



Police to Conduct Crosswalk Crackdown Ahead of World Day of Remembrance *Operation Best Foot Forward spotlights unsafe driver behavior at crosswalks*

ORLANDO, Fla. – In 2021, 879 people were hit while walking in Orange, Osceola and Seminole counties; tragically, **82 of those people never made it home.**¹ In support of [World Day of Remembrance for Road Traffic Victims](#) on Nov. 20, Central Florida officers and deputies will crack down on drivers who endanger people trying to safely cross the street in marked crosswalks between Nov. 15 and 17.

During this high-visibility crosswalk enforcement known as *Operation Best Foot Forward*, plainclothes officers and deputies will cross streets at marked crosswalks, giving drivers enough time to safely slow down and stop. Drivers who do not stop [as Florida law requires](#) will be pulled over and face a minimum \$164 citation and three (3) points on the driver's license.

“Our goal is to remind drivers to be cautious around crosswalks and intersections,” said Emily Hanna, Bike/Walk Central Florida's Executive Director. “We are all trying to get somewhere safely. Stopping at a crosswalk might cost you a few seconds of time, but not stopping might cost someone else their life.”

Operation Best Foot Forward is part of the Best Foot Forward coalition's larger effort to improve road safety through consistent and persistent education, high-visibility crosswalk enforcement, and low-cost engineering updates. Studies show that when you combine these enforcement strategies, education and engineering over a prolonged period, driver behavior changes.

For a full list of crosswalk locations, and to learn more about Operation Best Foot Forward and the Best Foot Forward program, 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 WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

The World Day of Remembrance is an [international event](#), started in 2005, honoring the **1.35 million** people killed and millions more injured on the world's roads each year *and* organizing for change to prevent such tragedies. This year's World Day of Remembrance takes on extra urgency as the number of people dying and severely injured in *preventable* traffic crashes in the U.S. is rising at an alarming rate. In 2021, 42,060 people died in traffic crashes in the U.S. -- up 9% from 42,339 in 2020 and up 18% from 39,107 in 2019 according to [National Safety Council \(NSC\) estimates](#). 2022 is shaping up to be even more deadly, with [an estimated 7% increase](#) in people killed for the same quarter in 2021.

¹ Florida Signal Four Analytics is an interactive, web-based system designed to support the crash mapping and analysis needs of law enforcement, traffic engineering, transportation planning agencies, and research institutions in the state of Florida.



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 countermeasures 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 annual BIKE 5 event 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.

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