

ENGINEERING * EDUCATION * TENFORCEMENT



























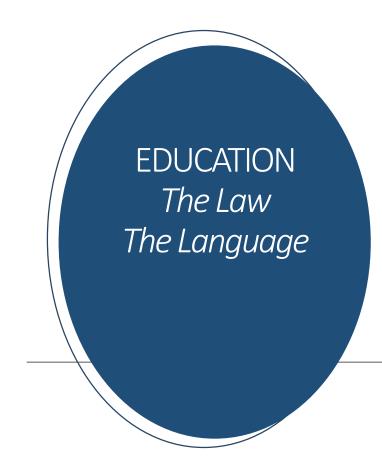














EDUCATION & OUTREACH PROGRAM



Dec

HVE Element	Jan	Feb	Mar	Apr First ticketing wave
Warnings				Wave.
Citations: Operation BFF				
Parent Education				GO Apopk Audub
Employee Education				Azalea Azalea BPAC Bridge
Media Outreach				Carme Centra Citizer Metrol City of
Events/ Outreach				College Coloni Associ
Optional: PSAs (TBD)				DMV (Bast C Counc Eggcel Englew
Feedback signs				Pirst P Haitian Health Safety
Awareness Survey*				Intern Lake E Associ Lake G Lake V Lee Rd

Community Outreach Presentations

Jun

Jul

Aug

Back-to-

school

Sep

Oct

Int'l

walk to

school

Nov

Time

change

Audubon Walk 'n Roll with OCPS Azalea Park Health Pair Azalea Park Safe Neighborhood Meeting BPAC Presentation at MetroPlan Bridge Orlando Bike & Ped Safety Talk Carmel Oaks Condo Association Central Park/Metrowest HOA Citizens Advisory Committee at MetroPlan City of Orlando: Train the Trainer College Park Neighborhood Association Colonialtown Neighborhood Association Creative Village Presentation DMV Collateral Distributed at 8 Sites East Central FL Regional Planning Eggcellent Health Pair Englewood Safe Neighborhoods

Apopka Safe Neighborhood Meeting

May

National

Bicycle

Month

Pint Presbyterian Church Health Pair Haitian Consulate: Materials only Healthy Central Florida Pedestrian Safety Workshop International Walk to School Day Event Lake Bola Heights Neighborhood

Association
Lake George Elementary Safety Pair
Lake Whitney Health and Safety Pair
Lee Rd. Safe Neighborhood Meeting
Matiland City Council Presentation
Manors of Bryn Mawr HOA
Mayor Dyer's Neighborhood Summit

Mystic at Mariners Village
Neighborhood Association
One Less Car-One More Park
One Night: Orlando Health Foundation
Orlando Lutheran Towers Women's
Breakfast
Orlo Vista National Night Out Pair

Pine Castle Community Meeting Pine Hills Community HOA Pine Hills/Silver Star Ped Event Re-Think Your Community Presentation

S. Goldenrod Safe Neighborhoo





Traditional Media



104 million





\$3.5 million Earned media





























































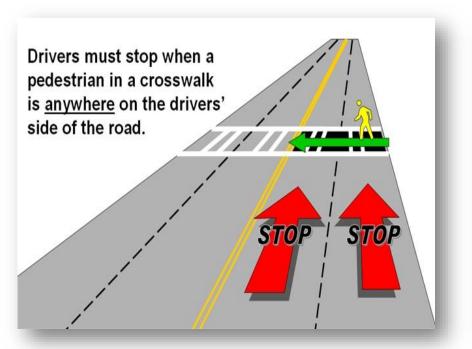


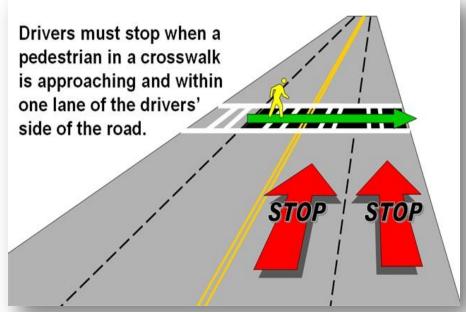




FLORIDA STATUTE 316.130(15): FLORIDA'S DRIVER YIELD LAW







Minimum: \$164 citation and 3 points on your driver's license

THERE'S A LANGUAGE GAP

We think like drivers because most of us are drivers







TRAFFIC

Pregnant woman struck by car in Pine Hills dies, FHP says

FHP investigates crash at North Powers Drive and Silver Star Road

By Daniel Dahm - Digital Manager

Troopers: Man dies after being struck by vehicles in Osceola County

By: Jason Kelly

Updated: Aug 10, 2017 - 6:58 PM

NEWS

Pedestrian fatally struck by vehicle in Seminole County, troopers say

FHP: Pedestrian struck while attempting to cross State Road 434

By Troy Blevins - Graham Media Group Posted: 6:00 PM. February 17, 2018

Pedestrian struck, killed by FHP patrol car

By Spectrum News Staff | Florida | June 17, 2018 @1:24 PM

A LANGUAGE GAP



pedestrian adjective

pe·des·tri·an | \ pə-ˈde-strē-ən • \

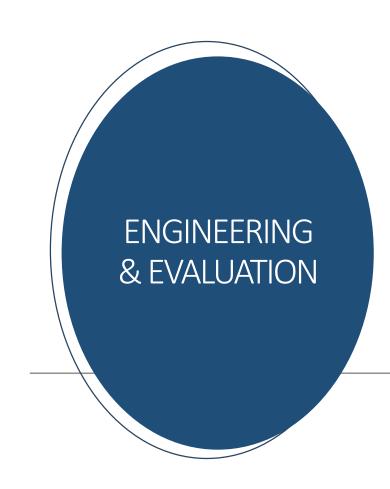
Definition of pedestrian (Entry 1 of 2)

COMMONPLACE, UNIMAGINATIVE
 If his sentences and phrases are too often pedestrian, commonplace
 The Times Literary Supplement (London)

Merriam-

SINCE 1828

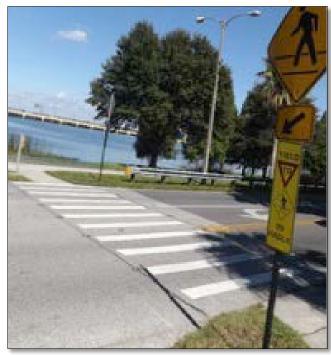
- 2 a : going or performed on foot
 // pedestrian traffic
 // a pedestrian tour of the village
 - b : of, relating to, or designed for walking// a pedestrian mall// a pedestrian bridge





TRACKING PROGRESS: % DRIVERS YIELDING TO PEOPLE CROSSING





2013 Yield Rate: 13%



2017 Yield Rate: 68%

LAKE UNDERHILL RD. & PALMER ST





































TRACKING PROGRESS: % DRIVERS YIELDING TO PEOPLE CROSSING





2013 Yield Rate: 6% 2018 Yield Rate: 84%

VIRGINIA DRIVE & ORLANDO URBAN TRAIL



































TRACKING THE PERCENTAGE CHANGE IN DRIVER YIELDING

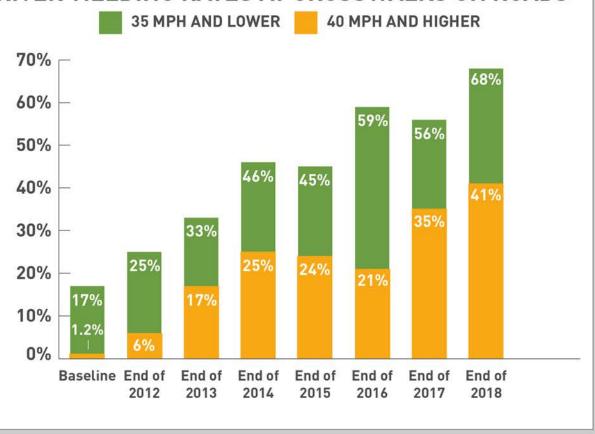


BEFORE & AFTER HVE EFORCEMENT & BY CHANGES IN ENGINEERING TREATMENTS

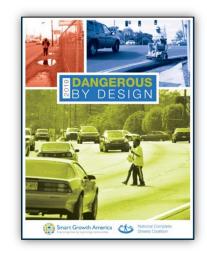
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DRIVER YIELDING RATES AT CROSSWALKS ON ROADS



WHAT ARE OTHER MSA'S DOING TO DROP IN RANKING?



Metro Statistical Area	2009 (2007-08)	2011 (2000-09)	2014 (2008 -12)	2016 (2005-14)*	2019 (2008-17)
	Rank	Rank	Rank	Rank	Rank
Sanford-Orlando-Kissimmee	1	1	1	3	1
Jacksonville	4	3	3	4	6
Tampa-St. Petersburg-Clearwater	2	2	2	7	9
Miami-Fort Lauderdale-West Palm	3	4	4	11	14
Deltona-Daytona Beach-Ormond Beach				5	2
Palm Bay-Melbourne-Titusville				2	3
North Port-Sarasota-Bradenton				10	4
Lakeland-Winter Haven				6	5
Cape Coral-Fort Myers				1	8











Amanda Day
Executive Director
Amanda@bikewalkcf.org
BikeWalkCentralFlorida.org

