



Operation Best Foot Forward

One-Day, High Visibility Crosswalk Enforcement Action

June 11, 2015

The tenth round of Operation Best Foot Forward took place at ten crosswalks, with OPD and OSCO each enforcing five crosswalks.

Enforcement Results

- OPD – 77 citations, 14 warnings
- OSCO – 36 citations, 7 warnings

Earned Media

Ad Value: \$129,600

- Television – 3 stations
- Radio – 2 stations
- Digital Print – 4 outlets

Social Media Reach

- 206K Impressions
 - *An impression is defined as the point in which the ad or article is viewed by one person*
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Progress Report as of June 2012

Crosswalks enforced	49
Details	287
Citations	2,065
Warnings	3,993
Earned Media Value	\$2,291,566
Social Media Impressions	7,725,534
Presentations and Events	204



Crosswalk	Speed	Nearby Schools	# of Warnings in June	# of Citations in June	Total Warnings	Total Citations		Yield Rate Feb 2015	Yield Rate June 2015	Jurisdiction
Anderson Street & Orange Avenue ¹	25 mph	Cherokee ES, Howard MS, Jones HS, Delaney ES, Boone HS	New	New	New	New		New	New	OPD
Lake Underhill Road & Palmer Street	35 mph	Boone HS, Howard MS, Lake Como ES	39	43	39	50		56%	37%	OPD
Pine Hills Road & El Trio Way	40 mph	Rolling Hills ES, Meadow Brook MS, Evans HS	0	9	11	21		16%	17%	OCSO
Waterford Lakes Pkwy. & Coquina Rock Street ²	40 mph	Discovery MS	4	4	110	98		New	New	OCSO
Turkey Lake Road & Cane Hills Cir. ³	40 mph	Dr. Phillips HS, Palm Lake ES, Southwest MS	New	New	New	New		New	New	OCSO
Landstar Blvd. & Misley Drive ⁴	45 mph	Wyndham Lake ES, Oakshire ES, Meadow Woods ES	1	15	1	45		New	New	OCSO
Universal Blvd. & Rosen Hospitality College	40 mph	Tangelo ES, Westridge MS, Freedom HS	1	8	1	8		71%	60%	OCSO
Conway Road & Hargill Drive	40 mph	Boone HS, Howard MS, Dover Shores ES	5	33	360	165		4%	11%	OPD
Mercy Drive & Kalwit Lane	25 mph	Evans HS, Middlebrook MS, Rock Lake MS	4	19	130	64		15%	31%	OPD
Kirkman Road & Major Blvd.	50 mph	No schools nearby	4	5	12	21		26%	64%	OPD

¹ Crosswalk chosen by Orlando Police Department to enforce in addition to Best Foot Forward monitored crosswalks.

² Crosswalk chosen by Orange County Sheriff's Office to enforce in addition to Best Foot Forward monitored crosswalks. Monitored by BFF in 2012.

³ Crosswalk chosen by Orange County Sheriff's Office to enforce in addition to Best Foot Forward monitored crosswalks.

⁴ Crosswalk chosen by Orange County Sheriff's Office to enforce in addition to Best Foot Forward monitored crosswalks. Monitored by BFF in 2012.



Operation Best Foot Forward Media Takeover

Total Ad Value \$124,165

Television 3 stations

Radio 2 stations

Digital/ Print 4 outlets

Digital + Print:

Drivers don't stop for pedestrians at crosswalks

Orlando on track to increase pedestrian deaths year over year

Published On: Jun 10 2015 11:15:00 PM EDT | Updated On: Jun 10 2015 11:49:40 PM EDT



ORLANDO, Fla. - Annie Alvaro brings her kids to Dartmouth Park in Orlando several times a week, but she refuses to use the crosswalk at Shady Lane to cross Edgewater Drive in College Park. She says drivers on the road are too unpredictable.

Media Outlet: WKMG Online

<http://www.clickorlando.com/news/drivers-dont-stop-for-pedestrians-at-crosswalks/33504386>

OPD monitoring school crosswalks today

By Brendan O'Connor | June 11, 2015 | Neighborhood: Orlando | Topic: Crime

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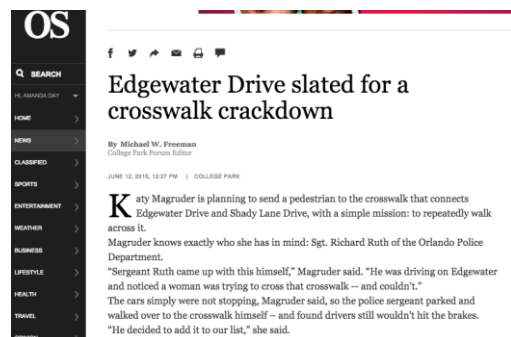


With over 191,000 Orange County students starting summer break, the Orlando Police Department and the Orange County Sheriff's Office will be watching for crosswalk violations with "Operation Best Foot Forward."

The pedestrian safety initiative is part of a "crosswalk crackdown" to remind drivers to yield to pedestrians at marked crosswalks.

Media Outlet: Bungalower

http://bungalower.com/2015/06/opd-monitoring-school-crosswalks-today/?utm_source=rss&utm_medium=rss&utm_campaign=opd-monitoring-school-crosswalks-today



Media Outlet: Orlando Sentinel

<http://www.orlandosentinel.com/news/os-edgewater-drive-slated-for-a-crosswalk-crackdown-20150612-story.html>



Media Outlet: El Osceola Star

<http://www.elosceolastar.com/principal/operacion-ceda-el-paso/>



Television Broadcast:



[WKMG-ORD \(CBS\)](#)
06/10/15 (11:13 p.m.)



[WRDQ – ORD \(News 27\)](#)
06/11/15 (7:08 a.m., 8:08 a.m.)



[WKMG-ORD \(CBS\)](#)
6/11/15 (5:09 a.m., 6:09 a.m.)
[WKMG-ORD \(CBS\)](#)
6/11/15 (12:13 p.m.)
[WKMG-ORD \(CBS\)](#)
6/11/15 (5:44 p.m.)
[WKMG-ORD \(CBS\)](#)
6/11/15 (7:15 p.m.)



[WESH-ORD \(NBC\)](#)
06/11/15 (7:08 a.m., 8:08 a.m.)
[WESH-ORD \(NBC\)](#)
6/11/15 (4:17 p.m.)
[WESH-ORD \(NBC\)](#)
6/11/15 (5:16 p.m.)



Radio:

[Real Radio 104.1](#) – part one
06/10/15 (8:10 a.m.)

[Real Radio 104.1](#) – part two
06/10/15 (8:11 a.m.)

[Real Radio 104.1](#) – part one
6/16/15 (6:26 a.m.)

[WDBO-FM \(Radio\)](#)
06/11/15 (8:15 a.m.)

[WDBO-FM \(Radio\)](#)
6/11/15 (6:26 p.m)

[Real Radio 104.1](#) – part two
6/16/15 (6:27 a.m.)