian/auto education](#)
The Apopka Chief
 July 30, 2021
 John Perry

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

14 • Osceola Star • August 06 - 19 - 2021.

Sheriff & Police News



Oficiales de todo el Condado Osceola toman medidas enérgicas en los cruces de peatones

Los oficiales de los departamentos de policía de Kissimmee y St. Cloud se unieron con las fuerzas del orden en los condados de Orange y Seminole como parte de la Operación Best Foot Forward, para tomar medidas enérgicas contra los conductores que no ceden el paso y se detienen ante los peatones en los cruces peatonales, específicamente cerca de las escuelas locales. Sabemos que las carreteras locales estarán más concurridas cuando cientos de miles de estudiantes regresen a las aulas de Florida Central a partir de la semana del 2 de agosto. Es por eso que los oficiales y agentes planean educar a los conductores que no se detienen y permanecen detenidos para los peatones en los cruces peatonales marcados como lo requiere la ley de Florida.

Durante la operación de dos días, martes 27 y miércoles 28 de julio, las fuerzas del orden en el condado Orange, el condado Seminole, Orlando, Apopka, Casselberry, Kissimmee, St. Cloud y Oakland emitieron 301 citaciones y advertencias a los conductores que no se detuvieron y permanecieron detenidos para los peatones en los cruces peatonales marcados, como lo requiere la ley de Florida.

Los oficiales vieron demasiadas llamadas cercanas el martes y miércoles, y los conductores se acercaron peligrosamente a los oficiales y voluntarios atropellados en varios cruces peatonales marcados. La mayoría de los conductores que fueron detenidos les dijeron a los oficiales que no tenían idea de que estaban infringiendo la ley. Es particularmente preocupante dado que cada uno de estos cruces peatonales está cerca de una escuela local.

Total de Citas y Advertencias

- Departamento de Policía de Orlando: 99
- Departamento de Policía de Kissimmee: 55
- Departamento de Policía de Casselberry: 30
- Departamento de Policía de St. Cloud: 26
- Oficina del Sheriff del Condado Seminole: 25
- Oficina del Sheriff del Condado de Orange: 20
- Departamento de Policía de Apopka: 10
- Departamento de Policía de Oakland: 8
- Total: 301

La mayoría de los choques que involucran a conductores que golpean a personas que cruzan la calle se pueden prevenir. La educación de conductores y peatones es fundamental para salvar vidas y estar seguros en las calles. Es por eso que el programa de seguridad para peatones Best Foot Forward se lanzó en 2012, con pasos de peatones de alta visibilidad como estos para crear conciencia y hacer que nuestras calles sean más seguras para todos.

Officers Across Osceola County Cracking Down at Crosswalks

Officers with the Kissimmee and St. Cloud Police Departments joined forces with law enforcement across Orange and Seminole Counties as part of Operation Best Foot Forward, to crack down on drivers who fail to yield and stop for pedestrians in crosswalks, specifically near local schools. We know local roads will become busier when hundreds of thousands of students return to Central Florida classrooms starting the week of August 2. That's why officers and deputies plan to educate drivers who fail to stop and remain stopped for pedestrians in marked crosswalks as Florida law requires.

Over the two-day operation, Tuesday, July 27 and Wednesday, July 28, Law enforcement in Orange County, Seminole County, Orlando, Apopka, Casselberry, Kissimmee, St. Cloud and Oakland issued 301 citations and warnings to drivers who failed to stop and remain stopped for pedestrians in marked crosswalks, as Florida law requires.

Officers saw too many close calls Tuesday and Wednesday, with drivers coming dangerously close to hitting officers and volunteers at several marked crosswalk locations. The majority of drivers who were pulled over told officers and deputies that they had no idea they were breaking the law. It is particularly concerning given that each of these crosswalks is near a local school.

Total Citations & Warnings

- Orlando Police Department: 99
- Kissimmee Police Department: 55
- Casselberry Police Department: 30
- St. Cloud Police Department: 26
- Seminole County Sheriff's Office: 25
- Orange County Sheriff's Office: 20
- Apopka Police Department: 10
- Oakland Police Department: 8
- Total: 301

Most crashes involving drivers striking people walking across the street are preventable. Driver and pedestrian education is critical to saving lives and being safe on the streets. That's why the Best Foot Forward Pedestrian Safety Program launched in 2012, with high-visibility crosswalk enforcements like these to raise awareness and make our streets safer for everyone.

OCISO and KPD keep students safe with Operation BFF

El Osceola Star
August 3, 2021
Editorial Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

OCSO y KPD mantienen a los estudiantes seguros con la Operación BFF

Por admin · Agosto 3, 2018 · 1520 · 0

OCSO and KPD keep students safe with Operation BFF

Osceola County, FL – The Kissimmee Police Department (KPD) and the Osceola County Sheriff's Office (OCSO) are making sure kids stay safe as they head back to school. That's why on August 15, officers from KPD and OCSO will be conducting their second high-visibility crosswalk enforcement action, dubbed Operation BFF, across Osceola County. At their first Operation, more than 95 drivers received a citation or warning for failure to stop for a pedestrian in a marked crosswalk. On the flip side, several drivers did comply with the law. One driver even called out that he had heard about the operation on the news and knew that if he didn't stop, he was going to get a ticket. That's where enforcement and education intertwine – through the media coverage before and after Operation BFF. OCSO and KPD will be conducting Operation BFF on Wednesday, August 15, beginning at 7:30AM. Back in April, KPD and OCSO enforced the driver yield law at three marked crosswalks near local schools. Enforced crosswalks include: Donegan Ave & Coral Ave. – Speed limit: 35mph – OCSO; Thacker Ave & Kissimmee Trail (2310 N. Thacker Ave.) – Speed limit: 40mph – KPD and Hoagland Blvd. & Hideaway Bay – Speed limit: 30mph – KPD. Officers dressed in plain clothes crossed the street in these crosswalks, giving drivers enough time to yield to them. Those who didn't – a total of 96 – were pulled over and given a warning or a citation. Officers also took the time to educate drivers on the driver yield law and their responsibility in keeping people walking safe. Thank you, KPD and OSCO, for all your hard work. Both education and enforcement are part of the "Triple E" method of combining high-visibility Enforcement, Education and low-cost Engineering at marked crosswalks where drivers fail to yield to people walking. The Best Foot Forward coalition, which helps coordinate Operation BFF, has been implementing this method in Orange County since 2012 with positive results. Local officials came out to support the cause and see first-hand what enforcement was all about with OCSO and KPD's first enforcement action. A huge thank you to Osceola County Commissioner Cheryl Grieb, Kissimmee Mayor Jose Alvarez, Kissimmee Commissioner Olga Gonzalez and Kissimmee Commissioner Jim Fisher for putting your best foot forward and showing your support.

[OCSO and KPD keep students safe with Operation BFF](#)
El Osceola Star
August 3, 2021
Editorial Staff

Operation Best Foot Forward

July 27-28, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

OSCEOLA NEWS-GAZETTE

*Informing readers.
Helping build a stronger community.*

St. Cloud Police issue 35 tickets and warnings during Operation Best Foot Forward

By Ken Jackson on Tuesday, August 3, 2021



Florida law says motorists must yield to pedestrians entering a crosswalk. St. Cloud police cracked down last week on the eve of school starting back up as part of Operation Best Foot Forward. PHOTO/ST. CLOUD POLICE

Parents and students know it, but maybe all Osceola County motorists don't: school will be back in session next week.

With that comes a lot more students and other pedestrians on sidewalks, crossing streets.

Local law enforcement joined forces last week to make sure drivers yield the right way and stop for pedestrians in crosswalks, specifically near schools, as part of the annual Operation Best Foot Forward. In some cases drivers were hit right in the wallet: Kissimmee and St. Cloud police issued \$164 tickets to some drivers who didn't properly yield to pedestrians in marked crosswalks as Florida law requires.

This operation reinforces that drivers really need to look out for kids — a reminder that hit home in July when a 10-year old was struck and killed trying to cross U.S. Highway 192.

During the operation, officers in plain clothes cross the street while uniformed officers monitor the crosswalk for drivers who do not stop for pedestrians.

[St. Cloud Police issue 35 tickets and warnings during Operation Best Foot Forward](#)
Osceola News-Gazette
August 3, 2021
Ken Jackson

Operation Best Foot Forward

July 27-28, 2021: SOCIAL MEDIA OVERVIEW

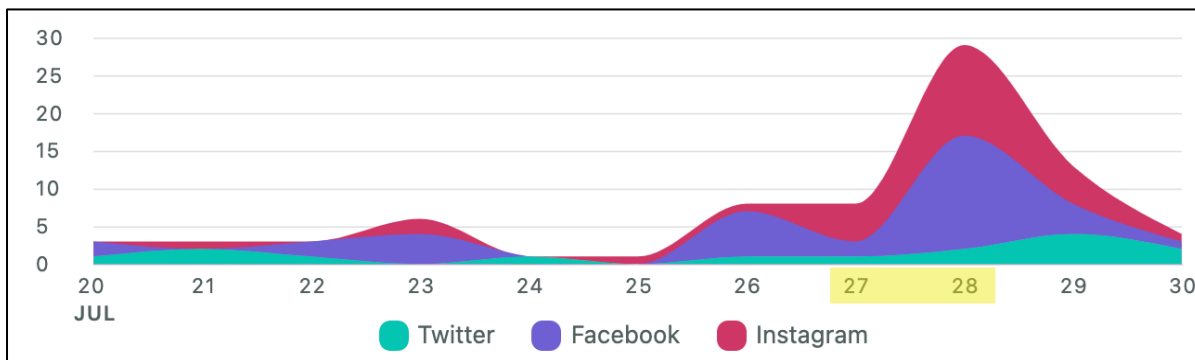


During the Operation Best Foot Forward reporting period of July 20 – 30, 2021, the Best Foot Forward and Bike/Walk Central Florida social media accounts shared 266 posts on Facebook, Twitter, and Instagram for a total of 100,375 impressions. A summary of social media statistics is visible below.



Operation Best Foot Forward	Total Impressions	Total Content Posted	Total Engagements	Total Followers Gained
July 2021 Enforcement	100,375	266	3,348	68
FY Total	242,189	528	11,844	116

Audience Gained/Day



= Day of Operation Best Foot Forward Crosswalk Enforcement

Operation Best Foot Forward

July 27-28, 2021: SOCIAL MEDIA COMPARISON



A social media activity summary of the Best Foot Forward and Bike/Walk Central Florida accounts is visible below. The summary displays a comparison of activity from July 26 – August 1, against a 12-week running average.

Twitter Stats

	Total	Against 12-Week Avg
@Mentions Received	74	▲ 722%
Direct Messages Received	4	Low Data
Messages Sent	51	▲ 168%
New Followers	7	▲ 40%
Retweets	37	▲ 516%
Clicks	26	▲ 13%
Impressions	59.6k	▲ 671%

Facebook Stats

	Total	Against 12-Week Avg
Incoming Messages	685	▲ 177%
Messages Sent	25	▲ 127%
New Fans	36	▲ 350%
Unliked Your Page	5	▲ 150%
Page Impressions	30k	▲ 467%

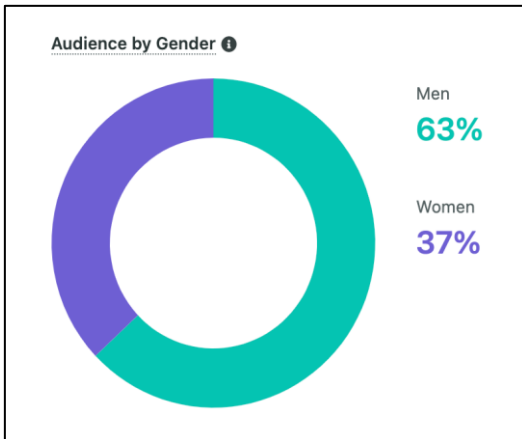
Operation Best Foot Forward

July 27-28, 2021: SOCIAL MEDIA DEMOGRAPHICS



The Best Foot Forward and Bike/Walk Central Florida social media audiences during the enforcement period of July 20 – 30 consisted primarily of men on Twitter and a majority of women on Facebook. For Twitter, the audience breakdown by age is not available. However, most content on Facebook was viewed by people between the ages of 35 – 54 who reside in Orlando. Below is a breakdown of audience demographics from viewers of social media content in the given time period.

Twitter Audience by Gender

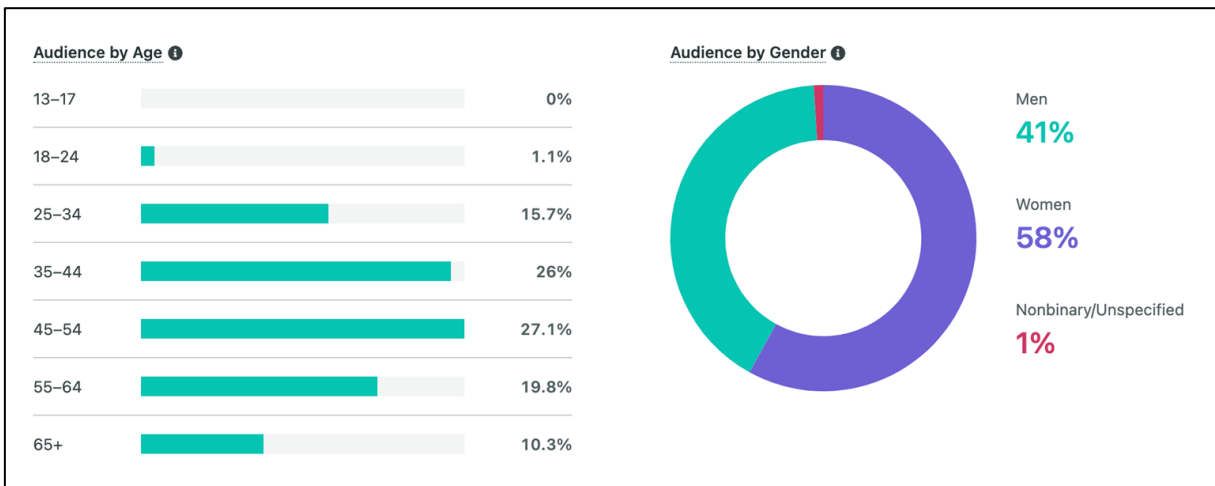


Facebook Audience by Location



Location	Count
Orlando, FL	1,008
Winter Park, FL	158
Saint Cloud, FL	96
Kissimmee, FL	84
Oviedo, FL	67
Winter Garden, FL	65
Altamonte Springs, FL	63

Facebook Audience by Age and Gender



Operation Best Foot Forward

July 27-28, 2021: PRE-EVENT SOCIAL MEDIA



During the seven days leading up to the enforcement operations, the focus of social media posts was to alert the public of crosswalk enforcement actions, the participating jurisdictions, and to remind everyone of Florida's driver yield law. Below are a few examples of the best performing posts published prior to the July 27 and 28 crosswalk enforcement.

Best Foot Forward
July 22 at 12:05 PM · 🌐

Operation Best Foot Forward is July 27 & 28 with the theme back to school. All 16 crosswalks enforced by [Orange County Sheriff's Office](#), [Orlando Police Department](#), [Apopka Police Department](#), [Osceola County Sheriff's Office](#), [Kissimmee Police Department](#), [St. Cloud Police Department - Florida](#), [Seminole County Sheriff's Office](#) & [Casselberry Police Department](#) are in close proximity to schools. Click on the link for a map of the locations. <http://ow.ly/kcze50FASvb>

JULY 27 & 28
Law enforcement operation of Florida's laws for drivers to yield to pedestrians

4 1 Share

Bike/Walk Central Florida
July 23 at 9:05 AM · 🌐

July 27th & 28th, Orange County Sheriff's Office, Osceola County Sheriff's Office, Seminole County Sheriff's Office, Kissimmee Police Department, St. Cloud Police Department - Florida, Orlando Police Department, Casselberry Police Department Oakland Police Department & Apopka Police Department will be enforcing Florida's driver yield law at crosswalks in Orange County FL Osceola County & Seminole County FL. Officers and deputies will remind drivers they **MUST** stop for people in crosswalks or risk a \$164+ ticket. <http://ow.ly/VPP950FBsg0>

IT'S NOT JUST THE LAW... IT'S A LIFE.

THE LAW IS CLEAR:
In Florida, drivers must slow down or stop for a pedestrian crossing the road in a crosswalk, even when traffic control signals or yield signs are not present.

FAILURE TO YIELD = \$164 + 3 POINTS
minimum fine on your license

1 1 Share

Best Foot Forward
July 20 at 5:55 PM · 🌐

Heads up [Orange County FL drivers](#), [Osceola County drivers](#) & [Seminole County FL drivers](#) - Operation Best Foot Forward crosswalk enforcement is July 27th & 28th. [Orange County Sheriff's Office](#), [Osceola County Sheriff's Office](#), [Seminole County Sheriff's Office](#), [Kissimmee Police Department](#), [St. Cloud Police Department - Florida](#), [Orlando Police Department](#), [Casselberry Police Department](#) & [Apopka Police Department](#) will be on the lookout for drivers failing to stop for pedestrians in a crosswalk.

6 5 Shares

bestfootcfl @BestFootCFL · Jul 26

Stop or be stopped - @OrangeCoSheriff @SeminoleSO @kissimmee police @StCloudPD @OrlandoPolice Oakland PD @ApopkaPolice @Casselberry_PD remind drivers who fail to stop for pedestrians at crosswalks in Operation BFF. Officers will be at these locations: ow.ly/zTJG50FDiHz

1 4 2 1















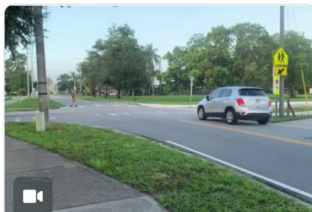



Operation Best Foot Forward

July 27-28, 2021: TWITTER HIGHLIGHTS



Below are the top tweets from Best Foot Forward during the July Operation Best Foot Forward. Shown below are the posts with the most engagement. Reporting period includes July 20 – 30, 2021.

Top posts by engagements:

<p>  @BestFootCFL Tue 7/27/2021 8:48 am EDT</p> <p>HAPPENING NOW: #OperationBFF in @citybeautiful. In the first hour, @OrlandoPolice pulled over numerous...</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>238</td> </tr> <tr> <td>Likes</td> <td>8</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Shares</td> <td>3</td> </tr> </table>	Total Engagements	238	Likes	8	Comments	0	Shares	3	<p>  @BestFootCFL Tue 7/27/2021 10:14 am EDT</p> <p>Thank you, @SydneyFox35 for coming out to help spread awareness of #pedestriansafety with @OrlandoPolic...</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>86</td> </tr> <tr> <td>Likes</td> <td>7</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Shares</td> <td>1</td> </tr> </table>	Total Engagements	86	Likes	7	Comments	0	Shares	1	<p>  @BestFootCFL Mon 7/26/2021 9:00 am EDT</p> <p>Stop or be stopped - @OrangeCoSheriff @SeminoleSO @kissimmeeepolice @StCloudPD @OrlandoPolice Oakland...</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>69</td> </tr> <tr> <td>Likes</td> <td>2</td> </tr> <tr> <td>Comments</td> <td>1</td> </tr> <tr> <td>Shares</td> <td>2</td> </tr> </table>	Total Engagements	69	Likes	2	Comments	1	Shares	2
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Likes	8																									
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Total Engagements	69																									
Likes	2																									
Comments	1																									
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<p>  @BestFootCFL Tue 7/20/2021 5:55 pm EDT</p> <p>Heads up @OrangeCoFL drivers - OperationBestFootForward crosswalk enforcement is July 27th & 28th....</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>66</td> </tr> <tr> <td>Likes</td> <td>8</td> </tr> <tr> <td>Comments</td> <td>1</td> </tr> <tr> <td>Shares</td> <td>6</td> </tr> </table>	Total Engagements	66	Likes	8	Comments	1	Shares	6	<p>  @BestFootCFL Wed 7/28/2021 8:39 am EDT</p> <p>#OperationBFF crosswalk enforcement is in full swing in @CityofStCloudFL. Officers are cracking down on drivers w...</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>64</td> </tr> <tr> <td>Likes</td> <td>5</td> </tr> <tr> <td>Comments</td> <td>1</td> </tr> <tr> <td>Shares</td> <td>3</td> </tr> </table>	Total Engagements	64	Likes	5	Comments	1	Shares	3	<p>  @BestFootCFL Tue 7/27/2021 8:09 am EDT</p> <p>A huge thanks to @CNavarroWFTV for sharing the importance of #pedestriansafety at #OperationBFF in...</p>  <table border="1"> <tr> <td>Total Engagements</td> <td>62</td> </tr> <tr> <td>Likes</td> <td>5</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Shares</td> <td>4</td> </tr> </table>	Total Engagements	62	Likes	5	Comments	0	Shares	4
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Comments	1																									
Shares	3																									
Total Engagements	62																									
Likes	5																									
Comments	0																									
Shares	4																									

Operation Best Foot Forward

July 27-28, 2021: FACEBOOK HIGHLIGHTS



Below are the top Facebook posts from Best Foot Forward during the July Operation Best Foot Forward. Shown below are the posts with the most engagement. Reporting period includes July 20 – 30, 2021.

Top posts by engagements:

<p> Best Foot Forward Fri 7/30/2021 12:05 pm EDT</p> <p>We had a successful Best Foot Forward Operation this week. A BIG thank you to our partners Orange...</p> <table border="1"> <tr><td>Total Engagements</td><td>406</td></tr> <tr><td>Reactions</td><td>97</td></tr> <tr><td>Comments</td><td>12</td></tr> <tr><td>Shares</td><td>41</td></tr> </table>	Total Engagements	406	Reactions	97	Comments	12	Shares	41	<p> Best Foot Forward Wed 7/28/2021 8:35 am EDT</p> <p>Check out the St. Cloud Police Department - Florida in action during #OperationBFF crosswalk...</p> <table border="1"> <tr><td>Total Engagements</td><td>303</td></tr> <tr><td>Reactions</td><td>60</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>17</td></tr> </table>	Total Engagements	303	Reactions	60	Comments	5	Shares	17	<p> Best Foot Forward Wed 7/28/2021 10:45 am EDT</p> <p>In Seminole County FL the Seminole County Sheriff's Office is busy cracking down on drivers who do not...</p> <table border="1"> <tr><td>Total Engagements</td><td>267</td></tr> <tr><td>Reactions</td><td>57</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>8</td></tr> </table>	Total Engagements	267	Reactions	57	Comments	2	Shares	8
Total Engagements	406																									
Reactions	97																									
Comments	12																									
Shares	41																									
Total Engagements	303																									
Reactions	60																									
Comments	5																									
Shares	17																									
Total Engagements	267																									
Reactions	57																									
Comments	2																									
Shares	8																									
<p> Best Foot Forward Tue 7/27/2021 9:44 am EDT</p> <p>The crosswalk at Millenia Blvd. and Timarron Dr. near Millennia Gardens Elementary OCPS has a driver yield...</p> <table border="1"> <tr><td>Total Engagements</td><td>172</td></tr> <tr><td>Reactions</td><td>41</td></tr> <tr><td>Comments</td><td>14</td></tr> <tr><td>Shares</td><td>5</td></tr> </table>	Total Engagements	172	Reactions	41	Comments	14	Shares	5	<p> Best Foot Forward Tue 7/27/2021 10:08 am EDT</p> <p>The Casselberry Police Department is hard at work enforcing Florida's driver yield law at the crosswalk at S. Winte...</p> <table border="1"> <tr><td>Total Engagements</td><td>165</td></tr> <tr><td>Reactions</td><td>14</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>3</td></tr> </table>	Total Engagements	165	Reactions	14	Comments	1	Shares	3	<p> Best Foot Forward Tue 7/27/2021 8:38 am EDT</p> <p>HAPPENING NOW: #OperationBFF at Millenia Blvd. and Timarron Dr. in City of Orlando - Government. According ...</p> <table border="1"> <tr><td>Total Engagements</td><td>131</td></tr> <tr><td>Reactions</td><td>21</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>3</td></tr> </table>	Total Engagements	131	Reactions	21	Comments	5	Shares	3
Total Engagements	172																									
Reactions	41																									
Comments	14																									
Shares	5																									
Total Engagements	165																									
Reactions	14																									
Comments	1																									
Shares	3																									
Total Engagements	131																									
Reactions	21																									
Comments	5																									
Shares	3																									

Operation Best Foot Forward

July 27-28, 2021: INSTAGRAM HIGHLIGHTS



Below are the top Instagram posts from Best Foot Forward and Bike/Walk Central Florida during the July Operation Best Foot Forward. Posts are grouped by engagements and a breakdown of story replies, views, and impressions. Reporting period includes July 20 – 30, 2021.

Top posts by engagements:

Post	Engagements	Likes	Comments	Saves
	26	24	1	1
	25	22	2	1
	14	14	0	0

Instagram story overview:

Story Metrics	Totals
Published Stories	35
Story Replies	4
Story Taps Back	194
Story Taps Forward	1,573
Story Exits	162
Story Impressions	1,823
Average Reach per Story	51

Operation Best Foot Forward

July 27-28, 2021: PARTNER ENGAGEMENT



Before, during, and after the July enforcement, Best Foot Forward and Bike/Walk Central Florida tagged program partners and the participating law enforcement agencies. This was done to spark discussion about the importance of pedestrian safety in Central Florida and highlight specific OBFF crosswalk locations. See below for a list of partners tagged during Operation BFF and examples of posts that highlighted partners.

Partners tagged during July operation:

- Orange County
- Orange County Sheriff's Office
- City of Orlando
- Orlando Police Department
- Town of Oakland
- Oakland Police Department
- City of St. Cloud
- St. Cloud Police Department
- Kissimmee Police Department
- City of Kissimmee
- Seminole County Government
- Seminole County Sheriff's Office
- City of Casselberry
- Casselberry Police Department
- City of Apopka
- Apopka Police Department
- Osceola County
- LYNX
- MetroPlan Orlando
- Orlando Health

Best Foot Forward
Published by Sari Kossoff · July 27 at 9:44 AM · 🌐

The crosswalk at Millenia Blvd. and Timarron Dr. near [Millennia Gardens Elementary OCPS](#) has a driver yield rate of 11% - meaning drivers stop and remained stopped for pedestrians attempting to cross the street only 11% of the time. This crosswalk also has a big issue with speeding drivers. Safe to say it is a crucial location for driver education.

Watch as the [Orlando Police Department](#) pulls over a driver who clearly broke Florida's driver yield law as they flew past the [#OperationBFF](#) pedestrian decoy. [#iY4Peds](#) [City of Orlando - Government](#) [Orlando Health](#) [MetroPlan Orlando](#)

674
People Reached

170
Engagements

Boost Post

👍 9

10 Comments 3 Shares

Orlando Police Department, City of Orlando, Orlando Health, MetroPlan Orlando

Best Foot Forward
Published by Sari Kossoff · July 28 at 8:35 AM · 🌐

Check out the [St. Cloud Police Department - Florida](#) in action during [#OperationBFF](#) crosswalk enforcement. Officers are out today at four different crosswalks in [City of St. Cloud, Florida](#) enforcing Florida's driver yield law. Drivers must stop for pedestrians in marked crosswalks or face a \$164+ ticket and 3 points on their license. [#iY4Peds](#)

4,227
People Reached

304
Engagements

Boost Post

👍❤️👍 8

17 Shares

City of St. Cloud, St. Cloud Police Department

Operation Best Foot Forward

July 27-28, 2021: PARTNER ENGAGEMENT



Best Foot Forward
Published by Hootsuite · July 30 at 12:05 PM ·

We had a successful Best Foot Forward Operation this week. A BIG thank you to our partners [Orange County Sheriff's Office](#) [Seminole County Sheriff's Office](#) [Orlando Police Department](#) [Kissimmee Police Department](#) [St. Cloud Police Department](#) [Florida Apopka Police Department](#) [Oakland Police Department](#) [Casselberry Police Department](#) for keeping our communities safe. School starts soon, please pay extra attention to pedestrians in crosswalks!
<http://ow.ly/2PHR50FH9wB>

IT'S NOT JUST THE LAW... IT'S A LIFE.

THE LAW IS CLEAR:
In Florida, drivers must slow down or stop for a pedestrian crossing the road in a crosswalk, even when traffic control signals or yield signs are not present.

FAILURE TO YIELD = \$164 + 3 POINTS
minimum fine on your license

9,102 People Reached 426 Engagements ↑ +129.0x Higher Distribution Score [Boost Post](#)

6 41 Shares

**Orange County Sheriff's Office,
Seminole County Sheriff's Office,
Orlando Police Department,
Kissimmee Police Department,
St. Cloud Police Department,
Apopka Police Department,
Casselberry Police Department**

Best Foot Forward
Published by Sari Kossoff · July 28 at 6:07 AM ·

Day Two of #OperationBFF crosswalk enforcement starts in one hour. The [Orange County Sheriff's Office](#), [Florida Apopka Police Department](#), [Seminole County Sheriff's Office](#), [Casselberry Police Department](#), [Kissimmee Police Department](#) and [St. Cloud Police Department - Florida](#) will be stationed at local crosswalks enforcing Florida's driver yield law. The law states that drivers must yield - slow down or stop - for a pedestrian crossing the street in a crosswalk, even when traffic controls are not present. Drivers who fail to do this can expect a minimum \$164 ticket and three points on their drivers license.

As Central Floridians gear up for back-to-school, a crosswalk enforcement is essential to prepare drivers for an increase of students walking and biking to class, especially in the morning hours. All of today's #OperationBFF crosswalks are located near schools. Curious if a crosswalk near you is on the list? Check here:

IYIELD4PEDS.ORG

Law Enforcement of Driver Yield Laws Prior to Back-to-School - Best Foot Forward

1,096 People Reached 58 Engagements ↑ +24.8x Higher Distribution Score [Boost Post](#)

4 3 Shares

Operation Best Foot Forward

July 27-28, 2021: PARTNER ENGAGEMENT



bestfootcfl @BestFootCFL · Jul 28

Day 2 of #OperationBFF is here. @OrangeCoSheriff, @ApopkaPolice, @SeminoleSO, @Casselberry_PD, @kissimseepolice & @StCloudPD will be enforcing crosswalks near local schools. Drivers who fail to stop for pedestrians can expect a \$164+ ticket & 3 points on their license. #iY4Peds

1 2 5

Orange County Sheriff's Office,
 Apopka Police Department,
 Seminole County Sheriff's Office,
 Casselberry Police Department,
 Kissimmee Police Department,
 St. Cloud Police Department

City of Orlando,
 Orange County,
 Orlando Police Department

bestfootcfl @BestFootCFL · Jul 27

HAPPENING NOW: #OperationBFF in @citybeautiful. In the first hour, @OrlandoPolice pulled over numerous drivers who broke FL's driver yield law and put the #pedestrian at risk. @OrangeCoFL @BikeWalkCFL

4 8

City of St. Cloud,
 Osceola County,
 St. Cloud Police Department

bestfootcfl @BestFootCFL · Jul 28

#OperationBFF crosswalk enforcement is in full swing in @CityofStCloudFL. Officers are cracking down on drivers who do not stop for pedestrians in crosswalks. #iY4Peds @StCloudPD @OsceolaCountyFL @Osceolaschools

1 6 5

Operation Best Foot Forward

July 27-28, 2021: PARTNER ATTENDANCE



July's Operation Best Foot Forward social media also promoted attendance by program partners, including Orange County Commissioner Christine Moore, Apopka Mayor Bryan Nelson, City of Orlando Commissioner Robert Stuart, Seminole County Commissioner Bob Dallari, Kissimmee Commissioner Jim Fisher, Orlando Health's Sheryl Aldarondo and Courtney Gleaton, and MetroPlan Orlando's Virginia Whittington and Alex Trauger. Below are examples of posts from Best Foot Forward that highlighted and thanked partners for their attendance, as well as social media posts from partners that emphasize the importance of the Best Foot Forward initiative.

 **bestfootcfl** @BestFootCFL · Jul 28 

Thank you @OCFLDistrict2 Comm. Moore, @VLWhittington and @OrangeCoSheriff for coming out to help spread awareness of pedestrian safety in @OrangeCoFL #OperationBFF @MetroPlan_Orl



  1  7  

 **bestfootcfl** @BestFootCFL · Jul 28 

Thanks Kissimmee Commissioner Jim Fisher for coming out to #OperationBFF in @CityofKissimmee and for spreading the word on the importance of pedestrian safety. #iY4Peds @kissimmeepolice



  1  3  

Operation Best Foot Forward

July 27-28, 2021: PARTNER ATTENDANCE



 **bestfootcfl** @BestFootCFL · Jul 27 

Commissioner Stuart & Sgt. Keller are currently at the crosswalk on Princeton St. nearby @Princeton_OCPS advocating for pedestrian safety. Drivers stop for peds here only 22% of the time. @OrlandoPolice work to improve that statistic through driver education during #OperationBFF.



  2  5  

 **Arnold Palmer Hospital for Children** @APHospital · Jul 27 

Sheryl Aldarondo, trauma and burn injury prevention coordinator, and Courtney Gleaton, injury prevention coordinator, teamed up with @bestfootcfl to educate and remind drivers of pedestrians walking to and from bus stops, schools, and homes with the start of the new school year.



  3  9 

Operation Best Foot Forward

July 27-28, 2021: PARTNER ATTENDANCE



City of Apopka Mayor

July 28 at 10:02 AM · 🌐



Operation Best Foot Forward:

As students prepare to go back to school, the [Apopka Police Department](#) and [Bike/Walk Central Florida](#) want to remind drivers to yield to pedestrians in the crosswalk. Today across Orange County, law enforcement officers participated in Operation Best Foot Forward where plainclothes officers crossed selected streets at marked crosswalks, giving motorists enough time to yield. Most of the selected intersections are near schools and we want to remind drivers school starts soon. Let's keep our children safe!

[#OperationBestFootForward](#) [#iY4Peds](#) [#PedestrianSafety](#)
[#BikeWalkCentralFlorida](#) [#APD](#)



Barbara Titzer Giles and 8 others

1 Comment 3 Shares

Operation Best Foot Forward

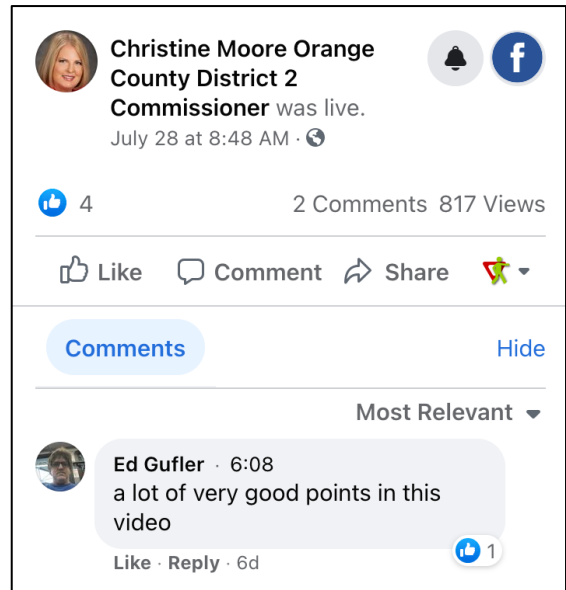
July 27-28, 2021: MEDIA HIGHLIGHT



Orange County Commissioner Christine Moore Facebook Live Coverage

On July 28, Orange County Commissioner Christine Moore attended the OBFF crosswalk location at Pine Hills Rd. and El Trio Way. Commissioner Moore went live to promote pedestrian safety in the county with Bike/Walk Central Florida's Emily Hanna and MetroPlan Orlando's Virginia Whittington.

Emily and Virginia shared tips for parents who want to ensure their children are safe on Orange County roads when walking and bicycling to school. As of August 3, 2021, Commissioner Moore's Facebook live was viewed 817 times.



Operation Best Foot Forward



July 27-28, 2021: MEDIA HIGHLIGHT



Positively Osceola Facebook Live Coverage

On July 28, Positively Osceola covered Operation Best Foot Forward at the crosswalk at Mill Run Blvd. and Mill Slough Rd. in Kissimmee. The reporter went live on Facebook, interviewing Kissimmee Commissioner Jim Fisher and Kissimmee Police Department PIO Samantha Scarp.


As of August 3, 2021, Positively Osceola's Facebook posts had more than 145 likes and shares combined. They also attracted comments from several Central Florida residents, supporting the Best Foot Forward initiative and pedestrian safety.




 **Positively Osceola** was live — at Mill Run Neighborhood Park. 
July 28 at 11:16 AM · Kissimmee · 🌐



Kissimmee Police Department has launched Operation Best Foot Forward in partnership with [Bike/Walk Central Florida](#).

- ✅ Officers are out here today at Mill Run Blvd. and Mill Slough Rd. to catch vehicles who don't stop for pedestrians.
- ✅ Failure to do will result in a ticket, \$164 fine, and three points on your license.

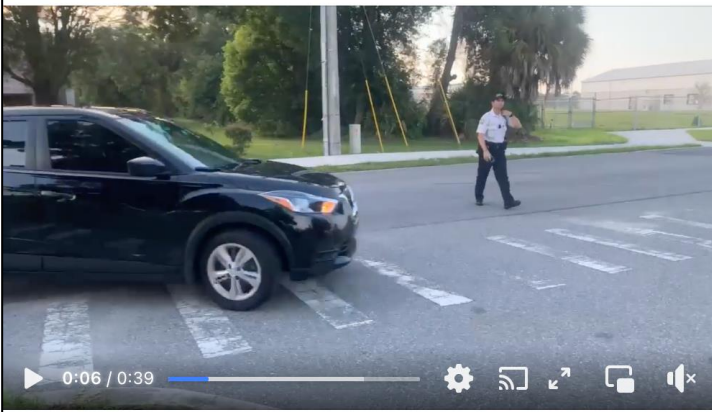
♥️ Today we have Commissioner Jim Fisher [City of Kissimmee Government](#) and Public Information Officer Samantha Scarp-[Kissimmee Police Department](#) to talk about the program and to remind to public to stop for [#Pedestrians](#).
[#iY4Peds](#) [#PositivelyOsceola](#) [#MakingADifference](#) [#OperationBFF](#)








 19  2 Comments  9 Shares



 **Positively Osceola** 
July 28 at 8:44 AM · 🌐



What happens if you don't obey the law with regard to crosswalks and pedestrian safety? [St. Cloud Police Department - Florida's finest](#) will have a short discussion with you. Maybe a warning, maybe a \$164.00 ticket, and 3 points on your license. Be aware of pedestrians and bicyclists, and remember- the kiddos will be heading back to school soon! [#OperationBestFootForward](#) [#iYield4Peds](#)



 84  12 Comments  33 Shares

 **Manuel Domingo Figueroa Torres**
do it no warning ,just ticket them!
Like · Reply · 6d  4

 **Randi Linn**
I love that they are enforcing this. I saw too many cars blow past the bus as my kids were about to cross the street and it made me livid.
Like · Reply · 6d  9

 **Celeste Martin**
Really shouldn't matter if they are in a crosswalk or not. A driver should always be paying attention to the road and you can see for quite a distance away if someone is crossing a roadway. Also need to install more crosswalks along 192 in St. Cloud. There is already approval for 2 additional ones to be installed at Indiana & Florida and also update the ones at Michigan and New York.
Like · Reply · 5d  1

Operation Best Foot Forward

July 27-28, 2021: MENTIONS BY PARTNERS



Partner likes, shares, comments and posts by:

- City of Apopka
- City of Orlando
- City of St. Cloud
- Kissimmee Police Department
- LYNX
- MetroPlan Orlando
- Orange County Sheriff John Mina
- Orange County Sheriff's Office
- Orlando Health
- Orlando Police Department
- Osceola County
- St. Cloud Police Department

Orange County Sheriff's Office, Florida July 28 at 10:00 AM · 🌐

In just two hours out on Oak Ridge Rd at Wingate Dr, our deputies ticketed a dozen drivers for failing to stop for our pedestrian in the crosswalk. This is not about ruining your day with a \$164 fine, it's about keeping our community safe.

[#OperationBestFootForward](#) @BestFootCFL

👍❤️ 587 149 Comments 68 Shares

City of Apopka @CityofApopkaFL · Jul 26

Operation Best Foot Forward crosswalk enforcement is July 27 & 28. [#iY4Peds](#) [#OperationBestFootForward](#) [#CityofApopkaFL](#) [#ApopkaPoliceDepartment](#)

Officers and deputies will be at these locations: [google.com/maps/@28.41396...](https://www.google.com/maps/@28.41396...)

bestfootcfl @BestFootCFL · Jul 20

Heads up @OrangeCoFL drivers - OperationBestFootForward crosswalk enforcement is July 27th & 28th. @OrangeCoSheriff, @OrlandoPolice and @ApopkaPolice will be on the lookout for drivers failing to stop for pedestrians in a crosswalk.

0:03 340 views

🗨️ 1 ❤️ 3 📤

MetroPlan Orlando @MetroPlan_Orl · Jul 28

Another day of enforcement with [#OperationBFF!](#) How many close calls will we have today? These crosswalk enforcements are near SCHOOL ZONES where children walk, bike and roll to school. We must ensure we are obeying the speed limit and stopping for our youngest pedestrians.

bikewalkcfl @BikeWalkCFL · Jul 28

Check out [#OperationBFF](#) crosswalk enforcement in action! Happening now in @OrangeCoFL, @seminolecounty, @Casselberry_FL, @CityofKissimmee, @CityofApopkaFL and @CityofStCloudFL. [#iY4Peds](#) [twitter.com/BestFootCFL/st...](#)

🗨️ 3 ❤️ 4 📤

Operation Best Foot Forward

July 27-28, 2021: MENTIONS BY PARTNERS



Kissimmee Police @kissimmeeop - Jul 29

We had a very successful Best Foot Forward Operation yesterday! In total, we gave out 39 warnings and 16 citations. School starts soon, so we're asking you to pay special attention to pedestrians in crosswalks!

3 3 20

Orlando Police @OrlandoPolice - Jul 27

YIELD, IT'S THE LAW: This morning, our officers & @BestFootCFL spent time reminding drivers to yield for pedestrians. Under just 3 hours, we spoke to 59 residents who failed to stop at the crosswalk, where 37 were ticketed & 22 received verbal warnings. #RoadSafetyZeroAccident

2 6

St. Cloud Police Dept @StCloudPD - Jul 28

Here is a collection of videos from today's Operation @BestFootCFL initiative. We took the videos of vehicles that failed to stop for pedestrians in the crosswalk at the intersection of Michigan and 17th Street. #bestfootforward #iY4peds

0:20 154 views

2 4

Operation Best Foot Forward

July 27-28, 2021: MENTIONS BY MEDIA



Media that mentioned Best Foot Forward:

- Trooper Steve (WKMG)
- Chantelle Navarro (WFTV)
- Karla Ray (WFTV)
- WDBO Traffic
- Osceola News-Gazette
- Jaclyn DeAugustino (WESH)
- Sanika Dange (WESH)
- Positively Osceola
- Sydney Cameron (FOX 35)
- The Apopka Voice

 **Karla Ray** @KRayWFTV · Jul 27

Watch out near crosswalks- today and every day— @BestFootCFL is teaming up with law enforcement to keep kids safe ahead of #backtoschool in a few weeks. @CNavarroWFTV has details—>



184 views 0:04 / 1:07

1 2 3


 **The Apopka Voice** July 29 at 10:55 AM ·

Watch those pedestrians closely Apopka drivers...



THEAPOPKAVOICE.COM

Operation Best Foot Forward crosswalk enforcement netted citations and warnings in Apopka - The Apopka...

 **WDBO Traffic** Retweeted a Tweet you were mentioned in

YIELD, IT'S THE LAW: This morning, our officers & @BestFootCFL spent time reminding drivers to yield for pedestrians. Under just 3 hours, we spoke to 59 residents who failed to stop at the crosswalk, where 37 were ticketed & 22 received verbal warnings. #RoadSafetyZeroAccident pic.twitter.com/DN0sJXRmCZ

 **Osceola News-Gazette** Retweeted your Tweet

In @CityofStCloudFL: @StCloudPD enforces the crosswalk at 17th St. & Delaware Ave. nearby St. Cloud Middle & High Schools. Drivers stop for pedestrians in this crosswalk only 47% of the time. #OperationBFF @positiveosceola @AroundOsceola @Osceolaschools pic.twitter.com/zfOio3ayFm

 **Jaclyn DeAugustino WESH** @JaclynDeAug · Jul 28

ALWAYS make sure you yield to pedestrians! #OperationBFF

 **bestfootcfl** @BestFootCFL · Jul 28

The @StCloudPD will be enforcing FL's driver yield law at four crosswalks in close proximity to schools during today's #OperationBFF. They are starting off at 17th St. & Michigan Ave. @RoniWood007




1 2 6


Operation Best Foot Forward


July 27-28, 2021: STARTING CONVERSATIONS







A key purpose of Operation Best Foot Forward is to educate Central Florida neighbors about Florida's driver yield laws and the importance of exercising caution around marked pedestrian crossings. Enforcement-related posts often spark dialogue between members of the community. Below are some examples of comments left by Central Florida residents on Best Foot Forward posts before, during, and after the event.

 **Angel Carter**
That's right to keep the community safe! I see it all the time and it makes me angry how fast they are driving, Thank you! I hope you will be around central florida parkway for Waterbridge elementary school, when school starts they drive fast daily


Like · Reply · 6d  2





 **Gina Spoto** @gatorgal13 · 3h
Replying to @OrangeCoSheriff and @BestFootCFL
The crosswalk on Dr. Phillips Boulevard past Sand Lake Hills towards Palm Lake, needs a signal. It feels like an accident waiting to happen should a vehicle stop in that particular section of the road.

 **B @beerye1** · Jul 28
Replying to @OrangeCoSheriff and @BestFootCFL
Please come to General Rees Ave! We constantly have people almost running our family over at those crosswalks!

 **Elizabeth J @ejordan07** · Jul 27
Replying to @OrlandoPolice @BestFootCFL and @MGES_OCPS
Thank you for protecting us teachers and our students! So many people run through there with absolutely no regard!

   1 

Operation Best Foot Forward

July 27-28, 2021: STARTING CONVERSATIONS



TK Behm-Erstaunlich

You should do this on Hunter's Creek BLVD, this is a serious problem.

Like · Reply · 5d



Alisa Cooper

Yall gotta be brave to walk out in front of Florida drivers.

Like · Reply · 5d



Joanna Raf

Do I Drive next!!! It's insane how fast people fly through cross walks even when a pedestrian is already mid way!!

Like · Reply · 5d



Shelly Wagner

Joanna Raf people get hit out there ALL the time! I seen a lady lose her leg while I was on my lunch break a few years back 😞

Like · Reply · 5d



Kevin Broyles

OBT and Wetherbee Rd is in need of an operation like this. There are accidents at this intersection on a nearly daily basis. I have also been nearly struck by a vehicle while crossing in the crosswalk. An Absolute nightmare of an intersection with very impatient drivers.

Like · Reply · 5d



Operation Best Foot Forward

July 27-28, 2021: STARTING CONVERSATIONS




 **george**
@carTHR33

Replying to @OrangeCoSheriff and @BestFootCFL

One of the 1st things I noticed when I moved back to my home state of Florida was how NO ONE gives the right of way to pedestrians. They ALWAYS have the right of way but ESPECIALLY in crosswalks. It's dangerous here! There needs to be some MAJOR behavior modification here!



9:41 AM · Jul 28, 2021 · Twitter for iPhone



1 Like

 **Camille Santarsiero Renken**

It's the law whether you like it or not. The guy got caught at a previous crosswalk and they were pulling him over. Recently, an elderly woman was killed in my town because a driver failed to yield to her.

Like · Reply · 5d

  3

  **Ray Torres**

That's a high price ticket but it will remind the driver the next time they see a crosswalk to check for pedestrians. Great job!!!!

Like · Reply · 5d

Operation Best Foot Forward

July 27-28, 2021: STARTING CONVERSATIONS



On July 27, the police presence at Millenia Blvd. & Timarron Dr. in the City of Orlando was highlighted on the Waze traffic app. This happened because multiple app users submitted a tip that officers were patrolling the area, which created an alert for other drivers to slow down and be aware. Though Waze is not a traditional social media platform, it is a digital application aimed at connecting people as they travel. And in the case of Best Foot Forward, it increased visibility of a marked crosswalk.

