



For Immediate Release

CONTACT: Mara Gordon of BoardroomPR
(954) 370-8999; mgordon@boardroompr.com

Operation Best Foot Forward Boosts Pedestrian Safety at Central Florida's Parks and Trails Starting April 22

Orlando, Fla. -- Acknowledging that fewer than half of Central Florida drivers stop for pedestrians near parks and trails, the Best Foot Forward for Pedestrian Safety program will conduct its two-week pedestrian safety enforcement, *Operation Best Foot Forward*, in conjunction with law enforcement agencies across eight Central Florida counties. From April 22 to May 2, 2025, plainclothes officers will cross streets at marked crosswalks, allowing drivers adequate time to slow down and stop. Those who fail to comply with Florida law will face a minimum \$164 citation and three points on their driver's license. Most crosswalks chosen for enforcement are near parks and trail crossings.

This high-visibility operation will span nine Central Florida counties: Brevard, Flagler, Lake, Marion, Orange, Osceola, Polk, Seminole, and Volusia. The initiative, aligned with FDOT's Target Zero campaign and local Vision Zero Action Plans, aims to reduce traffic-related serious injuries and fatalities to zero.

According to data collected by the Best Foot Forward for Pedestrian Safety program, only 49% of drivers yield to pedestrians within a half-mile of parks and only 46% of drivers yield to pedestrians at trail crossings. In a recent [study by Injury Prevention](#), the risk of child pedestrian fatalities is more than twice as high near parks compared to schools. This may be related to the built-in environment within school zones that slows down drivers during times when children are most likely to be walking. The operation aims to instill that same sense of cautiousness around parks and trail crossings, especially as the school year comes to an end and more children will likely spend time outdoors at parks and trails.

Operation Best Foot Forward is part of the Best Foot Forward coalition's larger effort to improve road safety. Studies show that combining enforcement, education, and engineering over a sustained period of time increases driver compliance to pedestrian right-of-way laws, fostering a culture of respect and accountability among drivers. Some of the crosswalks selected for this operation include:

<u>Enforcement Agency</u>	<u>Crosswalk Location</u>	<u>2025 Driver Yield Rate</u>	<u>Nearby Park/Trail</u>
Marion County Sheriff's Office	SW 62nd Ave. Rd. & SW 103rd Loop	56%	Liberty Community Park
Volusia County Sheriff's Office	Dirksen Dr. & Mansion Blvd.	18%	Gemini Springs Trail



For Immediate Release

CONTACT: Mara Gordon of BoardroomPR
(954) 370-8999; mgordon@boardroompr.com

Seminole County Sheriff's Office	Markham Rd. & Lake Markham Rd.	33%	Seminole Wekiva Trail
Palm Bay Police Department	Port Malabar Blvd NE at Veterans Memorial Park	12%	Veterans Memorial Park
Daytona Beach Police Dept.	S Atlantic Ave midblock, N. of Revilo Blvd.	35%	Sun Splash Park
Flagler County Sheriff's Office	Town Center Blvd. & Royal Palms Pkwy.	38%	Lehigh Trail

For a complete schedule of the intersection locations including time and date as well as an interactive map, visit: <https://www.iyield4peds.org/operationbff/>

About the Best Foot Forward for Pedestrian Safety Program

The Best Foot Forward for Pedestrian Safety (BFF) program is administered by the local non-profit Bike/Walk Central Florida (BWCF). BFF was created to minimize 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 countermeasures at marked crosswalks. Best Foot Forward operates in nine Central Florida counties and is the largest pedestrian-focused grassroots coalition in the nation, working with more than 100 local and regional partners. Since launching in 2012, the rate of drivers yielding to people in marked crosswalks has increased from 17% to nearly 50%. To learn more, visit iyield4peds.org.

About Bike/Walk Central Florida:

Bike/Walk Central Florida (BWCF) champions active transportation by advocating for safer streets and stronger communities across the region. Since 2010, BWCF has worked to make Central Florida a healthier, more connected place where everyone can safely walk, bike and roll for transportation and recreation. Through its purpose to advance active mobility options for everyone, BWCF's missions of stewarding partnerships, advocating for smart policies, fostering community involvement, empowering individuals, and serving as a trusted resource continues to shape a more inclusive and vibrant transportation future for Central Florida.

###