



MEDIA ADVISORY
FOR IMMEDIATE RELEASE: August 19, 2022
Shelby Villatoro, (321) 261-4182
Eric Trull, (407) 569-8993

Central Florida Crosswalk Crackdown happening Aug. 23 & 24

Police out in full force to protect students walking and biking to school

ORLANDO, Fla. – Officers and deputies across Central Florida have an important reminder for drivers navigating school traffic: Stop for people at crosswalks or risk a citation starting at \$164, plus three points on your license.

In a recent [AAA back-to-school survey](#), 38% of Florida drivers admitted to speeding in an active school zone and 32% admitted to using their cell phones while driving in an active school zone. **On August 23 and 24**, nine law enforcement agencies will participate in a regional crosswalk crackdown near schools to curb unsafe driving behaviors and protect the more than 340,000 students attending classes in Orange, Osceola, and Seminole counties.

ENFORCEMENT LOCATIONS INCLUDE:

- [Lakeside Dr. & Westlake Dr.](#), near Cypress Elementary (Kissimmee)
- [Millenia Blvd. & Timarron Dr.](#) near Millennia Gardens Elementary (Orlando)
- [S. Ronald Reagan Blvd. & Dog Track Rd.](#), near Milwee Middle and Lyman High (Longwood)
- [Crystal Bowl Cir. crossing](#) at Casselberry Elementary (Casselberry)
- For a map of all crosswalks and the full schedule, visit iyield4peds.org/operationbff.

Operation Best Foot Forward is a high-visibility enforcement action to remind drivers about [Florida's driver yield law](#). Plainclothes officers will cross streets at marked crosswalks, giving drivers enough time to yield. Failing to yield may result in a warning or a minimum \$164 citation and three (3) points on the driver's license. Studies show that when you combine enforcement, education and engineering over a prolonged period of time, driver behavior changes.

Participating agencies include the Sheriff's Offices from Orange County, Osceola County, and Seminole County, as well as the Casselberry, Kissimmee, Longwood, Orlando, St. Cloud, and Winter Park Police Departments. These law enforcement agencies work with the rest of the Best Foot Forward coalition to improve Central Florida streets for all through enforcement, ongoing evaluations, and the implementation of engineering solutions.

To learn more about the Best Foot Forward program and Operation Best Foot Forward, visit iyield4peds.org/operationbff.

NOTE TO EDITORS AND PRODUCERS

Media is invited to *Operation Best Foot Forward*. Contact Shelby Villatoro at (321) 261-4182 or Eric Trull at (407) 569-8993 for more information.



About the 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 (BWCF). 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 for 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.

Best Foot Forward operates in Orange, Osceola, and Seminole Counties and is the largest pedestrian-focused grassroots coalition in the nation, working with more than 35 local and regional partners. Since launching in 2012, the percentage of drivers yielding to people in marked crosswalks has increased from 17% to more than 52% on roads with a speed limit of 35 mph and lower and 2% to 43% on roads 40 mph and higher. To learn more, visit iYield4Peds.org.

About 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 coordinates the Bike5Cities 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. In addition, BWCF encourages transportation corridor planning and design by using Complete Streets principles to benefit all transportation users. To learn more, go to bikewalkcentralflorida.org.

###