



Operation Best Foot Forward Toolkit

About Operation Best Foot Forward

Operation Best Foot Forward (OBFF) is a pedestrian safety initiative focused on improving driver compliance at marked crosswalks through high-visibility enforcement. OBFF reminds drivers of Florida's driver yield law and encourages them to slow down, stay alert, and stop for people crossing the street. These efforts help reduce the risk of serious injuries and fatalities and improve safety for everyone using our roadways.

Content Themes

Build your messaging around one or more of these themes.

- **Safer Streets for Everyone**
 - Everyone deserves to get where they're going safely. Operation Best Foot Forward supports safer streets for people of all ages and abilities, regardless of how they travel.
- **Shared Responsibility**
 - Creating safer streets takes all of us. Drivers, people walking, bicyclists, and others who use our roadways all play a role in improving safety.
- **Safe Choices at Crosswalks**
 - Slowing down, staying alert, and stopping for people in marked crosswalks helps reduce the risk of serious injuries and fatalities.
- **Stronger Communities**
 - Safe crossings help people access schools, parks, businesses, transit, and neighborhoods with confidence.

Key Messages

These points can be used in social media posts and other communications.

- Operation Best Foot Forward uses high-visibility enforcement to encourage drivers to stop for people in marked crosswalks, as required by Florida law.
- High-visibility enforcement helps reinforce safe driving behaviors and increase awareness of traffic safety laws.
- Slowing down and staying alert can help save lives.
- Every safe interaction at a crosswalk contributes to a safer community.
- Florida law requires drivers to stop and remain stopped for people crossing within marked crosswalks. Drivers who fail to stop may receive a \$164 fine and 3 points on a driver's license.



Sample Social Media Posts

Across Florida, crosswalk safety enforcement is underway through Operation Best Foot Forward.

Consistent high-visibility enforcement can increase the number of drivers stopping for people in marked crosswalks by more than 10%, helping create safer crossings for everyone.

Drivers are reminded to slow down, stay alert, and stop for people crossing the street as required by Florida's driver yield law.

These efforts help reduce the risk of serious injuries and fatalities and protect everyone using our roadways.

Learn more about Operation Best Foot Forward: <https://www.bikewalkcentralflorida.org/enforce>

#OperationBestFootForward #BestFootForward #PedestrianSafety

Every time a driver stops for someone in a marked crosswalk, they help make our communities safer.

Operation Best Foot Forward uses high-visibility enforcement to reinforce Florida's driver yield law and encourage drivers to slow down, stay alert, and stop for people crossing the street.

Consistent enforcement can increase the number of drivers stopping for people in marked crosswalks by more than 10%, helping reduce the risk of serious injuries and fatalities.

Learn more about Operation Best Foot Forward: <https://www.bikewalkcentralflorida.org/enforce>

#OperationBestFootForward #BestFootForward #PedestrianSafety

Did you know? Florida law requires drivers to stop and remain stopped for people crossing within marked crosswalks.

Drivers who fail to stop may receive a \$164 fine and 3 points on their driver's license.

Operation Best Foot Forward uses high-visibility enforcement to increase awareness of Florida's driver yield law and encourage safer driving behaviors that help protect everyone using our roadways.

Learn more about Operation Best Foot Forward: <https://www.bikewalkcentralflorida.org/enforce>

#OperationBestFootForward #BestFootForward #PedestrianSafety



Graphics



[\[download\]](#)

Resources & Assets

Learn More

Visit the [Best Foot Forward website](#) to learn more about the program and available resources.

Media Library

[Access photos and videos](#) from previous Operation Best Foot Forward events.

Logo Files

Approved program participants may [download the Best Foot Forward logo](#) for use in promoting official OBFF activities.

Please Note: Best Foot Forward logos are intended for use by authorized program participants and organizations. If you are unsure whether you have permission to use the logo, please contact the [Best Foot Forward team](#) before including it in your materials.

Logo Usage Guidelines

Please follow these basic guidelines when using the Best Foot Forward logo:

- Do not stretch, distort, rotate, crop, or alter the logo in any way.
- Do not change the logo colors or recreate the logo.



- Place the logo on a clean, uncluttered background. When possible, use a white or other high-contrast background to ensure visibility.
- Leave adequate clear space around the logo so it remains legible.
- Do not combine or lock up the Best Foot Forward logo with another organization's logo.
- Do not use the logo to imply endorsement, sponsorship, or affiliation beyond your participation in Operation Best Foot Forward.

Social Media

Tag Best Foot Forward

- [Facebook](#) & [Instagram](#): @bestfootcfl
- [LinkedIn](#): Bike/Walk Central Florida

Suggested Hashtags

- #OperationBestFootForward
- #BestFootForward
- #OBFF
- #PedestrianSafety

Website Linking Guidance

When directing the public to learn more about Best Foot Forward or Operation Best Foot Forward, please use one of the following pages:

- Best Foot Forward (Main Program Page): <https://www.bikewalkcentralflorida.org/best-foot-forward>
- Best Foot Forward (Enforcement Page): <https://www.bikewalkcentralflorida.org/enforce>

Please Note: The Operation Best Foot Forward Media & Partners page (<https://www.bikewalkcentralflorida.org/operation-best-foot-forward>) is intended as a resource for program participants and **should not be used** in public-facing communications.

Messaging Guidance

Enforcement messaging should remain factual and behavior-focused. When penalties are referenced, they should be presented as part of Florida law in a neutral, informational way (e.g., fine and points on license), not as a deterrent warning or threat.

- **Do's**
- Highlight coordination among program participants.
- Use people-first language, such as "people crossing the street" or "people using crosswalks."
- Pair posts with photos or videos from OBFF events whenever possible.
- Tag Best Foot Forward so we can amplify your content.



- Don'ts
- Use language that blames or shames any road user.
- Frame enforcement in a punitive, threatening, or fear-based manner.
- Modify or recreate the Best Foot Forward logo.