

# 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 continues to be ranked number one in the nation as the most dangerous metro area for pedestrians in the nation according to Smart Growth America's 2019 *Dangerous by Design* reports (<https://smartgrowthamerica.org/dangerous-by-design/>).

Q. How many people are injured or killed in Central Florida? Orange, Osceola and Seminole Counties?

A. Orlando-Kissimmee-Sanford MSA recorded 575 pedestrian fatalities over a ten-year period from 2008-2017. In 2018, the Osceola, Orange and Seminole county area recorded 935 pedestrian crashes with 66 fatalities. 662 of those pedestrian crashes and 54 fatalities were in Orange County. 127 of those pedestrian crashes and 6 fatalities were in Osceola County. 146 of those pedestrian crashes and 6 fatalities were in Seminole 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, Osceola County Government, the City of Kissimmee, the City of St. Cloud, Orange County Public Schools, Osceola County Public Schools, Orlando Health, the Florida Department of Transportation, LYNX, Winter Park Health Foundation, Florida Health Osceola County, Orange Cycle, University of Miami's Walk/Safe, Healthy Central Florida, Orlando Stops Red Light Enforcement, Orlando Police, Kissimmee Police, as well as the Orange and Osceola County Sheriff's Offices.

We are excited to expand into Seminole County later in 2019.

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.

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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.

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. 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.

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.

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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.

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. The penalty for failing to yield to a pedestrian in a crosswalk is a minimum \$164 and three (3) points on your driver's license.

Q. How do 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.