



## MEDIA ADVISORY

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### **Springing into Daylight Saving Time Brings Increased Driver and Pedestrian Danger**

Orange and Osceola County law enforcement team up for two-day targeted enforcement campaign to urge drivers to use caution

ORLANDO, Fla. (Mar. 6, 2020) – [A new study](#) shows traffic crashes spike during the first six days following the switch to Daylight Saving Time, pinning the causes on adjusting to darker morning commutes to work or school and sleep deprivation. That’s why Orange and Osceola County officers and deputies from five agencies will conduct a targeted enforcement campaign at 17 commonly used crosswalk locations between Wednesday, Mar. 11 and Thursday, Mar. 12.

Over the course of the two days, officers and deputies plan to keep a watchful eye on distracted drivers and those drivers who fail to yield and stop for pedestrians crossing in the crosswalk, as [Florida law requires](#). The fine for violating is a minimum of \$164 plus three points on the license.

The crosswalk enforcement operation, called Operation Best Foot Forward, involves a plain clothes officer crossing in the crosswalk, watching for drivers who fail to yield and stop. Traffic cones or markings are placed a safe distance from the crosswalk, indicating the driver has ample time to safely stop prior to reaching the crosswalk. When a violation is observed, officers in full uniform operating a fully marked patrol vehicle will stop the violator and take the necessary enforcement action. Since 2012, more than 167 crosswalks have been enforced and nearly 8,000 warnings and tickets have been issued to drivers violating Florida’s driver yield law.

Participating law enforcement agencies include: Osceola County Sheriff’s Office, Orange County Sheriff’s Office, Kissimmee Police Department, Orlando Police Department and St. Cloud Police Department.

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**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.

#### **Crosswalk Enforcement Locations Background**

- A crosswalk in a high-crash area of Pine Hills, near Evans High School, where drivers frequently exceed the 40-mph speed limit (Pine Hills Rd. & Figwood Ln., Orange County)
- A popular trail crossing, used by bikers and walkers more frequently with extended daylight hours (Thacker Ave. & Kissimmee Trail, Kissimmee)
- A crosswalk at a high-crash intersection near the UCF campus. Students frequently use the crosswalk to get from their apartments onto campus. One student was hit by a driver just two blocks away in June (University Blvd. & Alafaya Tr., Orange County)

- A crosswalk in Downtown Kissimmee where BFF joins local business owners, who are on a quest to make the streets safer to encourage more visitors and shoppers (Broadway & W. Dakin Ave., Kissimmee)
- Three crosswalks in Celebration, chosen because of input from local residents, and in close proximity to homes, schools, churches and Disney headquarters (Osceola County)
- A newly installed crosswalk, complete with a rectangular rapid flashing beacon (RRFB) next to a city park and a LYNX bus stop (Virginia Ave. and 10<sup>th</sup> St., St. Cloud)

**Wednesday & Thursday, March 11-12**  
**Operation Best Foot Forward Crosswalk Enforcement Schedule**  
[Interactive Google map of all BFF crosswalk locations](#)

Wednesday, March 11, 2010			
Orange County Sheriff's Office	Est. Time	Driver Yielding Behavior at Crosswalk	Schools Nearby
<a href="#">University Blvd. &amp; N. Alafaya Trail</a>	9:30-11:00 am	68%	Riverdale ES, University HS, UCF
<a href="#">Apopka-Vineland Rd. north of Lake St.</a>	9:30-11:00 am	8%	Sand Lake ES
<a href="#">Rio Grande Ave. &amp; 40<sup>th</sup> St.</a>	9:30-11:00 am	39%	Memory MS, Life Skills Charter School, Cataline ES, Luther HS, Pineloch ES, Westminster Charter School, Palmetto ES
<a href="#">W. Oak Ridge Rd. &amp; Wingate Dr.</a>	9:30-11:00 am	37%	Elite Prep, Pathways Private, St. John Vianny
<a href="#">Pine Hills Rd. &amp; Figwood Ln.</a>	9:30-11:00 am	8%	Evans HS, Mollie Ray ES
Orlando Police Department			
<a href="#">N. Bumby Ave. &amp; Virginia Dr.</a>	7:30-8:30 am	50%	Audubon K8, Baldwin Oaks Academy
<a href="#">Livingston St. &amp; Broadway Ave.</a>	8:30-9:30 am	38%	Howard Middle
Kissimmee Police Department			
<a href="#">Broadway &amp; W. Dakin Ave.</a>	8:00-9:30 am	64%	Beaumont MS, Thacker ES, Osceola HS, Central ES
<a href="#">Thacker Ave. &amp; Kissimmee Trail</a>	9:45-11:00 am	36%	Highlands ES, Thacker Ave. ES, Kissimmee ES, Flora Ridge ES, Central Ave ES, Kissimmee MS, Osceola HS, Main Street HS
<a href="#">W. Donegan Ave. &amp; W. Carroll St.</a>	11:15 am-12:30 pm	15%	Kissimmee ES, Flora Ridge ES, Thacker Ave. ES, Highlands ES, Central Ave. ES, Beaumont MS, Kissimmee MS, Main Street HS
St. Cloud Police			

<a href="#">Virginia Ave. &amp; 10<sup>th</sup> St.</a>	1:00-2:00 pm	59%	Michigan Avenue ES, St. Cloud HS
<a href="#">Old Canoe Creek &amp; 5<sup>th</sup></a>	2:15-3:00 pm	53%	Lakeview ES, St Thomas Aquinas, West Side School, Ross E Jefferies ES, St Cloud Christian Prep
<a href="#">Lakeshore Blvd. &amp; Columbia Ave.</a>	3:15-4:00 pm	51%	Lakeview ES, St Thomas Aquinas, West Side School, Ross E Jefferies ES, St Cloud Christian Prep
<b>Thursday, March 12, 2020</b>			
<b>Osceola County Sheriff's Office</b>	<b>Est. Time</b>	<b>Driver Yielding Behavior at Crosswalk</b>	<b>Schools Nearby</b>
<a href="#">Celebration Ave &amp; Starling Dr.</a>	9:00-9:45 am	76%	Celebration K8
<a href="#">Celebration Pl. &amp; Celebration Pl.</a>	10:00-10:45 am	22%	Celebration K8
<a href="#">Waterside Dr. &amp; Spring Park Loop</a>	11:00-11:45 am	67%	Celebration K8
<a href="#">3233 Polynesian Hills Blvd.</a>	1:00-1:45 pm	59%	Near Rec Center

**Best Foot Forward Progress (2012-2019)**

- More than 8,000 citations and warnings issued in Orange, Osceola and Seminole counties
- 167 crosswalks enforced by law enforcement

**Florida's Traffic Safety – Driver Yield Laws**

- Drivers must yield to pedestrians at an intersection, even if there are no pavement markings or signs indicating a crosswalk.
- Drivers may not pass cars stopped at a crosswalk. Passing at a crosswalk is a major cause of pedestrian injuries.
- Turning vehicles must yield to pedestrians crossing on a green light or with a WALK signal.
- Drivers must come to a complete stop at crosswalks with signs indicating that a full stop is required.

**About Best Foot Forward**

According to the [Dangerous by Design](#) report, the Orlando-Kissimmee-Sanford MSA has consistently ranked as one of the most dangerous regions in the nation for pedestrian deaths and injuries for the last 10 years. In 2019, 988 people were struck and 91 were killed while doing something as simple and necessary as crossing the street, according to the most recent data.

The Best Foot Forward pedestrian safety campaign was launched to reverse this trend by focusing on one specific behavior change – increase driving yielding behavior at 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.

The [Best Foot Forward](#) pedestrian safety campaign 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, including six cities in October 2019. Best Foot Forward is now the largest grassroots coalition in the country, working for pedestrian safety.

**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).

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