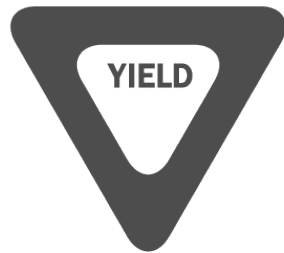


Best Foot Forward



for pedestrian safety

We're All Pedestrians

Metro Orlando is Number 1!

*In pedestrian injuries
and deaths*



The Problem

- ◆ Two pedestrians injured daily
- ◆ One killed per week

Goals

- ◆ Drivers yield at crosswalks
- ◆ Pedestrians use crosswalks
- ◆ EVERYONE — MAKE A HABIT OF
LOOKING OUT FOR EACH OTHER



Walk
Wise



Our Funders



WINTER PARK
HEALTH FOUNDATION



metroplan orlando
A REGIONAL TRANSPORTATION PARTNERSHIP



Keeping Central Florida Fit

**Orange
Cycle**

*Celebrating Cycling Fun
Since 1972*



David's
World Cycle



**LEVEL ONE
TRAUMA CENTER**

Caring for patients at Orlando Regional Medical Center
and Arnold Palmer Hospital for Children



Our Partners



YOU

Launch



Coverage

Broadcast

WESH – 2

WFTV – 9

WKMG – 6

CFN – 13

WOFL – 35

WMFE – 90.7

WDBO

Florida News
Network

Univision

Print/Web

Orlando Sentinel

OBJ

Florida Trend

Transportation Nation

Commute Orlando

Healthy Central Florida

Tampa Bay Biz Journal

Taxpayer benefit

- ◆ \$40,000 to OCSO for training/officer overtime
- ◆ \$65,000 direct staff time devoted to education/outreach in Orange County.

What we do

- ◆ Trained 27 OCSO officers
- ◆ Issued more than 350 warnings to drivers (reach factor 6x)
- ◆ OCPS adopting our ped safety curriculum grades K-6
- ◆ Contacted 100K+ homeowners through HOA outreach
- ◆ Promote county's ped safety initiatives online, in print and on television
- ◆ Participate in OC Community Safety Conference

Initial Budget

◆ \$150K

- \$108K WPHF
- \$42K MetroPlan Orlando

◆ Virtually all program costs

- Community Outreach
- Law Enforcement
- Education

◆ Underfunded

- Proposed for WP, Maitland, Eatonville
- Expanded Countywide based on community need.

Proposed Budget

◆ \$350K

Funding sources

- ◆ \$175K FDOT Grant (applied for)
 - Matching funds required
- ◆ \$50K MetroPlan (pledged)
- ◆ \$42K Orlando Health (proposed)
- ◆ \$40K Orange County (requested)
- ◆ \$40K City of Orlando (proposed)
- ◆ \$3K Community (donations)

The 5 Es

Engineering

Education

Evaluation

Enforcement

Encouragement



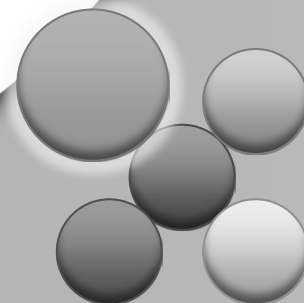
Engineering



Speed Limit	Distance
30 MPH	140'
35 MPH	183'
40 MPH	234'



MUTCD
Standard



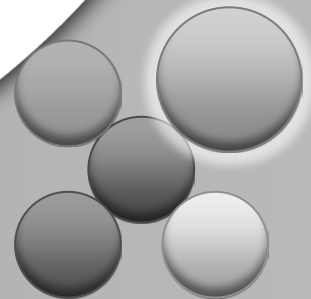
Education



Walk
Wise



- ◆ Public Awareness
- ◆ Law Enforcement Fliers
- ◆ Bus Wrap
- ◆ Earned Media
- ◆ PSAs
- ◆ Multi-discipline learning - 3 hours total (1 hour per teacher)
- ◆ Complete Training
- ◆ No cost to school
- ◆ Meets State Standards
- ◆ 15 Schools (Year 1)



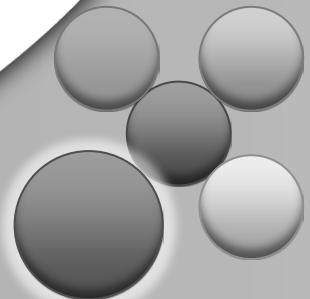
Education



Enforcement



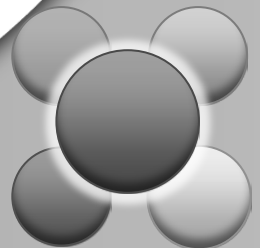
- ◆ Informational handouts for all stops
- ◆ Crosswalk enforcement operations
- ◆ Warning period
- ◆ Citations issued



Evaluation



- ◆ Yield rates
- ◆ Crashes, injuries and fatalities



iYield4peds.org



Best Foot Forward

