



For Immediate Release

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Operation Best Foot Forward Launches November 12 to Promote Pedestrian Safety in Memory of Road Traffic Victims

ORLANDO, FL. – November 11, 2024 – With pedestrian fatalities rising nationwide, the urgent need for safer roadways has never been more critical. In honor of World Day of Remembrance on November 17th, the Best Foot Forward pedestrian safety program is conducting *Operation Best Foot Forward*, a two-week campaign across Central Florida that aims to reduce pedestrian injuries and deaths through awareness about Florida’s driver yield laws, which provide pedestrians the right-of-way at crosswalks.

[World Day of Remembrance](#) recognizes the lives lost and forever changed due to traffic collisions. From January through August 2024, [FDOT District 5](#) reported 394 pedestrians and cyclists severely injured or killed, with nearly 20% of these victims aged 65 and over. Over the past decade, 709 pedestrian and cyclist crashes occurred within one-quarter mile of crosswalks selected for evaluation by the Best Foot Forward program, informing the selection of enforcement locations during this operation.

Between November 12 - 22, this high-visibility operation will span six Central Florida counties: Brevard, Marion, Orange, Osceola, Seminole, and Volusia. The initiative, aligned with FDOT’s Target Zero campaign and MetroPlan Orlando’s Vision Zero Action Plan, aims to reduce traffic-related serious injuries and fatalities to zero. During the operation, 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.

This campaign is part of a broader coalition effort to improve road safety in Central Florida. Studies show that combining enforcement, education, and engineering over a sustained period increases driver compliance to pedestrian right-of-way laws, fostering a culture of respect and accountability among drivers. Crosswalks selected for this operation include:

<u>Crosswalk Location</u>	<u>Enforcement Agency</u>	<u>2024 Driver Yield Rate</u>
Ocean Shore Blvd. & Tom Renick Park	Volusia County Sheriff’s Office	42%
Avalon Park E. Blvd & Auburn Cove Ln.	Orange County Sheriff’s Office	50%
Dowden Rd. & Story Time Dr.	Orlando Police Department	32%
NW 16 th St. & NW 12 th St.	Ocala Police Department	18%
FL A1A & Atlantic Blvd	Indian Harbour Beach Police Dept.	18%
S. Beach St. & Cedar St.	Daytona Beach Police Department	41%
Lockwood Blvd. & Carillon Park Dr.	Seminole County Sheriff’s Office	33%
10 th St. & Mississippi Ave.	St. Cloud Police Department	37%

For a detailed schedule of all intersection locations, dates, and times with an interactive map, please visit: <https://www.iyield4peds.org/operationbff/>



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Highlighting Operation Best Foot Forward's Impact on Crosswalk Safety

In 2024, Operation Best Foot Forward produced positive results in improving pedestrian safety:

- **23 crosswalks** improved their driver yield rates from enforcement efforts alone, increasing driver compliance by **11%** throughout the year at those locations.
- **13 crosswalks** improved their driver yield rates by an average of **19%** when combining enforcement with engineering enhancements such as new signage or road markings.

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 six Central Florida counties and is the largest pedestrian-focused grassroots coalition in the nation, working with more than 40 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 50% on roads with a speed limit of 35 mph and lower and 2% to 45% on roads 40 mph and higher. To learn more, visit 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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