



FOR IMMEDIATE RELEASE

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Operation Best Foot Forward Promotes Crosswalk Safety Before the First Day of School

Law Enforcement reminds drivers to slow down, stay alert, and stop for people in crosswalks

ORLANDO, Fla. – Leading up to the first days of school, local law enforcement will participate in Operation Best Foot Forward, a high-visibility awareness campaign for improving driver compliance with Florida’s crosswalk laws. The operation will run from July 14 through August 7, targeting school zones in addition to crosswalks with low driver compliance or high pedestrian activity.

During the operation, plainclothes officers will cross at marked crosswalks while drivers are given adequate time to stop as required by law. Drivers who fail to yield may receive a minimum \$164 citation and three points on their license. Law enforcement agencies will be participating in eleven Florida counties, including Brevard, Duval, Flagler, Lake, Marion, Orange, Osceola, Polk, Seminole, St. Johns, and Volusia.

The enforcement begins during the same week as [Operation Southern Slow Down](#), a statewide campaign focused on speeding, which is a primary cause of pedestrian deaths and serious injuries when drivers fail to stop for people in crosswalks

The operation also takes place during the [100 Deadliest Days of Summer](#), the period between Memorial Day and Labor Day when crash risks traditionally increase. As the start of the school year approaches, enforcement efforts are intended to promote safe driving behaviors in and around school zones. Data collected by the Best Foot Forward program shows that drivers stop for pedestrians at school crossings less than 50% of the time, highlighting the continued need for education, enforcement, and awareness as students return to the classroom.

“Many drivers claim to be unaware that it’s the law to stop for pedestrians in crosswalks,” said Vince Dyer, Director of the Best Foot Forward program. “That’s why this campaign is so important. Consistent enforcement increases the number of drivers stopping for people in crosswalks, so spreading awareness is crucial leading up to the school year.”

The full enforcement schedule is available at bikewalkcentralflorida.org/obff. Best Foot Forward representatives can also be made available for additional interviews at enforcement locations listed on the full schedule with advance notice.



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About the Best Foot Forward for Pedestrian Safety Program

The Best Foot Forward for Pedestrian Safety (BFF) program is administered by the local non-profit Bike/Walk Central Florida (BWCF). BFF was created to minimize 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. Best Foot Forward is a behavior change-based program designed to improve road safety through consistent education, high-visibility enforcement, and low-cost engineering at crosswalks. Best Foot Forward operates in eleven Central Florida counties and is the largest pedestrian-focused grassroots coalition in the nation, working with more than 100 local and regional organizations. Since launching in 2012, the rate of drivers yielding to people in marked crosswalks has increased from 17% to nearly 50%. To learn more, visit bikewalkcentralflorida.org/bff.

About Bike/Walk Central Florida

Bike/Walk Central Florida (BWCF) champions active transportation by advocating for safer streets and stronger communities across the region. Since 2010, BWCF has worked to make Central Florida a healthier, more connected place where everyone can safely walk, bike, and roll for transportation and recreation. Through its purpose to advance active mobility options for everyone, BWCF's missions of stewarding partnerships, advocating for smart policies, fostering community involvement, empowering individuals, and serving as a trusted resource continues to shape a more inclusive and vibrant transportation future for Central Florida.

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