



**MEDIA ADVISORY**

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**Largest Crosswalk Enforcement Operation set for Feb. 18 in Seminole County**

***Seven law enforcement agencies team up to crack down on drivers who violate Florida's driver yield law at 19 crosswalk locations - for School Crossing Guard Awareness Month***

SANFORD, Fla. (February 14, 2020) – February is School Crossing Guard Awareness month. To honor the 124 Seminole County crossing guards who assist up to 4,000 students daily, seven local law enforcement agencies will be teaming up for Seminole County's first Operation Best Foot Forward crosswalk enforcement crackdown on Tuesday, Feb. 18 between 7:00 am and 4:00 pm at 19 crosswalk locations.

This joint enforcement action will be the largest, saturated crosswalk enforcement operation since the Best Foot Forward pedestrian safety program started in 2012.

Crosswalks enforcement will include:

- A crosswalk, recently relocated due to safety concerns, that is frequently used by children and families to access an area playground (Alafaya Woods Blvd./Alafaya Woods Park);
- A crosswalk heavily used to access Altamonte Mall and Cranes Roost Park where only 15% of drivers are stopping for people trying to cross the street (Central Pkwy/Mall Entrance)
- A crosswalk utilized to access a school zone situated between two high-crash corridors (Airport Blvd. & S. Park Ave.)
- A crosswalk where an alarming 30% of pedestrians are getting trapped while crossing the street due to drivers who won't stop (Ronald Reagan & Church)
- A crosswalk located in a busy town center with residential communities being built in juxtaposition to high speed roads (434/Tuskawilla)

*(Full list of crosswalk locations and enforcement times below.)*

Participating law enforcement agencies include: Seminole County Sheriff's Office, Altamonte Springs Police Department, Casselberry Police Department, Longwood Police Department, Oviedo Police Department, Sanford Police Department and Winter Springs Police Department.

During the operation, plainclothes officers and deputies will cross the street in marked crosswalks, giving drivers enough time to stop. Failing to comply with [Florida's driver yield law](#) may warrant a warning or a \$166 citation and three (3) points on their driver's license.

In preparation, Seminole County law enforcement agencies issued more than 450 warnings to drivers failing to yield to people in marked crosswalks in Seminole County and its cities over the last three months.

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## Best Foot Forward is stepping up for pedestrian safety

According to the [Dangerous by Design](#) report, the Orlando-Kissimmee-Sanford (Metro Orlando metropolitan statistical area) has consistently ranked as one of the most dangerous regions in the nation for pedestrian deaths and injuries for the last ten year. Last year in Seminole County, 147 people were struck by drivers and six were killed while doing something as simple and necessary as crossing the street. That’s a trend Seminole County’s Best Foot Forward coalition partners are working to reverse.

Studies show that when you combine Engineering, Education and Enforcement over a prolonged period of time, driver behavior changes. If left unchecked the vehicle-versus-pedestrian culture flourishes.

### Making Progress: Best Foot Forward program outcomes in monitored crosswalks in Orange and Osceola Counties from 2012-2020

Speed Limit	Initial Average Yield Rate	Current Average Yield Rate
35mph or lower	17%	58%
40mph or higher	1%	43%

- More than 8,000 citations and warnings issued
- 167 crosswalks enforced by law enforcement
- 40 percent increase – average yielding behavior change at those crosswalks being tracked by Best Foot Forward

**NOTE TO EDITORS AND PRODUCERS:** Media is invited to *Operation Best Foot Forward* and will have the opportunity to speak to drivers, police officers and pedestrians. Contact Amanda Day at 407-716-8221 (cell). Times and locations below:

**Tuesday, February 18**

### Operation Best Foot Forward Crosswalk Enforcement Schedule

[Interactive Google map of all BFF crosswalk locations](#)

Crosswalk	Estimated Time	Current Percentage of Drivers Yielding	Schools Nearby
<b>Altamonte Springs Police Dept.</b>			
<u>Central Pkwy. &amp; Mall Entrance</u>	07:30 - 08:30	15%	Altamonte Springs School, Seminole State, Altamonte Christian School, Forest City ES, Lake Brantley HS
<u>E. Central Pkwy. &amp; Altamira Cir.</u>	08:45 - 09:45	15%	Altamonte Springs School, Seminole State, Altamonte Christian School, Forest City ES, Lake Brantley HS

<u>W. Central Pkwy &amp; Montgomery Rd.</u>	10:00-11:00	5%	Altamonte Springs School, Seminole State, Altamonte Christian School, Forest City ES, Lake Brantley HS
<u>E. Altamonte Dr. and Boston Ave.</u>	13:00-14:00	10%	Altamonte Springs School, Seminole State, Altamonte Christian School, Forest City ES, Lake Brantley HS
<u>West Town Pkwy. &amp; East of Bunnell Rd.</u>	14:15-15:15	11%	Altamonte Springs School, Seminole State, Altamonte Christian School, Forest City ES, Lake Brantley HS
<b>Casselberry Police Department</b>			
<u>Button Rd. &amp; Seminola Blvd.</u>	08:00-12:00	47%	Winter Springs ES, Casselberry ES, Milwee MS, Lyman HS
<b>Longwood Police Department</b>			
<u>Church Ave. &amp; Myrtle St. (Weston Park Apartments)</u>	08:00-09:30	48%	Longwood ES, Rock Lake ES, Lyman HS
<u>(CR 427) Ronald Reagan Blvd. &amp; Church Ave.</u>	09:30-10:30	25%	Longwood ES, Rock Lake ES, Lyman HS
<u>US 17-92 &amp; State Road 434</u>	10:30-11:30	53%	Winter Springs ES, Milwee MS, Longwood ES
<b>Oviedo Police Department</b>			
<u>Alafaya Woods Blvd. &amp; Alafaya Woods Park</u>	08:00-10:00	60%	Stenstrom ES, Evans ES, Partin ES, Lawton Chiles MS, Primrose School of Oviedo
<u>Lockwood Blvd. &amp; Riverside Skate Park</u>	13:00-15:00	16%	Stenstrom ES, Evans ES, Partin ES, Lawton Chiles MS, Primrose School of Oviedo
<b>Sanford Police Department</b>			
<u>E. Airport Blvd. &amp; S. Park Ave.</u>	07:30-09:30	39%	Pinecrest ES, Wicklow ES, Seminole HS
<u>Oregon Ave. at Bentley ES</u>	10:00-12:00	82%	Bentley ES, Idyllwilde ES
<u>WP Ball Blvd. &amp; Garnet Lane</u>	13:30-15:30	59%	Bentley ES, Idyllwilde ES
<b>Seminole County Sheriff's Office</b>			
<u>Dike Road &amp; Lake Howell High School</u>	07:00-8:00	36%	Lake Howell HS, Tuskawilla MS, Eastbrook ES, Rainbow ES
<u>Bear Lake Road &amp; McNeil Road</u>	08:15 - 09:15	35%	Bear Lake ES, Teague MS

<u>International Parkway at the Westin Hotel</u>	10:00-11:00	74%	Wilson ES, Bentley ES
<b>Winter Springs Police Department</b>			
<u>State Road 434 &amp; S. Edgemon Ave.</u>	07:00-10:00	24%	Layer ES, Highlands ES, Winter Springs ES
<u>State Road 434 &amp; Tuskawilla Road</u>	13:00-16:00	23%	Layer ES, Keith ES, Indian Trails MS, Winter Springs HS

**About [Best Foot Forward](#)**

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 and Seminole County in October 2019.

With the addition of Seminole County, Best Foot Forward has become the largest pedestrian safety grassroots coalitions in the country working to change driver behavior thereby making roadways safer for pedestrians.

Best Foot Forward 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 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.

**Best Foot Forward: Orange, Osceola and Seminole County Coalition Partners:**

Initiated and administered by Bike/Walk Central Florida, the Best Foot Forward coalition includes: City of Orlando and Orlando Police Department, City of Kissimmee and Kissimmee Police Department, City of St. Cloud and St. Cloud Police Department, Orange County Government, Orange County Sheriff’s Office, Orange County Public Schools, Osceola County Government, Osceola County Sheriff’s Office, Osceola County Public Schools, Orlando Health, Seminole County Government, Seminole County Sheriff’s Office, Seminole Public Schools, Seminole Crossing Guards, City of Altamonte Springs and Altamonte Springs Police Department, City of Casselberry and Casselberry Police Department, City of Longwood and Longwood Police Department, City of Oviedo and Oviedo Police Department, City of Sanford and Sanford Police Department, City of Winter Springs and Winter Springs Police Department, Lynx, MetroPlan Orlando, Florida Department of Health, and the Florida Department of Transportation. To learn more, visit [www.iyield4peds.org](http://www.iyield4peds.org).