



**For Immediate Release**

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## **Operation Best Foot Forward Launches October 17 in Orange, Osceola and Seminole Counties to Promote Pedestrian Safety in Central Florida**

**ORLANDO, FLA.** — Aligning with the Florida Department of Transportation’s (FDOT) statewide Mobility Week, *Operation Best Foot Forward* from the Best Foot Forward for Pedestrian Safety program returns for its pedestrian safety enforcement effort throughout Central Florida. This quarterly program brings awareness and education to drivers to keep every walker, cyclist, and roller safe as Daylight Saving Time ends and the holidays begin.

FDOT’s Mobility Week promotes awareness of safe, multimodal transportation choices. During Mobility Week, counties, cities and transportation agencies host events and offer special promotions to encourage Floridians to try new transportation options.

During Operation Best Foot Forward, plainclothes officers and deputies will cross streets at marked crosswalks, giving drivers enough time to slow down and stop safely. Drivers who do not stop as Florida law requires will be pulled over and face a minimum \$164 citation and three (3) points on their driver’s license. Law enforcement agencies across Orange, Osceola and Seminole Counties will be conducting this two-week high-visibility crosswalk enforcement operation beginning Tuesday, October 17 and concluding Friday, October 27, 2023.

According to data collected by the Best Foot Forward program this year, drivers in Central Florida are only yielding to pedestrians at marked crosswalks 46% of the time. Additionally, a report by the [National Institutes of Health](#) details how traffic crashes at night can increase after Daylight Saving Time ends in early November, causing drivers and pedestrians to adjust to earlier sunsets.

Operation Best Foot Forward is part of the Best Foot Forward coalition’s larger effort to improve road safety. Studies show that driver behavior changes when you combine these enforcement strategies, education and engineering over a sustained period. Crosswalk locations include:

<b><u>Crosswalk Location</u></b>	<b><u>Enforcement Agency</u></b>	<b><u>Importance for Mobility</u></b>
Virginia Dr. & Ferris Ave.	Orlando Police Dept.	At a raised crosswalk frequented by pedestrians
Welch Rd. & Rock Springs Rd.	Apopka Police Dept.	Along a LYNX bus route
Church Ave. & Myrtle St.	Longwood Police Dept.	Near the SunRail train station
N. Hoagland Blvd. & Hideaway Bay Blvd.	Kissimmee Police Dept.	Located on the Kissimmee Bike Trail
Hunt Club Blvd. & Wekiva Neighborhood Trail	Seminole Co. Sheriff’s Office	Connects a community park to a neighborhood trail

For a complete schedule of the intersection locations including time and day 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 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](http://iyield4peds.org).

### **About Bike/Walk Central Florida:**

Bike Walk Central Florida (BWCF) is a regional advocacy organization for bicyclists and pedestrians. Since 2010, the organization has worked on behalf of local pedestrians and bicyclists to advocate for safe and convenient places for people to bike and walk, regardless of where they live or where they need to go. Focusing on their four pillars of policy, perception, practice and sustainability, BWCF works tirelessly to advocate for policies, programs and infrastructure that is fair and accessible to all.

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