

Questions & Answers



Q. What is Best Foot Forward?

A. Best Foot Forward (BFF) is a community-wide coalition formed to reduce pedestrian deaths and injuries in the Orlando-Kissimmee-Sanford MSA (Metro Orlando).

Q. How does Orlando-Kissimmee-Sanford MSA rank in pedestrian deaths compared to other major metropolitan areas?

A. Orlando-Kissimmee-Sanford had ranked number one in the nation as the most dangerous metro area for pedestrians in the nation according to Smart Growth America's 2012 and 2014 *Dangerous by Design* reports (<https://smartgrowthamerica.org/dangerous-by-design/>). In the most recent 2016 report, released January 2017, the area improved to the third most dangerous in the nation behind Florida's Cape Coral-Ft. Myers MSA and Palm Bay-Melbourne-Titusville MSA.

Q. How many people are injured or killed in Central Florida? Osceola County?

A. Orlando-Kissimmee-Sanford MSA recorded 575 pedestrian fatalities over a ten-year period from 2005-2014. In 2016, the Osceola, Orange and Seminole county area recorded 911 pedestrian crashes with 76 fatalities. 148 of those pedestrian crashes and 19 fatalities were in Osceola County.

Q. Who is Best Foot Forward?

A. Initiated by Bike/Walk Central Florida under the leadership of former Orange County Mayor Linda Chapin, the Best Foot Forward coalition now includes MetroPlan Orlando, Orange County Government, the City of Orlando, Orange County Public Schools, Orlando Health, the Florida Department of Transportation, LYNX, Winter Park Health Foundation, Orange Cycle, University of Miami's Walk/Safe, Healthy Central Florida, as well as police officers throughout Orange County led by Orlando Police Chief John Mina and Orange County Sheriff Jerry Demings.

Joining Best Foot Forward are Osceola County Government, the City of Kissimmee, Osceola County School District, Florida Department of Health in Osceola and law enforcement officers led by Kissimmee Chief Jeff O'Dell and Osceola County Sheriff Russell Gibson.

Q. What's the plan?

A. It all starts and ends with saving lives. To accomplish this, the Best Foot Forward coalition will educate drivers and people walking about what to look for, what to expect and how to proceed in an attempt to reduce pedestrian injuries and fatalities. More than a campaign, this "Triple-E" behavioral change program seeks to create lasting social good through the consistent and persistent application of low-cost engineering, community education, and high-visibility enforcement.

Questions & Answers



The short-term goals are to increase driver yield rates by 60 percent on roads posted 35 mph and lower, and a 10 percent increase on driver yield rates year over year on roads posted 40 mph and higher. The long-term goal is to cut pedestrian injuries in half in ten years.

Q. Why is Osceola County launching the Best Foot Forward program?

A. As Osceola County experiences rapid growth, there has also been a rise in vehicle/pedestrian crashes. In the last three years, Osceola County has recorded a 30 percent increase in the number of drivers striking people walking. The county and City of Kissimmee are taking steps to reverse this deadly trend, and the Best Foot Forward initiative tackles a critical piece of the problem by convincing drivers to yield to people in crosswalks.

Q. How does the program work?

A. Best Foot Forward uses a "Triple-E" approach that combines low cost engineering with education and high-visibility enforcement, to break old, bad habits and help both drivers and pedestrians get into the routine of obeying the law and looking out for each other.

Q. When does Best Foot Forward start in Osceola County?

A. The Best Foot Forward program officially launches at 11 a.m., October 30, 2017, in the Osceola County Commission Chambers. The Osceola County Sheriff's Office and Kissimmee Police Department will initially issue warnings to drivers who fail to yield to people in crosswalks, and after a warning period ticketing will begin. Community outreach and education is ongoing.

Q. Tell me about Bike/Walk Central Florida.

A. Bike/Walk Central Florida was formed in 2010 as a local chapter of the Florida Bicycle Association, a 501(c)(3) not-for-profit. The organization's goals are to:

- Reduce pedestrian deaths and injuries by engaging and educating road users, leaders and law enforcement
- Foster civility and respect among pedestrians and operators of vehicles – both motorized and human-powered
- Promote "complete" streets designed for all users
- Encourage biking and walking for fun, fitness and transportation
- IMPACT through Engineering, Education & Enforcement

Q. How are you educating the public about pedestrian safety?

A. The Best Foot Forward campaign targets both pedestrians and drivers. Under the pedestrian category, the focus is on working adults, the elderly and children. Working adults are walking to bus stops and crossing busy streets to travel to work. As for the elderly and children, they are vulnerable because they have difficulty estimating the speed and distance of oncoming cars, especially at night.

Questions & Answers



Best Foot Forward works in conjunction with local public and private schools, assisted living facilities, businesses, homeowners' associations, clubs and LYNX to educate these groups. Here, local law enforcement and safety advocates can speak to seniors, working adults and children about special considerations when walking.

To target drivers, police enforcement will stop drivers who fail to yield for pedestrians at crosswalks. Media events will be coordinated to film enforcement operations, and public officials will be available to discuss the progress of the campaign and its impact on pedestrian safety. Communication tools such as social media, videos, public service announcements, speaking engagements and community events, will keep pedestrian safety top of mind for Central Floridians.

Q. How are local police departments involved?

A. Local enforcement is the best deterrent and most potent way to educate drivers about their responsibilities. Law enforcement will conduct a series of enforcement waves throughout the year. The enforcement will begin with a wave of warnings in Osceola County to raise driver awareness of their responsibilities under Florida law and alert them to the consequences.

Q. What are the current traffic laws for pedestrians and drivers?

A. For traffic rules for drivers and pedestrian rights and responsibilities, go to <http://www.iyield4peds.org/>

Q. What is the fine for violating pedestrian yield laws in the state of Florida?

A. In Osceola County, the penalty for failing to yield to a pedestrian in a crosswalk is \$166 and three (3) points on your driver's license.

Q. Where will enforcement take place in Osceola County?

A. Although the partners in this campaign are interested in improving the safety of pedestrians in the entire region, the initial campaign will target the following crosswalks:

- Michigan Avenue & Chris Court
- Broadway & Dakin Avenue
- Church Street & Dakin Avenue
- Dyer Boulevard & Kennsington Road
- Florida Parkway & Royal Palm Drive
- Hoagland Boulevard & Hideaway Bay
- S. Thacker Avenue & Ernest Street
- Central Avenue & Hilda Street
- Neptune Road & Martin Luther King Jr. Boulevard
- N. Thacker Avenue & Kissimmee Trail
- W. Donegan Avenue & Coral Avenue
- 3233 Polynesian Isle Boulevard
- Koa Street & Laurel Avenue
- Simpson Road & Fortune Road
- S. Doverplum Avenue & San Remo Road

Questions & Answers



Q. How will you measure the success of the Best Foot Forward campaign?

A. Probe data will be collected at the pre-selected crosswalks measuring the percentage of drivers yielding, before, during and after enforcement and community education initiatives.

Q. How many drivers are currently yielding to people in crosswalks in Osceola County?

A. Best Foot Forward conducted baseline data collection at the fifteen selected crosswalks. The average driver yield rate to people in crosswalks is 38 percent.