



**MEDIA ADVISORY**  
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## **Seminole County is putting its 'Best Foot Forward': 17 partners join coalition**

*Seminole County celebrates International Walk to School day by committing to safer streets*

ORLANDO, Fla. – This October 2, on International Walk to School Day, 17 partners in Seminole County including the county, the sheriff's office, six cities and their respective police departments, Seminole County Public Schools, the Seminole Crossing Guards and the local health department are joining forces with grassroots coalition, Best Foot Forward (BFF). Their goal: make the streets safer places to walk for the children and residents of Seminole County.

In 2019, the Orlando-Kissimmee-Sanford metro area was ranked the number one most dangerous place to walk in the nation. Last year in Seminole County alone, 147 people were injured and six were killed for doing something as simple and necessary as crossing the street. Leaders in Seminole County have decided this status quo is not acceptable. Pedestrian deaths and injuries are preventable.

Seminole County's 17 new partners will join 21 existing partners in Orange and Osceola County, making Best Foot Forward one of the largest grassroots coalitions in the nation working to lower pedestrian fatalities and injuries.

Best Foot Forward's objective is to increase driver yielding behavior at marked crosswalks, thereby encouraging people to use crosswalks. BFF uses a "Triple E" approach that combines community **education**, low-cost **engineering** and high-visibility **enforcement** to incrementally change driver and pedestrian behavior. Officials in Seminole County have already been working for months to identify crosswalks to monitor and enforce.

To kick-off the expansion of the Best Foot Forward program in Seminole County, a launch ceremony will be held on October 2 in collaboration with Seminole County's 17 new coalition partners.

**WHAT:** Official launch ceremony and press conference

**WHEN:** Wednesday, October 2, 2019, at 11 a.m.  
(Following the International Walk to School Day event at Evans Elementary in Oviedo at 8:00 am.)

**WHERE:** Seminole County Commission Chambers, 1101 E. 1<sup>st</sup> Street, Sanford, FL 32771

- WHO:** Partners and participants in the Seminole County *Best Foot Forward* coalition launch ceremony include: *(listed alphabetically)*
- Commissioner Bob Dallari, Seminole County
  - Mayor Charlene Glancy, Casselberry
  - Wendy Goodrich, special guest
  - Superintendent Dr. Walt Griffin, Seminole Public Schools
  - Commissioner TiAnna Hale, Winter Springs
  - Tiffany Homler Hawkins, Chief Administrative Officer of LYNX
  - Gary Huttman, Executive Director of MetroPlan Orlando
  - Sheriff Dennis M. Lemma, Seminole County
  - Lisa Portelli, Bike/Walk Central Florida
  - Chief Cecil E. Smith, Sanford Police
  - Venise White, Community Programs Manager with the Florida Department of Health in Seminole County
  - Roni Wood, special guest

**WHY:** The Orlando-Kissimmee-Sanford (Metro Orlando metropolitan statistical area) has been ranked as one of the most dangerous regions in the nation for pedestrian deaths and injuries for the last ten years, according to Smart Growth America’s [Dangerous by Design](#) report.

Last year in Seminole County, 147 pedestrians were injured and six were killed in crashes, as reported by the Florida Department of Highway Safety and Motor Vehicles.

**Best Foot Forward New Seminole Coalition Partners**

City of Casselberry	Casselberry Police Department
City of Lake Mary	Lake Mary Police Department
City of Longwood	Longwood Police Department
City of Oviedo	Oviedo Police Department
City of Sanford	Sanford Police Department
City of Winter Springs	Winter Springs Police Department
Seminole County	Seminole County Sheriff’s Office
Seminole County Public Schools	Seminole County Crossing Guards
Florida Health Department: Seminole County	

**About Best Foot Forward for Pedestrian Safety Program**

Best Foot Forward was created in 2012 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 program designed to improve road safety by using a “Triple-E” approach. It consists of persistent **education**, high-visibility crosswalk **enforcement** and low-cost **engineering** at marked crosswalks in close proximity to elementary schools and LYNX bus stops, in urban areas and cross-sections of low and high-speed roads.

The Best Foot Forward for pedestrian safety program is administered by the local non-profit Bike/Walk Central Florida and first launched in Orange County and the City of Orlando in 2012. It expanded to Osceola County, Kissimmee and St. Cloud in 2017.

**Making Progress: BFF Outcomes in Orange and Osceola Counties from 2012-2019**

Since 2012, when BFF was launched in Orange County, the percentage of drivers yielding to people in marked crosswalks has increased from 17% to more than 58% on roads with a speed limit of 35 mph and lower and from 1% to 43% on roads 40 mph and higher.

- Law Enforcement has issued more than 8,000 citations and warnings since 2012
- 123 crosswalks are actively monitored by BFF and enforced by law enforcement
- Average yielding behavior at those marked crosswalks has increased by 40 percent

**Best Foot Forward Coalition in Orange and Osceola County**

Administered by Bike/Walk Central Florida, the Best Foot Forward coalition includes: MetroPlan Orlando, Orange County Government, Orange County Sheriff's Office, City of Orlando and Orlando Police Department, Orange County Public Schools, Osceola County Government, Osceola County Sheriff's Office, City of Kissimmee and Kissimmee Police Department, City of St. Cloud and St. Cloud Police Department, Osceola County Public Schools, Lynx, Orlando Health, the Florida Department of Health, the Florida Department of Transportation (FDOT), the Winter Park Health Foundation, and Orange County's Walk-Ride-Thrive and Orlando Stops programs .

To learn more, visit [www.iyield4peds.org](http://www.iyield4peds.org).

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