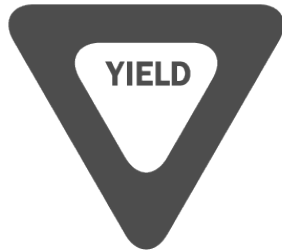


Best Foot Forward
for pedestrian safety



Launch – May 30



Goals

Reduce pedestrian deaths and injuries by half in Metro Orlando over the next five years by getting drivers and pedestrians to obey the law.

The 5 Es

Engineering

Education

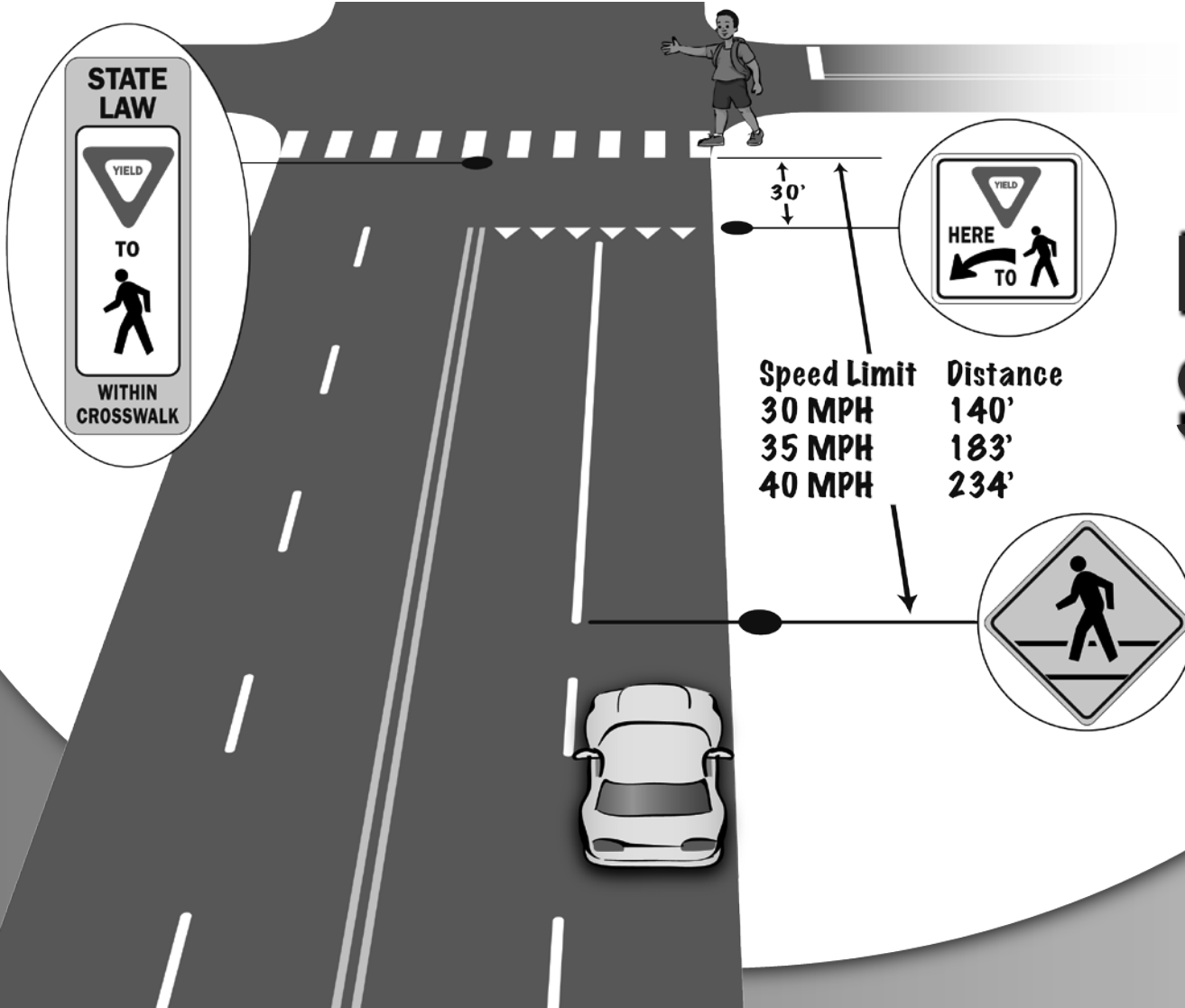
Evaluation

Enforcement

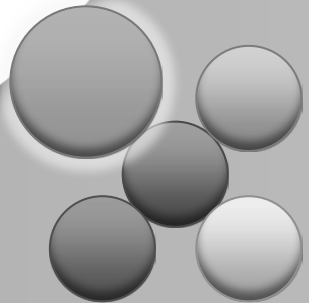
Encouragement



Engineering



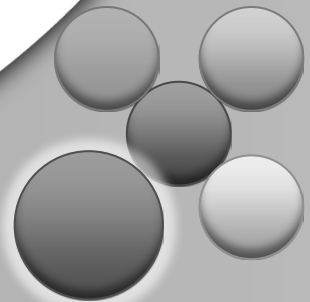
MUTCD Standard



Enforcement



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

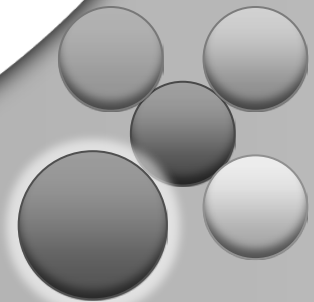


Enforcement - OCSO



- ◆ \$164 fine + 3 pts.
- ◆ Stops to date: Almost 4000
- ◆ Tickets: 396

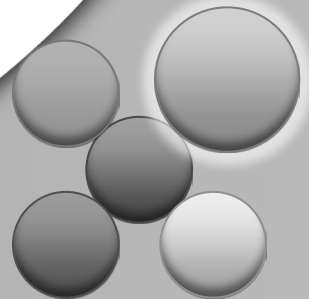
<http://www.orlandosentinel.com/videogallery/71920497/News/Cracking-down-on-crosswalk-violators->



Education



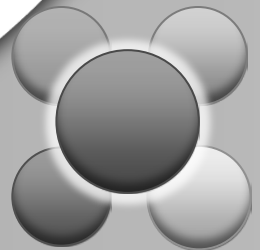
Walk
Wise



WalkSafe



- ◆ Developed by UM Miller School
- ◆ 20 years in Miami-Dade
- ◆ 130,000 students per year
- ◆ Sunshine State Standards
- ◆ Classroom, PE, Art
- ◆ Adopted as resource by OCPS.
- ◆ Launched in September at Millennia Elementary.



Evaluation



Yield rates

(Roads posted 35mph or less)

◆ Baseline

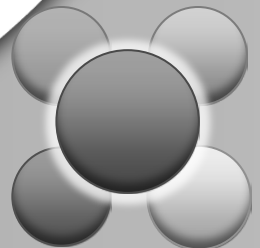
- 8.9% (1 in 11 cars)

◆ Yield rate, 08/2012

- 21% (1 in 5 cars)

◆ Yield rate, 09/2012

- 36% (1 in 3 cars)



Our Partners



Partners

- ◆ Engineering: Orange County, City of Orlando, MetroPlan Orlando
- ◆ Enforcement: OCSO, OPD
- ◆ Education: OCPS, WalkSafe, OC Neighborhood Preservation & Revitalization

County Involvement

- ◆ Resolution of support (May 22)
- ◆ OCSO Enforcement
- ◆ OC Traffic Engineering
- ◆ OC Neighborhood Preservation & Revitalization

Funding Sources

Pilot:

- ◆ Winter Park Health Foundation: \$108,250
- ◆ MetroPlan Orlando: \$41,750
- ◆ Private: \$12,500

Fiscal 2013

- ◆ FDOT: \$100,000
- ◆ MetroPlan Orlando: \$50,000
- ◆ City of Orlando: \$40,000
- ◆ Orange County: \$40,000
- ◆ Private: \$12,500

County Funding

How County's money will be spent:

- ◆ Technical Analysis: Center for Education and Research in Safety.
- ◆ Marketing: Media relations, signs, stickers, banners, posters
- ◆ Community Outreach: Direct contact with more than 200,000 households in OC via HOA contact campaign, speakers bureau, community events.
- ◆ Educational materials – which may include: brochures, fact sheets, fliers, web copy, etc.

Find us

- ◆ Website: www.iYield4peds.org
- ◆ Facebook: www.facebook.com/BestFootOrlando
- ◆ Twitter: @BestFootOrlando
- ◆ Volunteer or subscribe to Weekly eNewsletter:
marianne@bradkuhnandassociates.com

Action Requested

Approval to authorize staff to execute a FY 2013 Grant Agreement in the amount of \$40,000 with the Florida Bicycle Association for the Best Foot Forward for Pedestrian Safety initiative.