



EARNED & SOCIAL MEDIA REPORT

Operation Best Foot Forward Crosswalk Enforcement

November 9-11, 2021

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



\$217k



Earned Media Value

1.8m



Views & Impressions

66



Media Placements

Officers from the Orlando, Kissimmee, Casselberry, and Oakland Police Departments, teamed up with the Orange, Osceola, and Seminole County deputies on November 9-11 to enforce 11 crosswalks. This week was chosen because the number of fatal traffic crashes spike the weeks following the end of daylight saving time, according to several national reports.

Local media outlets ran a total of 66 stories on the enforcement. These mentions are worth an estimated total of \$217,000, the equivalent cost of buying advertisements to run at the same time/place. Below are several highlights from current television, print, radio and digital coverage. More are available on [Best Foot Forward's YouTube channel](#).

Television



[Operation Best Foot Forward three-day crackdown begins tomorrow morning](#)

WKMG

Nov. 8, 2021 / 5:38pm

Matt Austin



[Officers already ticketing Orlando drivers for Operation Best Foot Forward](#)

FOX 35

Nov. 9, 2021

LIVE Reports 5:06am, 5:34am, 6:08am 7:07am, 8:05am, 9:06am

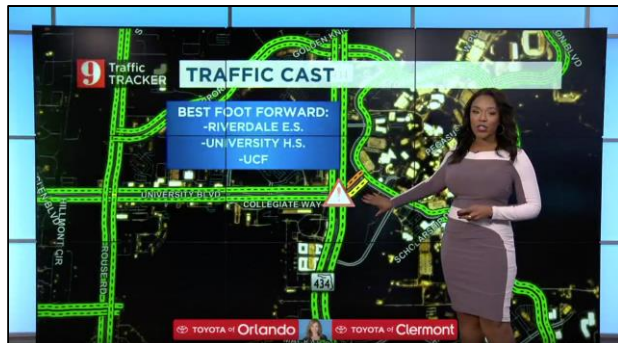
Nestor Mato

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Television



[Traffic Cast: OBFF about to begin in Orange, Osceola, & Seminole Counties](#)

WFTV / WRDQ

Nov. 9, 2021 / 5:21am, 6:10am

Deneige Broom



[Operation Best Foot Forward three-day crackdown begins this morning](#)

WKMG News 6

Nov. 9, 2021 / 9:06am

Bridgett Ellison



[OBFF happening now across Orange & Osceola Counties](#)

WFTV / WRDQ

Nov. 9, 2021 / 12:08pm

Replayed 4:47pm, 5:47pm

Vanessa Echols

*Interview with BWCF's Emily Hanna

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Television



Operation Best Foot Forward three-day crackdown has begun

WKMG News 6

Nov. 9, 2021 / 12:13pm

Mark Lehman

*Interviews with BWCF's Emily Hanna, Orange County Commissioner Maya Uribe



Operation Best Foot Forward underway for two more days

Spectrum News 13

Nov. 9, 2021 / 1:11pm

Replayed 2:11pm, 3:11pm

Eric Levy



Law enforcement patrolling local crosswalks today

WESH 2

Nov. 9, 2021 / 6:15pm

Jim Payne

*Interview with BWCF's Emily Hanna

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Television



Officers ticketing local drivers during OBFF crosswalk crackdown

FOX 35

Nov. 9, 2021 / 6:38pm

Nestor Mato

*Interviews with BWCF's Emily Hanna, Orange County Commissioner Maya Uribe



Operation Best Foot Forward underway for two more days

Spectrum News 13

Nov. 9, 2021 / 7:36pm

Ongoing coverage through 3:48am, 11/10
Tammie Fields



Day 1 enforcement totals from OBFF in Orange, Osceola Counties

FOX 35

Nov. 9, 2021 / 10:37pm

Replayed Nov. 10, 1:12am
John Brown

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Television

On Nov. 10, local media crews rushed to the scene of a deadly early morning hit and run that left a 23-year-old pedestrian dead on Orange Avenue. Some news stations used their breaking news updates to highlight the importance of OBFF's life saving mission to educate drivers and pedestrians of Florida's driver yield laws. Investigators at the scene also reminded everyone of the crosswalk enforcement during a live news conference.



[Traffic Cast: OBFF resumes today in Seminole County, Oakland amid fatal pedestrian hit and run](#)

WFTV / WRDQ

Nov. 10, 2021 / 5:40am, 6:37am,
7:37am

Deneige Broom

*Interview with BWCF's Emily Hanna



[Operation Best Foot Forward begins day two of crosswalk crackdown](#)

WKMG

Nov. 10, 2021 / 5:47am, 6:47am,
7:47am

Justin Warmoth



[Deputy highlights OBFF efforts at scene of deadly ped hit and run crash](#)

WESH 2 News on CW18

Nov. 10, 2021 / 7:34am

Megan Mellado

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Radio



[Operation Best Foot Forward starts tomorrow - Live with Bike/Walk Central Florida's Emily Hanna](#)

WDBO-FM 107.3

Nov. 8, 2021 / 8:41am

Scott Anez

Digital and Print

The screenshot shows the FOX 35 Orlando website. At the top is a navigation bar with links: Live, News, Weather, Good Day, Care Force, Contests, and More. Below this is a red banner with a warning icon and the text 'Rip Current Statement from Fri 7:00 AM EST until Sun 7:00 AM EST, Coastal Flagler County'. A large advertisement for 'MORGAN & MORGAN' is displayed, with the tagline 'AMERICA'S LARGEST INJURY LAW FIRM' and 'DIAL #LAW THAT'S ALL'. The main headline reads 'Central Florida officers crack down on drivers who don't stop at crosswalks'. Below the headline is a video player showing a scene at a crosswalk with a car and a pedestrian. The video is titled 'Operation Best Foot Forward pushing pedestrian safety'. To the right of the video is a Honda advertisement for '0% APR FINANCING' on a '36 MONTHS' plan. Below the video is a 'Latest News' section with three items: 'Rain kicks off weekend ahead of Thanksgiving week cold front', 'Ex-NFL player Zac Stacy arrested after alleged brutal attack of woman in Florida, jail records show', and 'Drivers selling their cars could be giving away their personal information: How so'. The article text below the video states: 'Operation Best Foot Forward pushing pedestrian safety. There is a new push to keep pedestrians safe while walking along Central Florida streets. Operation Best Foot Forward is an effort launched by law enforcement to crack down on crosswalk and speeding violations. ORLANDO, Fla. - On Tuesday, law enforcement will be out in three counties to keep an eye on crosswalks as kids head to school in the morning. This is all part of 'Operation Best Foot Forward.'

[Central Florida officers crack down on drivers who don't stop at crosswalks](#)

FOX 35

Nov. 9, 2021

News Staff

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

CLICK ORLANDO.com Join Insider Sign In

NEWS GETTING RESULTS. WEATHER TRAFFIC FEATURES PODCASTS SPORTS WKMG NEWSLETTERS

BREAKING NEWS Zac Stacy, former NFL running back, booked into Orange County jail following attack on woman

SENIOR AND MILITARY DISCOUNTS!
TRIPLE SAVINGS SALE
SAVE 50% OFF
INSTALLATION
On A Houseful Of Windows
Or A New Roofing System
GET FREE PRICING

LOCAL NEWS
Mark Lehman, Reporter
Published: November 9, 2021 11:24 am
Updated: November 9, 2021 12:51 pm
Tags: Orange County, Seminole County, Osceola County, Pedestrian Safety, Operation Best Foot Forward

Sign up for our Newsletters
Enter your email here!
f t e

Ad by **CRITEO**
Report this ad
Ad choices

Officials across Central Florida push for pedestrian safety

'Operation Best Foot Forward' is taking place in Orange, Osceola and Seminole Counties

CENTRAL FLORIDA - Safety advocates are teaming up with law enforcement this week to crackdown on drivers who fail to yield and stop for pedestrians in marked crosswalks.

The Operation Best Foot Forward enforcement was scheduled Tuesday through Thursday at several intersections in Orange, Osceola and Seminole counties.

Officials across Central Florida push for pedestrian safety

WKMG – ClickOrlando.com

Nov. 9, 2021

Mark Lehman


Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS






Digital and Print

NEWS



WEST ORANGE TIMES & OBSERVER THURSDAY, NOV. 11, 2021 1 week ago

Oakland police officers participate in "Best Foot Forward" program

SHARE    COMMENTS 0

Best Foot Forward is a high-visibility enforcement action to remind drivers about Florida's driver yield law.

by: [Annabelle Sikes](#) | Staff Writer

The [Oakland Police Department](#) recently put its "Best Foot Forward" for a good cause.

On average in Central Florida, about 980 pedestrians are seriously injured and 90 people are killed each year trying to do something as simple and necessary as cross the street, according to the Best Foot Forward program.

The "[Best Foot Forward](#)" challenge is a high-visibility enforcement action to remind drivers about Florida's driver yield law.

According to the Oakland PD, studies show that when you combine engineering, education and enforcement over a prolonged period of time, driver behavior changes.

Police officers participated at two separate intersections in the town including the new crosswalk at Oakland Ave. and Sansparilla Road, and N. Tubb St. at the West Orange Trail.

The local officers completed the program on Wednesday, Nov. 10.

For more information on Florida's driver yield law and other road safety tips, click [here](#).

[Oakland police officers participate in "Best Foot Forward" program](#)

West Orange Times & Observer

Nov. 11, 2021

Annabelle Sikes

Operation Best Foot Forward

Nov. 9-11, 2021: EARNED MEDIA HIGHLIGHTS



Digital and Print

18 • El Osceola Star • November 12 - 25, 2021.

Community News / Noticias de la Comunidad

El fin del horario de verano desencadena un riesgo mortal para los peatones

Orlando, FL. - Las agencias de aplicación de la ley en todo el centro de Florida están intensificando el patrullaje en los cruces peatonales locales para reprimir durante tres días a los conductores que no ceden el paso y se detienen ante los peatones en los cruces peatonales marcados.

Los agentes de las oficinas del alguacil del condado Orange, Osceola y del condado Seminole, así como los agentes de los departamentos de policía de Orlando, Kissimmee, Casselberry y la ciudad de Oakland hicieron cumplir las leyes de peatones a partir del martes 9 de noviembre a las 7:30 a.m. hasta el jueves de noviembre, 11.

Se eligió esta semana porque el número de accidentes de tráfico fatales aumenta en las semanas posteriores al final del horario de verano, según varios informes nacionales.

Perder la hora extra de luz solar en la noche pone a los peatones en mayor riesgo, en un momento en que la Administración Nacional de Seguridad y Transporte en Carreteras informa que más de las tres cuartas partes de todas las muertes de peatones ocurren después del anochecer.

Eso es una tendencia del Programa de Seguridad para Peatones 'Best

Foot Forward' y las agencias policiales locales están trabajando para revertir.

Apodado 'Operation Best Foot Forward', las acciones de control del paso de peatones son parte de un esfuerzo mayor e integral para educar a los conductores sobre las leyes de ceda de conductores de Florida y frenar el patrón de comportamiento agresivo hacia los peatones.

Durante la operación, agentes y oficiales vestidos de civil cruzan la calle en los cruces peatonales marcados, lo que les da a los conductores el tiempo suficiente para ceder el paso como lo requiere la ley de Florida.

Los conductores que no cumplen pueden recibir una advertencia o una citación a partir de \$164 y tres puntos en su licencia.

Estos son los totales de citas/advertencias de cada agencia por el martes 9 de noviembre:

Total de advertencias y citaciones = 168

Oficina del Sheriff del Condado Orange: 51

Oficina del Sheriff del Condado Osceola: 37

Departamento de Policía Orlando: 22

Departamento de Policía Kissimmee: 57

End of daylight saving time triggers deadly risk for pedestrian

Orlando, FL. - Law enforcement agencies across Central Florida are stepped up patrols at local crosswalks for a three-day crackdown on drivers who fail to yield and stop for pedestrians in marked crosswalks.

Deputies from the Orange County, Osceola County and Seminole County Sheriff's Offices, as well as officers from the Orlando, Kissimmee, Casselberry, and the Town of Oakland Police Departments will enforce crosswalks beginning Tuesday, November 9 at 7:30 a.m. through Thursday, November 11.

This week was chosen because the number of fatal traffic crashes spike the weeks following the end of daylight saving time, according to several national reports.

Losing the extra hour of sunlight in the evening puts pedestrians most at risk, at a time when the National Highway Transportation and Safety Administration reports more than three-fourths of all pedestrian fatalities happen after dark.

That's a trend the Best Foot Forward Pedestrian Safety Program and local law enforcement agencies are working to reverse.

Dubbed Operation Best Foot Forward, crosswalk enforcement actions are part of a greater, comprehensive effort to educate drivers about Florida's driver yield laws and curb the pattern of aggressive behavior towards pedestrians.

During the operation, plainclothes deputies and officers crossed the street at marked crosswalks, giving drivers ample time to yield as Florida law requires.

Drivers who failed to comply were issued a warning or a citation starting at \$164 and three points on their license.

Here are the citation/warning totals from each agency for Tuesday November 9th:

Total Citations & Warnings = 168

Orange County Sheriff's Office: 51

Osceola County Sheriff's Office: 37

Orlando Police Department: 22

Kissimmee Police Department: 57



End of daylight saving time triggers deadly risk for pedestrians

El Osceola Star
Nov. 12, 2021
Editorial Staff

Operation Best Foot Forward

November 9-11, 2021: SOCIAL MEDIA OVERVIEW

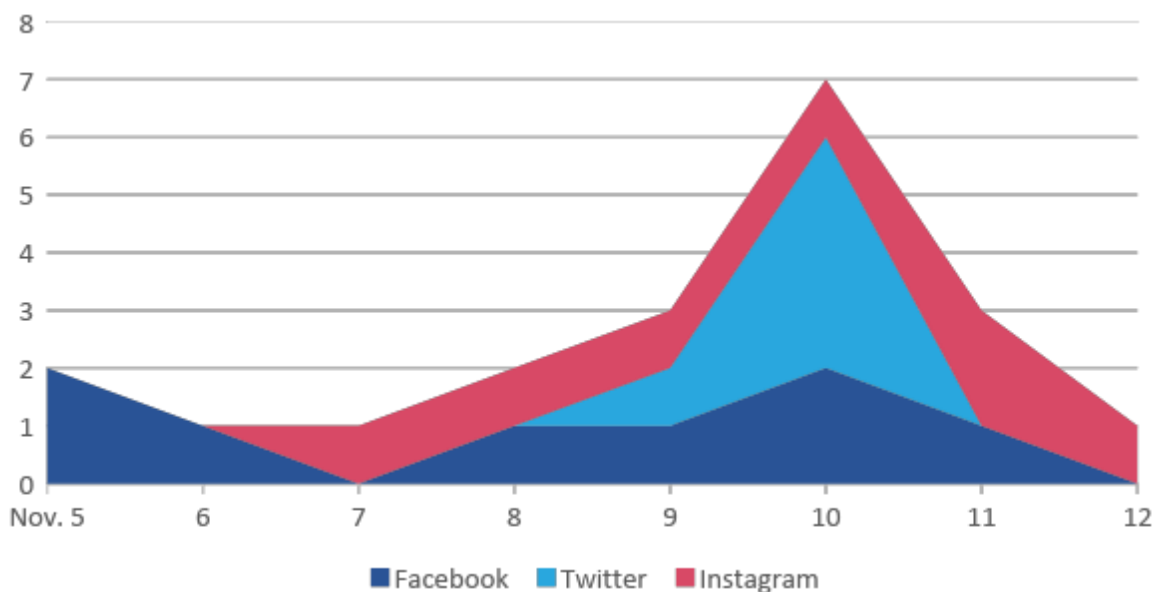


During the Operation Best Foot Forward reporting period of November 5 – 12, 2021, the Best Foot Forward and Bike/Walk Central Florida social media accounts shared 52 posts on Facebook, Twitter, and Instagram for a total of 18,289 impressions. A summary of social media statistics is visible below.



| Operation Best Foot Forward | Total Impressions | Total Content Posted | Total Engagements | Total Followers Gained |
|-----------------------------|-------------------|----------------------|-------------------|------------------------|
| November 2021 Enforcement | 18,289 | 52 | 812 | 25 |
| FY Total | 18,289 | 52 | 812 | 25 |

Audience Gained/Day



*Operation Best Foot Forward Crosswalk Enforcement occurred November 9-11

Operation Best Foot Forward

November 9-11, 2021: PRE-EVENT SOCIAL MEDIA



During the four 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 November 9 – 11 crosswalk enforcement.

Best Foot Forward
Published by Eric Trull-Bwcf · November 6 at 3:02 PM ·

With daylight savings time coming to an end, drivers are asked to stay alert, yield, and stop for pedestrians at crosswalks during darker commute times. All week we've partnered with Central Florida law enforcement agencies to enforce Florida driver yield laws as part of that education!
<https://www.iyield4peds.org/end-of-daylight-saving-time.../>

1,503 People reached 28 Engagements ↑ +4.1x higher Distribution score [Boost post](#)

6 Shares

bestfootcf
Central Florida

Operation Best Foot Forward spans three days, November 9 - 11
With seven law enforcement agencies cranking down on drivers who fail to yield

like this guy

Don't be this guy

Drivers who fail to yield may be issued a warning or a citation starting at \$164 and three points on their license.

67 views · Liked by bgiles3

bestfootcf The end of daylight savings brings a higher risk for pedestrians with darker commutes. Stay vigilant when driving and stop for pedestrians in the crosswalk! Failure to do so may result in a \$164 fine and three points on your licence!

#OperationBestFootForward runs November 9-11 across Central Florida with seven law enforcement agencies participating!

Bike/Walk Central Florida
Published by Barbara Titzer Giles · November 8 at 7:52 PM ·

Breaking news - #OperationBestFootForward crosswalk enforcement is back on November 9 and 10. Officers will be enforcing Florida's driver yield law at crosswalks in [Orange County, Florida Government, Osceola County, Seminole County FL](#) and the cities of [City of Casselberry, City of Kissimmee Government, Town of Oakland, Florida, City of Orlando - Government](#) making sure drivers yield to [#pedestrians](#) in crosswalks. Drivers who do not stop can expect a minimum \$164 ticket and 3 points on their drivers license. The goal of [#OperationBestFootForward](#) is to educate those behind the wheel on their responsibilities as drivers. Education leads to behavior change, which helps save lives. [#iY4Peds](#)
<https://www.iyield4peds.org/end-of-daylight-saving-time.../>

[IYIELD4PEDS.ORG](https://www.iyield4peds.org)

End of Daylight Saving Time Triggers Deadly Risk for Pedestrians - Best Foot Forward

172 People reached 22 Engagements — Distribution score [Boost post](#)

3 3 Shares

Operation Best Foot Forward

November 9-11, 2021: TWITTER HIGHLIGHTS



Below are the top tweets from Best Foot Forward during the November Operation Best Foot Forward. Shown below are the posts with the most engagement along with corresponding analytics. Reporting period includes November 5 – 12, 2021.

| | | | | | |
|--|---|-------|-----|------|---|
| | <p>bestfootcfl @BestFootCFL · Nov 10 DAY 2: OPERATION BEST FOOT FORWARD HAPPENING NOW: Sand Lake Rd. & Forest Park @SeminoleSO Motor Unit is cracking down on drivers violating Florida's crosswalk laws, specifically failure to stop for the pedestrian in the crosswalk. @seminolecounty #OperationBFF pic.twitter.com/qN52PkCiW7 <small>View Tweet activity</small></p> | 1,941 | 42 | 2.2% | <p>Engagement rate 5.1% <small>Nov 12 3.7% engagement rate</small></p> |
| | <p>bestfootcfl @BestFootCFL · Nov 9 HAPPENING NOW: @OsceolaSheriff is cracking down on drivers for failing to stop for pedestrians at the crosswalk located at 3200 Rolling Oaks Blvd - between Target & Ross. Stop or it's a minimum \$166 + 3pt reminder. @OsceolaCountyFL @positiveosceola @AroundOsceola #OperationBFF pic.twitter.com/RXaqyKp2io <small>View Tweet activity</small></p> | 1,286 | 118 | 9.2% | <p>Link clicks 3 <small>Nov 12 0 link clicks</small> On average, you earned 0 link clicks per day</p> |
| | <p>bestfootcfl @BestFootCFL · Nov 10 Stepping up for safety at International Parkway at Westin Hotel with @SeminoleSO for DAY-2 of Operation Best Foot Forward. Best Foot Forward Coalition partner, @orlandohealth joined and helped spread the message about safe driving choices - like yielding to pedestrians. pic.twitter.com/JVKm0bC16E <small>View Tweet activity</small></p> | 1,277 | 20 | 1.6% | <p>Retweets without comments 13 <small>Nov 12 0 Retweets without comments</small> On average, you earned 2 Retweets without comments per day</p> |
| | <p>bestfootcfl @BestFootCFL · Nov 11 Starting off day 3 of #OperationBestFootForward in @Casselberry_FL with @Casselberry_PD with a few close calls 🙄 Thanks to Sheryl Aldarando, Injury Prevention Coordinator with @orlandohealth for being our decoy! pic.twitter.com/7sLRGuJ30Z <small>View Tweet activity</small></p> | 768 | 20 | 2.6% | <p>Likes 41 <small>Nov 12 4 likes</small> On average, you earned 5 likes per day</p> |
| | <p>bestfootcfl @BestFootCFL · Nov 10 That's a wrap for Oakland Police Department! Nearly 90% of drivers at Tubbs St & West Orange Trail stopped to allow the person to cross in the #crosswalk. Great news when 40,000+ people travel this section of the #WestOrangeTrail monthly. @healthyworange @OrangeCoParksFL pic.twitter.com/FUohctwJgV <small>View Tweet activity</small></p> | 720 | 39 | 5.4% | <p>Replies 2 <small>Nov 12 0 replies</small> On average, you earned 0 replies per day</p> |

Operation Best Foot Forward

November 9-11, 2021: FACEBOOK HIGHLIGHTS



Below are the Facebook posts from Best Foot Forward during the November Operation Best Foot Forward. Highlighted statistics include the post reach (orange) and engagement (purple and pink). Reporting period includes November 5 – 12, 2021.

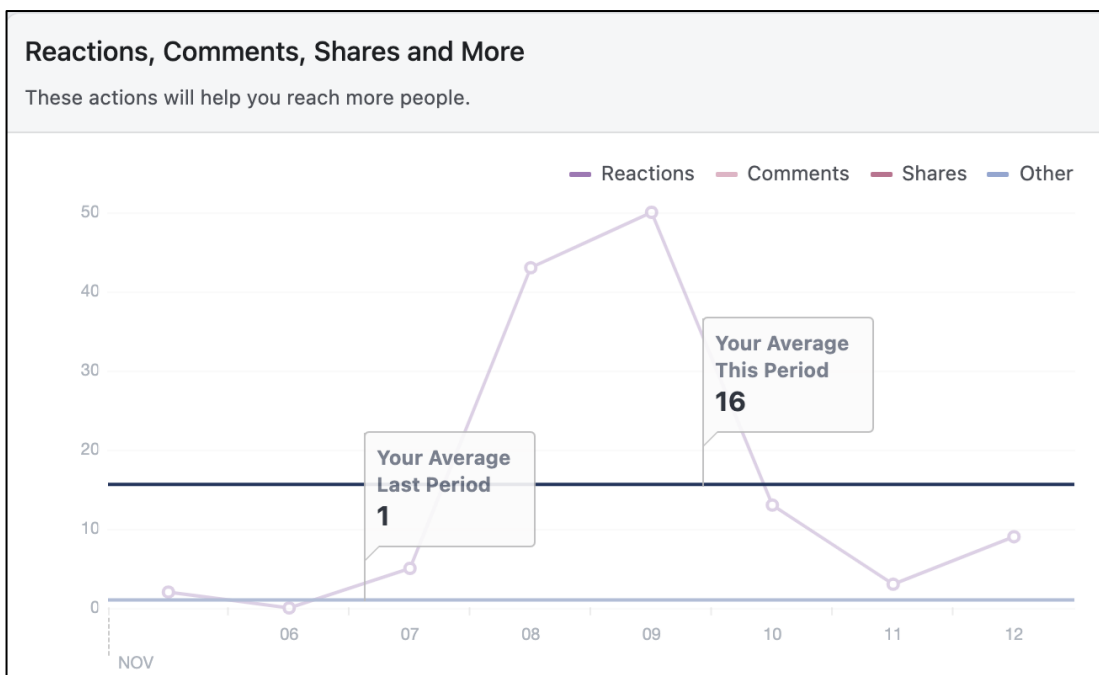
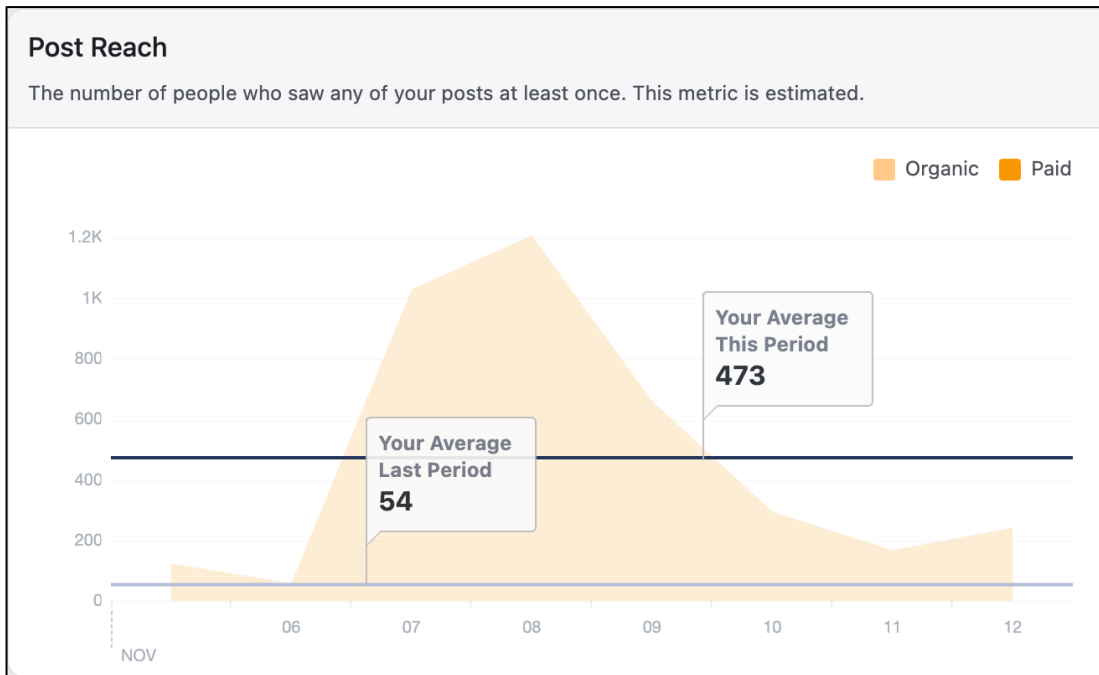
| All Posts Published Create post | | | | | | | | | |
|--|--|--|--|--|-----------------------|-------------|------------------------------|--|------------|
| | | | | | Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares | | |
| 11/11/2021 10:34 AM | | Starting off day 3 of #OperationBestFootForward in City | | | 46 | | 3 3 | | Boost post |
| 11/10/2021 8:13 PM | | Happy to report Day-2 of Operation Best Foot Forward crosswalk safety | | | 258 | | 8 15 | | Boost post |
| 11/10/2021 9:42 AM | | Day #2 Operation Best Foot Forward OAKLAND POLICE | | | 369 | | 14 17 | | Boost post |
| 11/10/2021 7:45 AM | | Today is DAY-2 of Operation Best Foot Forward crosswalk | | | 372 | | 3 22 | | Boost post |
| 11/09/2021 2:15 PM | | Easy, quick reminders from Best Foot Forward partners City of | | | 45 | | 6 0 | | Boost post |
| 11/09/2021 2:11 PM | | It was Day One of Best Foot Forward crosswalk enforcement | | | 64 | | 8 3 | | Boost post |
| 11/09/2021 10:56 AM | | Do you yield for #pedestrians crossing in marked crosswalks? You | | | 84 | | 1 6 | | Boost post |
| 11/09/2021 9:19 AM | | City of Kissimmee Government Mayor Gonzalez and Mr. Gonzalez | | | 70 | | 1 2 | | Boost post |
| 11/09/2021 8:01 AM | | CROSSWALK ENFORCEMENT HAPPENING NOW: Orlando Police | | | 315 | | 3 22 | | Boost post |
| 11/09/2021 7:07 AM | | Stop or be stopped - Orlando Police Department, Orange County | | | 1.1K | | 14 28 | | Boost post |
| 11/09/2021 1:35 AM | | The end of daylight savings brings a higher risk for pedestrians with | | | 52 | | 4 1 | | Boost post |
| 11/06/2021 3:02 PM | | With daylight savings time coming to an end, drivers are asked to stay | | | 1.5K | | 12 16 | | Boost post |

Operation Best Foot Forward

November 9-11, 2021: FACEBOOK COMPARISON



A social media activity summary of the Best Foot Forward Facebook account is visible below. The summary displays a comparison of activity from November 5 – 12, against the same week in 2020.



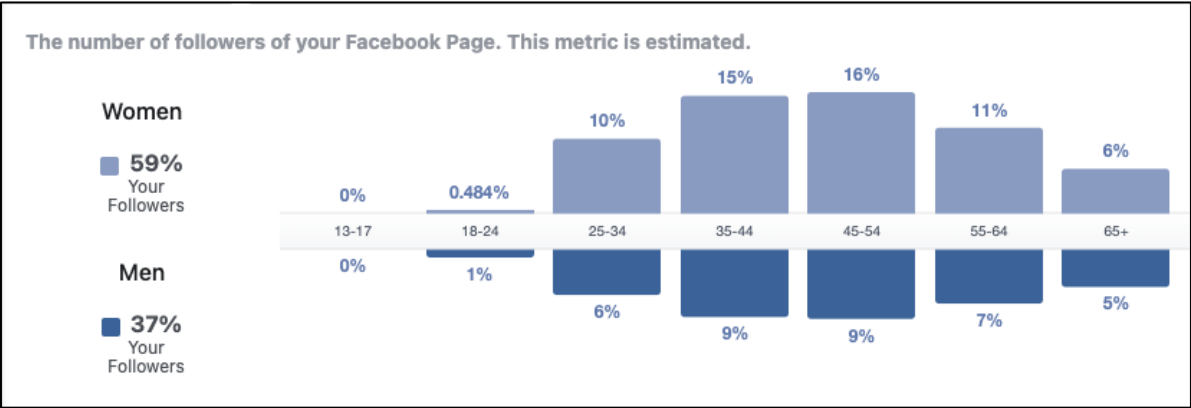
Operation Best Foot Forward

November 9-11, 2021: FACEBOOK DEMOGRAPHICS



The Best Foot Forward social media audience on Facebook consists primarily of women. Most Facebook followers live in Orlando. Best Foot Forward Facebook content has the highest reach in Saint Cloud. Below is a breakdown of audience demographics on Facebook.

Facebook Followers by Gender



Facebook Followers by City



| City | Your Followers |
|-----------------------|----------------|
| Orlando, FL | 279 |
| Saint Cloud, FL | 72 |
| Kissimmee, FL | 60 |
| Winter Park, FL | 42 |
| Poinciana, FL | 34 |
| Altamonte Springs, FL | 29 |
| Sanford, FL | 28 |

Facebook Reach by City



| City | People Reach... |
|-------------------|-----------------|
| Saint Cloud, FL | 485 |
| Kissimmee, FL | 348 |
| Orlando, FL | 263 |
| Poinciana, FL | 99 |
| Oakland, FL | 94 |
| Apopka, FL | 50 |
| Winter Garden, FL | 49 |




Operation Best Foot Forward

November 9-11, 2021: INSTAGRAM HIGHLIGHTS



Below are the top Instagram posts and stories from Best Foot Forward and Bike/Walk Central Florida during the November Operation Best Foot Forward. Posts are grouped by reach. Reporting period includes November 5 – 12, 2021.

Top posts by reach:




| | | |
|---|--|---|
|  <p>November 9 at 1:23 PM</p> <p>12 0 0 0</p> <p>Overview</p> <p>Accounts Reached: 115</p> <p>Content Interactions: 12</p> <p>Profile Activity: 1</p> |  <p>November 8 at 10:20 PM</p> <p>11 0 0 0</p> <p>Overview</p> <p>Accounts Reached: 107</p> <p>Content Interactions: 11</p> <p>Profile Activity: 0</p> |  <p>November 9 at 5:39 PM</p> <p>10 0 0 1</p> <p>Overview</p> <p>Accounts Reached: 189</p> <p>Content Interactions: 11</p> <p>Profile Activity: 4</p> |
|---|--|---|

Stories labeled with reach:

Stories

Reach

Last 14 Days

10

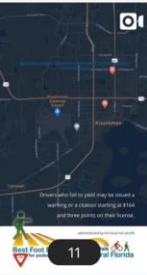
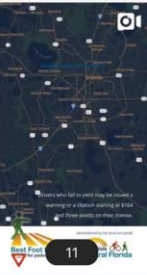

10

10

Stories

Reach

Last 14 Days

11




11

11

Stories

Reach

Last 14 Days

13

15

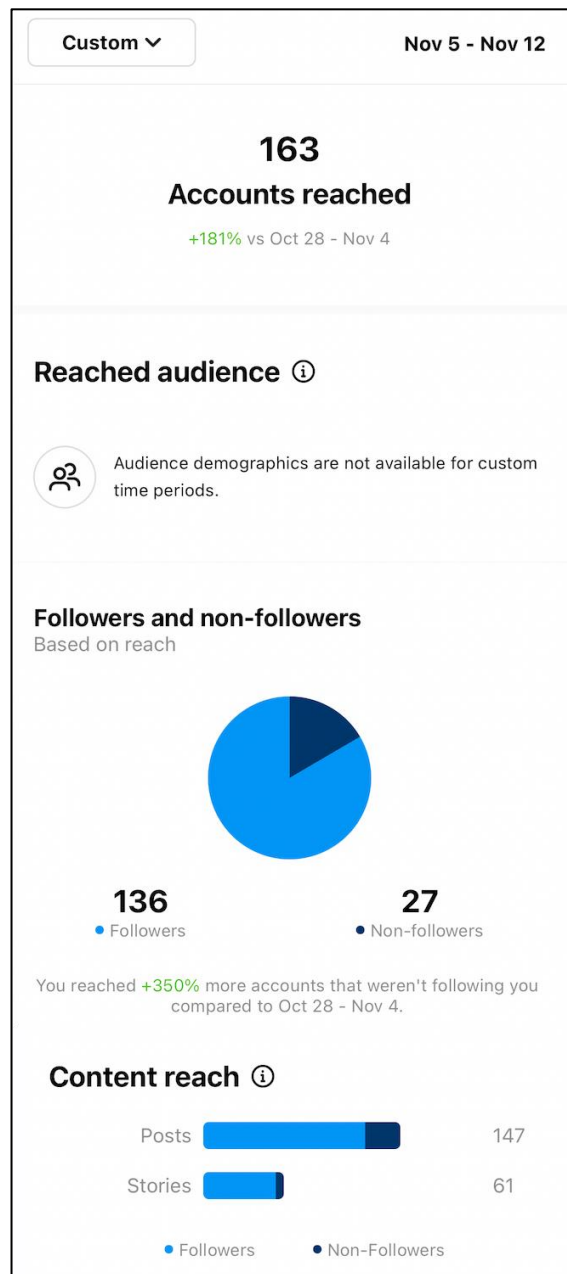
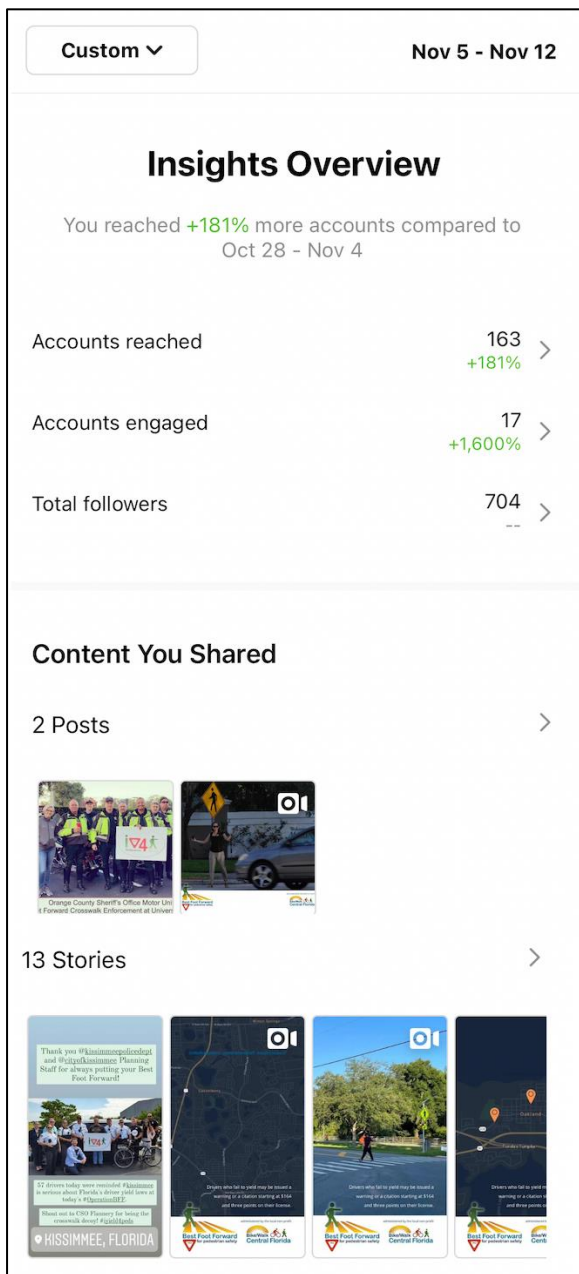
15

Operation Best Foot Forward

November 9-11, 2021: INSTAGRAM INSIGHTS



Below is an overview of performance statistics for the Best Foot Instagram account during the November Operation Best Foot Forward. Reporting period includes November 5 – 12, 2021.



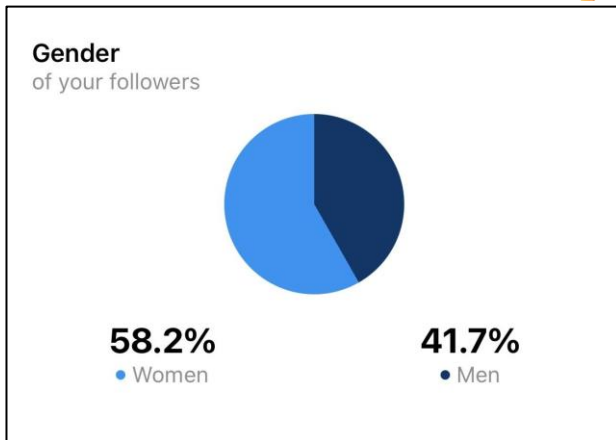
Operation Best Foot Forward

November 9-11, 2021: INSTAGRAM DEMOGRAPHICS

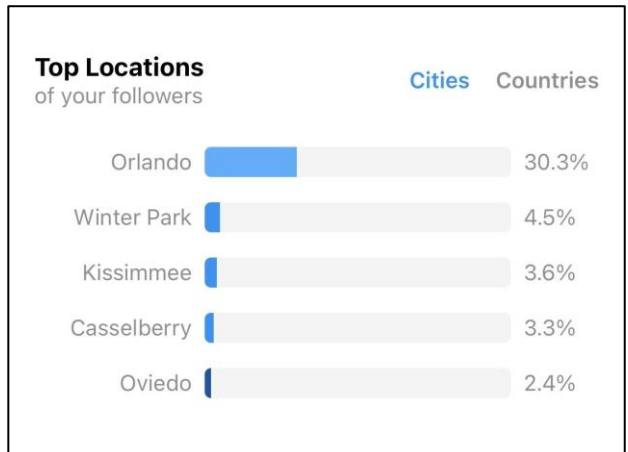


The Best Foot Forward Instagram audience during the enforcement period of November 5 – 12 consisted primarily of women on Instagram. Wednesday was the most active day for followers. Most followers are between the ages of 35 – 44 and live in Orlando. Below is a breakdown of audience demographics from viewers of Instagram content in the given time period.

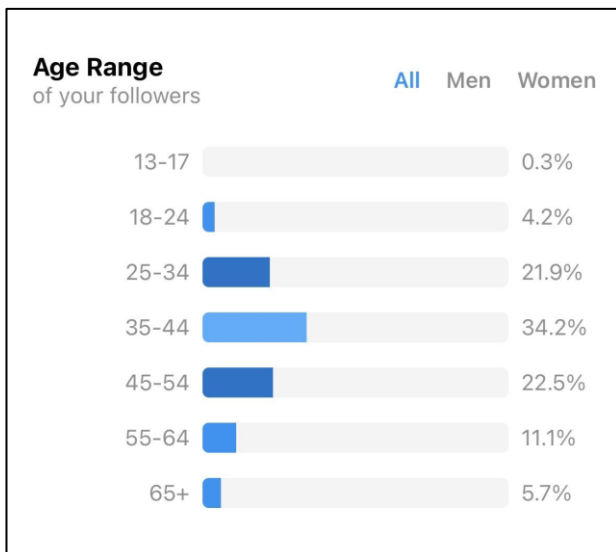
Instagram Audience by Gender



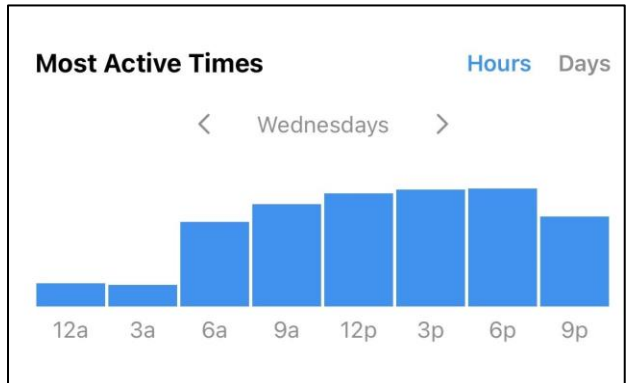
Instagram Audience by Location



Instagram Audience by Age



Instagram Audience Most Active Times



Operation Best Foot Forward

November 9-11, 2021: PARTNER ENGAGEMENT



Before, during, and after the November 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
- Kissimmee Police Department
- City of Kissimmee
- Seminole County Government
- Seminole County Sheriff's Office
- City of Casselberry
- Casselberry Police Department
- Osceola County
- LYNX
- MetroPlan Orlando
- Orlando Health

Best Foot Forward
Published by Amanda Day · November 9 at 2:11 PM ·

It was Day One of Best Foot Forward crosswalk enforcement operation. This morning the [Orange County Sheriff's Office, Florida](#) Motor Unit was busy at the signalized intersection at University Blvd and Alafaya Trail - cracking down on drivers for failing to stop, and remained stopped to allow the pedestrian in the crosswalk to cross the roadway.

You can expect [Seminole County Sheriff's Office](#) and Oakland Police Department to be just as busy tomorrow morning because [#OperationBFF](#) ramps up at specific locations starting at 7:30 am. See locations and more - <https://bit.ly/3BYQ8MQ>

[Orange County, Florida Government University of Central Florida](#)



0:06 / 0:11

64 People reached 11 Engagements [Boost post](#)

2

bestfootcfl @BestFootCFL · Nov 10

Making crossing safer at International Parkway at Westin Hotel with the NEW push-button sign showing how to activate the Rectangular Rapid Flashing Beacon (RRFB) so drivers have real-time warning when people are about to cross. Thank YOU [@seminolecounty](#) Transportation Planning!



MetroPlan Orlando and 2 others

4

Orange County Sheriff's Office, Seminole County Sheriff's Office, Orange County

Seminole County

Operation Best Foot Forward

November 9-11, 2021: PARTNER ENGAGEMENT



Best Foot Forward
Published by Amanda Day · November 10 at 8:13 PM ·

Happy to report Day-2 of Operation Best Foot Forward crosswalk safety enforcement - The six jurisdictions saw an uptick in the percentage of drivers complying with state crosswalk laws!

Day-3, Nov. 11 -- [Casselberry Police Department](#) will be conducting operations starting at 8:00 am at Lake Dr. and Park Dr. You've been warned.

Big thank you to #BestFootForward coalition partners - [Orlando Police Department](#), [Orange County Sheriff's Office, Florida](#), [Osceola County Sheriff's Office](#), [Kissimmee Police Department](#), [Seminole County Sheriff's Office](#), and [Oakland Police Department](#) - for conducting the highly-visible, crosswalk enforcement operations at 10 crossings aimed at reminding drivers that, historically, fewer daylight hours means higher risk for pedestrians, especially during evening hours.

Over last two days, #OperationBFF yielded positive results. While warnings, stops and tickets are still being tallied, we did see more drivers stopping, AND remained stopped to allow the person in the crosswalk to cross the street. It's a step in the RIGHT direction! Let's continue putting our #bestfootforward!

More about the operations:
<https://www.iyield4peds.org/media/>
[MetroPlan Orlando](#)
[Seminole County FL](#)
[Orange County, Florida Government](#)
[City of Orlando - Government](#)
[City of Kissimmee Government](#)
[Town of Oakland, Florida](#)
[City of Casselberry](#)
[Osceola County](#)

Orange County Commissioner Uribe & OPD Motors Unit Sgt. Costa
Putting their BEST FOOT FORWARD @ East Michigan St & Cayman Way

258 People reached 23 Engagements [Boost post](#)

11 1 Share

City of Casselberry, Casselberry Police Department, City of Kissimmee, Kissimmee Police Department, Town of Oakland, Orange County, Orange County Sheriff's Office, City of Orlando, Orlando Police Department, Osceola County, Osceola County Sheriff's Office, Seminole County, Seminole County Sheriff's Office

Bike/Walk Central Florida
Published by Amanda Day · November 10 at 7:35 AM ·

DYK: Florida drivers are required BY LAW to stop and remained to stopped to allow the pedestrian to cross in the crosswalk? Now you do.

Today is DAY-2 of Operation Best Foot Forward crosswalk enforcement.

Seminole County Sheriff's Office and Oakland Police Department will be at several crosswalk locations today, Nov. 10, enforcing Florida's pedestrian safety laws, specifically cracking down on drivers who fail to comply with Florida's driver yield law.

Seminole County Sheriff's Office
 -Sand Lake Rd. & Forest Park Cir.
 -International Parkway at Westin Hotel

Oakland Police Department
 -W. Oakland Ave. & Sansparilla Rd.
 -N. Tubbs St. & West Orange Trail

Join us by putting your Best Foot Forward to make walking, biking, and driving safer for your neighbors, families, friends and visitors! Share the news!
[#OperationBFF #iY4Peds](#)
[Seminole County Sheriff's Office](#)
[Seminole County Public Schools](#)
[Town of Oakland, Florida](#)
[Oakland Police Department](#)
<https://bit.ly/3BYQ8MQ>

Florida Driver Yield Law

Fla. Stat. § 316.130

#1. Drivers must stop for pedestrians at marked or unmarked intersections and mid-block crosswalks.

#2. Drivers may not overtake and pass vehicles stopped at a crosswalk to permit a pedestrian to cross.

#3. Turning drivers must stop for a pedestrian, with a permitted walk signal, to cross the roadway.

#4. Drivers must come to a complete stop at crosswalks with signs indicating that a full stop is required.

It's not just the law . . . it's a life.

1,392 People reached 71 Engagements — Distribution score [Boost post](#)

16 6 Shares

Operation Best Foot Forward

November 9-11, 2021: PARTNER ENGAGEMENT



bestfootcfl @BestFootCFL · Nov 9

HAPPENING NOW: Crosswalk enforcement action on N. Hoagland Blvd at the #Kissimmee Trail crossing - @kissimseepolice is issuing warnings or citations to drivers failing to stop for pedestrians in the crosswalk. First day of #OperationBFF -see schedule. bit.ly/3BYQ8MQ




Osceola County and 5 others

2 4

Kissimmee Police Department,
Osceola County

Bike Walk Central Florida @BikeWalkCFL · Nov 9

That's a wrap for #OperationBFF in @OsceolaCountyFL! @OsceolaSheriff spent the morning conducting crosswalk enforcement at Buenaventura & Briarwood and Rolling Oaks. All part of @BestFootCFL campaign aimed at shifting the driver verse pedestrian culture. bit.ly/3BYQ8MQ




Salinas, Civil Engineer with Osceola Co
at Buenaventura & Briarwood

Osceola and 5 others

1 5

bestfootcfl @BestFootCFL · Nov 10

Stepping up for safety at International Parkway at Westin Hotel with @SeminoleSO for DAY-2 of Operation Best Foot Forward. Best Foot Forward Coalition partner, @orlandohealth joined and helped spread the message about safe driving choices - like yielding to pedestrians.



Seminole County, FL and Orlando Health

2 4

Orlando Health,
Seminole County,
Seminole County Sheriff's Office

Operation Best Foot Forward

November 9-11, 2021: PARTNER ATTENDANCE



Social media content promoted attendance by program partners, including City of Kissimmee Mayor Olga Gonzalez, Orange County Commissioner Mayra Uribe, Orange County Commissioner Nicole Wilson, City of Kissimmee Commissioner Jim Fisher, Oakland Town Manager Stephen Koontz, Seminole County Principal Planner Bill Wharton, Orlando Health's Sheryl Aldarondo and Courtney Gleaton, and City of Kissimmee Planning Department's John Hambley, Ashley Cornelison, and Nabil Muhaisen. Below are examples of posts from Best Foot Forward and Bike/Walk Central Florida 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.

Best Foot Forward
 Published by Amanda Day · November 10 at 9:42 AM ·

Day #2 Operation Best Foot Forward

OAKLAND POLICE DEPARTMENT is stepping up for pedestrian safety at two crosswalk locations today -- W. Oakland Ave. & Sansparilla Rd. and N. Tubbs St. & West Orange Trail. Reports from the field tell us drivers ARE stopping at the crosswalk to allow the person cross the roadway. Great news!

Big shoutout to Oakland Town Manager, Stephen Koontz, and [OC District 1 Office of Commissioner Wilson](#) aid, Hannah, for joining Bike/Walk Central Florida and Oakland Police Department on day #2 of Operation Best Foot Forward -- aimed to remind drivers they have extra responsibility to slow down and keep [#pedestrians](#) and themselves safe. Because weeks after the daylight saving time change is one of the most dangerous times of year for people crossing the street.

Thank you for working to improve safety on Oakland streets - for everyone. [#bestfootforward](#) [#iY4Peds](#) [#OperationBFF](#)
[Oakland Police Department](#) [Town of Oakland, Florida](#) [Orange County, Florida](#) [Government Bike/Walk Central Florida](#) [MetroPlan Orlando](#)

369

People reached

31

Engagements

Boost post

4

Shares

1 Share

Bike/Walk Central Florida
 Published by Amanda Day · November 10 at 12:42 PM ·

Stepping up for safety at International Parkway at Westin Hotel with Seminole County Sheriff's Office for DAY-2 of Operation Best Foot Forward.

GOOD news to share! [#BestFootForward](#) Coalition partner, [Orlando Health](#) joined and helped spread the message about safe driving choices - like yielding to pedestrians - and stepped in as the decoy a few times during the [#crosswalk](#) enforcement operation. Thank you!

BETTER news to share! There is little confusion among drivers about the driver yield law or what to do when they see a Rectangular Rapid Flashing Beacon (RRFB) activated at this crossing. Drivers' complied with the law the majority of the time! [#iyield4peds](#) [#OperationBFF](#)
<https://bit.ly/3BYQ8MQ>
[Seminole County Sheriff's Office](#)
[MetroPlan Orlando](#)

361

People reached

22

Engagements

Boost post

10

Shares

1 Share

Operation Best Foot Forward

November 9-11, 2021: PARTNER ATTENDANCE



bestfootcfl @BestFootCFL · Nov 9



Safety is a top priority for @CityofKissimmee Mayor Gonzalez - Assisting @kissimmeepolice in reminding drivers on the rules at marked crossings. Drivers failing to stop were issued a warning or citation -part of 3-day, 3-county crosswalk operation that kicked-off today. #iy4peds



MetroPlan Orlando and 2 others



Arnold Palmer Hospital for Children @APHospital · Nov 12



Our injury prevention team, along with Orlando Health Orlando Regional Medical Center's, participated in @BestFootCFL. The event focuses on one goal: to get more drivers to yield and stop for pedestrians in marked crosswalks.

#ChooseOrlandoHealth #RoadSafety



Operation Best Foot Forward

November 9-11, 2021: PARTNER ATTENDANCE



Bike/Walk Central Florida is in Historic Downtown Kissimmee.



Published by Instagram · November 9 at 8:39 PM · Instagram

[City of Kissimmee Government](#) Mayor Gonzalez, Commissioner Fisher and [Kissimmee Police Department](#) Motor Unit wraps up DAY 1 of Operation Best Foot Forward at crossings in downtown [#kissimmee](#) - reminding residents and visitors that the [Best Foot Forward](#) coalition takes pedestrian safety seriously.

For those drivers failing to comply with Florida's crosswalk law, they received either a warning or a \$166 ticket plus 3 points on the license.

Tomorrow is DAY 2 of [#OperationBFF](#), starting at 7:30 am at multiple locations in [Seminole County FL](#) and [Town of Oakland, Florida](#)

[#iyield4peds](#)

[Kissimmee Main Street](#)

[#visionzero](#) [#pedestriansafety](#)



337

People reached

18

Engagements

—

Distribution score

Boost post

12

Operation Best Foot Forward

November 9-11, 2021: MEDIA HIGHLIGHT



Positively Osceola Facebook Live Coverage

On November 9, Positively Osceola covered Operation Best Foot Forward crosswalk enforcement in Kissimmee. The reporter, Keith Ronan, went live on Facebook, interviewing Bike/Walk Central Florida's Executive Director Emily Hanna. She described Florida's driver yield law and the consequences for drivers who do not yield for pedestrians in marked crosswalks.

As of November 17, 2021, Positively Osceola's Facebook posts had 16 likes, comments, and shares combined. Positively Osceola also shared two posts from Best Foot Forward and Bike/Walk Central Florida on their Twitter page.

Positively Osceola was live.
November 9 at 11:24 AM ·

Positively Osceola LIVE with Emily Hanna, Executive Director of [Bike/Walk Central Florida](#), that administers Operation Best Foot Forward, a non-profit organization that works to help educate the community about pedestrian and bicyclist safety in and around crosswalks and more.

10 · 3 Comments · 3 Shares

Like · Comment · Share

Most Relevant

Write a comment...

Positively Osceola · 0:34
This was N. Hoagland Road in Kissimmee.
Like · Reply · 1w

View 2 more comments

Positively Osceola Retweeted

bestfootcfl @BestFootCFL · Nov 9

HAPPENING NOW: @OsceolaSheriff is cracking down on drivers for failing to stop for pedestrians at the crosswalk located at 3200 Rolling Oaks Blvd - between Target & Ross. Stop or it's a minimum \$166 + 3pt reminder. @OsceolaCountyFl @positiveosceola @AroundOsceola #OperationBFF

3 · 8

Positively Osceola Retweeted

Bike Walk Central Florida @BikeWalkCFL · Nov 9

That's a wrap for #OperationBFF in @OsceolaCountyFl! @OsceolaSheriff spent the morning conducting crosswalk enforcement at Buenaventura & Briarwood and Rolling Oaks. All part of @BestFootCFL campaign aimed at shifting the driver verse pedestrian culture. [bit.ly/3BYQ8MQ](#)

Positively Osceola and 5 others

1 · 5

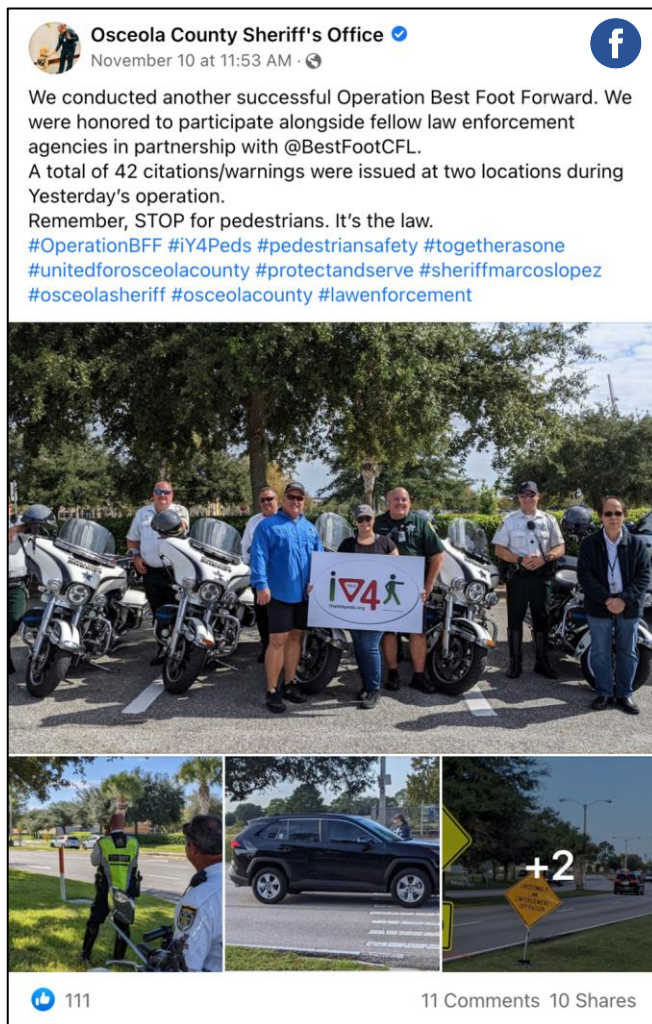
Operation Best Foot Forward

November 9-11, 2021: MENTIONS BY PARTNERS



Partner likes, shares, comments and posts by:

- City of Orlando Mayor Dyer
- Kissimmee Police Department
- Kissimmee Police Department Chief O'Dell
- LYNX
- MetroPlan Orlando
- Orange County Sheriff's Office
- Orlando Health
- Orlando Police Department
- Orlando Police Department Chief Rolon
- Osceola County
- Osceola County Sheriff's Office
- Seminole County Sheriff's Office
- Town of Oakland



Operation Best Foot Forward

November 9-11, 2021: MENTIONS BY PARTNERS



We are Orlando Health @WeAreOrlHealth · Nov 12

Our injury prevention teams with @aphospital and Orlando Health Orlando Regional Medical Center participated in @BestFootCFL. The event focuses on one goal: to get more drivers to yield and stop for pedestrians in marked crosswalks.

#ChooseOrlandoHealth #RoadSafety

3

Orlando Health and **Central Florida Regional Transportation Authority** liked your Tweet

Stepping up for safety at International Parkway at Westin Hotel with @SeminoleSO for DAY-2 of Operation Best Foot Forward. Best Foot Forward Coalition partner, @orlandohealth joined and helped spread the message about safe driving choices - like yielding to pedestrians.

pic.twitter.com/JVKm0bC16E

Mayor Buddy Dyer and **Chief Orlando Rolón** Retweeted a Tweet you were mentioned in

Motors Unit Officers joined @BestFootCFL to focus on getting more drivers to yield & stop for pedestrians at marked crosswalks. Losing an extra hour of sunlight in the evening puts pedestrians more at risk. That's a trend the @OrlandoPolice & @BestFootCFL are working to reverse.

pic.twitter.com/23mzQF3Z3U

Orlando Police @OrlandoPolice · Nov 9

Motors Unit Officers joined @BestFootCFL to focus on getting more drivers to yield & stop for pedestrians at marked crosswalks. Losing an extra hour of sunlight in the evening puts pedestrians more at risk. That's a trend the @OrlandoPolice & @BestFootCFL are working to reverse.

2

4

10

Seminole County S.O. liked your Tweet

Stepping up for safety at International Parkway at Westin Hotel with @SeminoleSO for DAY-2 of Operation Best Foot Forward. Best Foot Forward Coalition partner, @orlandohealth joined and helped spread the message about safe driving choices - like yielding to pedestrians.

pic.twitter.com/JVKm0bC16E

Osceola County Retweeted your Tweet

HAPPENING NOW: @OsceolaSheriff is cracking down on drivers for failing to stop for pedestrians at the crosswalk located at 3200 Rolling Oaks Blvd - between Target & Ross. Stop or it's a minimum \$166 + 3pt reminder.

@OsceolaCountyFL @positiveosceola @AroundOsceola #OperationBFF

pic.twitter.com/RXaqyKp2io

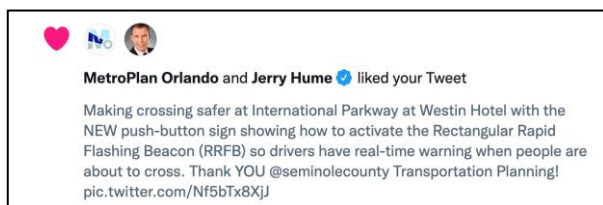
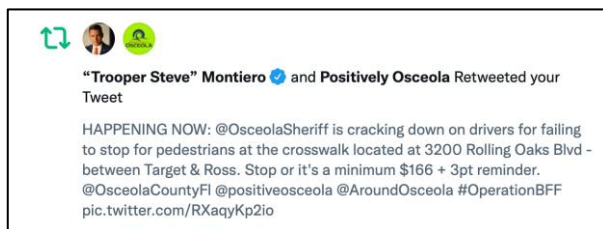
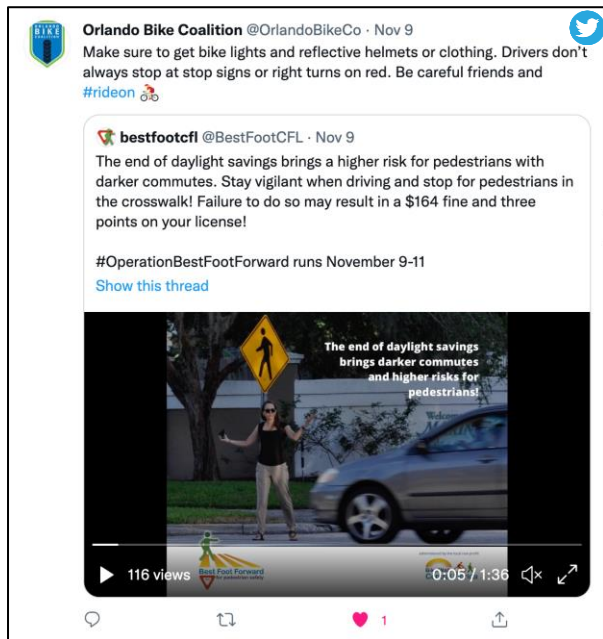
Operation Best Foot Forward

November 9-11, 2021: NOTABLE MENTIONS



Media likes, shares, comments, and posts by:

- Ezzy Castro (WKMG)
- Trooper Steve (WKMG)
- Jerry Hume (Spectrum News 13)
- Julie Gargotta (Spectrum News 13)
- Nestor Mato (FOX 35)
- Positively Osceola
- Orange Observer
- Orlando Bike Coalition
- Telemundo 31
- WDBO Traffic

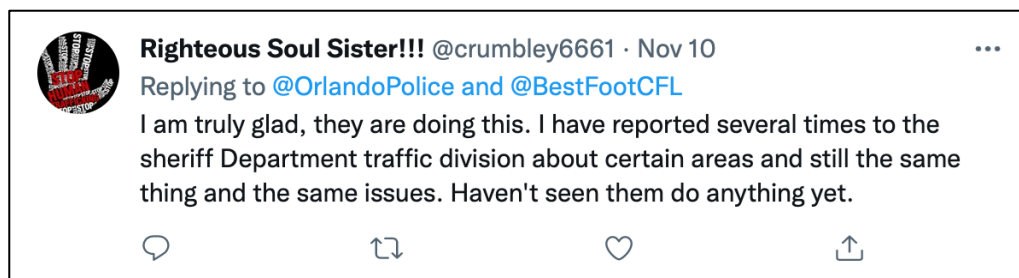
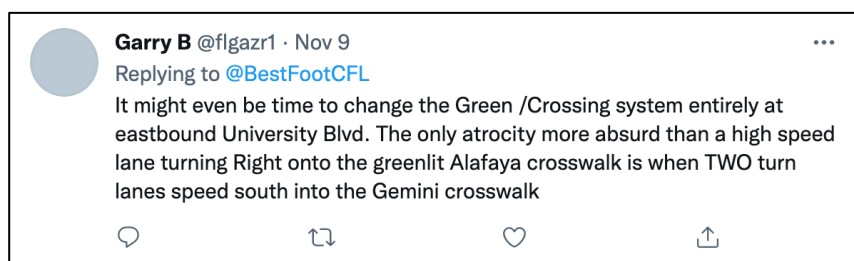


Operation Best Foot Forward

November 9-11, 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.



Operation Best Foot Forward

November 9-11, 2021: STARTING CONVERSATIONS



Linda M. Grace

Central Florida doesn't seem to understand that the pedestrian has the right of way.

[Like](#) · [Reply](#) · [Hide](#) · 1w



1



Valerie Vitiello

People drive in the Oakrun area like there isn't even a speed limit it's crazy!!

[Like](#) · [Reply](#) · 1w



Kelvin Guzman

Me opinion is that in each cross walk should have a yellow blinking light and im very sure that the driver will respect the pedestrian but profitable way is give a ticket that way make money

[Like](#) · [Reply](#) · 1w



1



Chuck Carmen

We also need to do something about those that do not use crosswalks. They cross between the traffic within 30 or 40 feet of a crosswalk and a traffic light and extremely dangerous. Thank you for your efforts!

[Like](#) · [Reply](#) · 1w · Edited



1

Operation Best Foot Forward

November 9-11, 2021: STARTING CONVERSATIONS



Michael Bundy

Thanks! I ride that everyday when cars are heading south the crosswalk is on a curve and cars can't see us because of the junkyard fence. Might want to put the blinking light there to warn cars

Like · Reply · 1w



Tee Persaud

Michael Bundy Agree they need flashing pedestrian lights there and on Thacker. It's not always the motorist, especially at night.

Like · Reply · 1w



Jeff Redding - #ADA - #Whistleblower @ADAFRAUD · Nov 10

Replying to @BikeWalkCFL

Every month in #Florida ten #Pedestrians die at Unmarked Mid-Block Crosswalks on High Speed, High Traffic, Multiple Lane Roads.

The "Misplaced Curb Cut Effect"

pedestriansmatter.org

