

**Seminole
County**

Changing Culture of Drivers vs. Walkers



IF

Get more drivers to yield and stop for pedestrians in crosswalks...

THEN

...more pedestrians will cross in crosswalks.



EDUCATE

ENGINEER

ENFORCE

EVALUATE

Seminole County Summary



October 1, 2020 – September 30, 2021

Enforcement



2

High Visibility
Enforcements

3

Details
Held

53

Warnings &
Citations Issued

Media (Regional)



320

Media
Placements

Education & Outreach



27

Events &
Presentations

4,722

People
Reached

2,243

Educational
Materials Distributed

\$1.08m

Earned Media
Value

14.3m

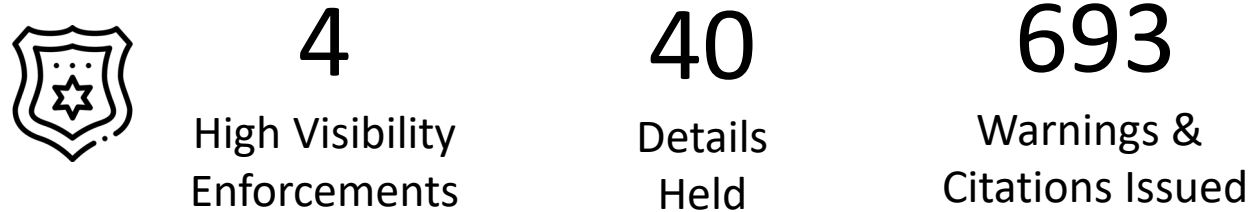
Overall Media
Impressions

Region-wide Summary



October 1, 2020 – September 30, 2021

Enforcement



Media (Regional)



Education & Outreach





Engineer



9

Crosswalks monitored

4

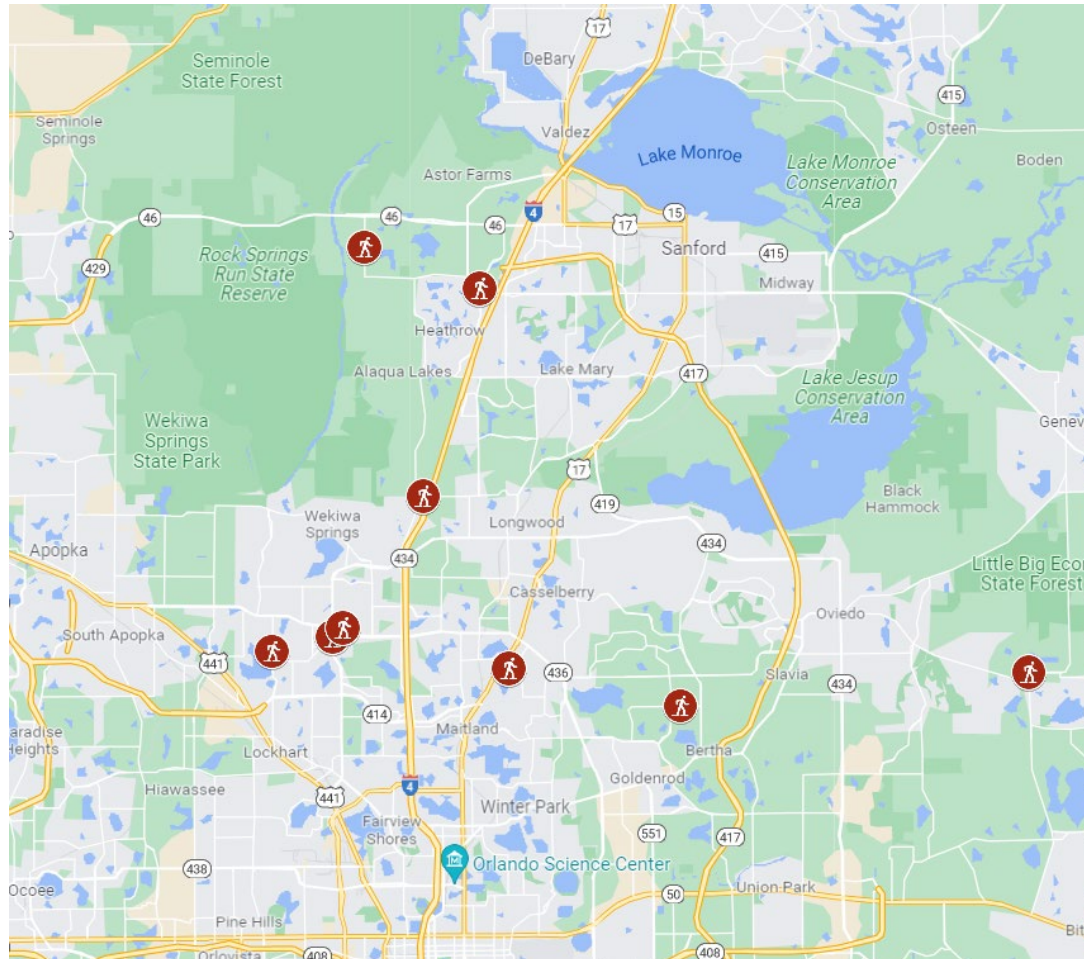
Crosswalks enforced

3

School crossings

5

Trail Crossings



Location	2021 Average Driver Yield Behavior
Bear Lake Rd & McNeil Rd	33%
International Parkway at Westin Hotel	77%
Dike Rd. & Lake Howell High School	43%
EE Williamson Rd at Seminole Wekiva Trail	76%
Lake of the Woods Blvd at Carrollwood Dr.	28%
SR 436 & Laurel St.	26%
SR 434 & Orange Ave.	16%
Longwood Markham Rd. and Via Bonita St.	81%
Snow Hill Rd & Jacobs Trail	18%



Educate



<p>27 Events & Presentations</p>	<p>4,722 People Reached</p>	<p>2,243 Educational Materials Distributed</p>
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Enforce



3

Crosswalk Details

=

53

Warnings and Citations issued for failure to yield to a pedestrian (FS 316)



Operation BFF: March 2021



Operation BFF: July 2021



Engineer



Crosswalk Safety Evaluations



Larger Ped Button signs at International Parkway and Westin Hotel RRFB



Seminole Wekiva Trail Safety Audit

Progress to Date (2012-2021)



10,563

TOTAL CITATIONS
AND WARNINGS



504

ENFORCEMENT
DETAILS



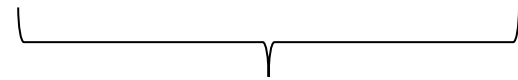
207

MONITORED
CROSSWALKS



670

PRESENTATIONS
AND EVENTS



Enforcement

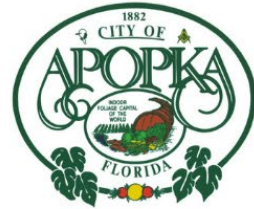


Engineering



Education

Best Foot Forward Coalition



Thank you!



Thank you, Seminole County, for continuing to put your **Best Foot Forward** for pedestrian safety!