



**June 26–27, 2018**

Gainesville, Florida

# Welcome, Introductions + Agenda

Chris Craig





# Introductions

- Name
- Agency/organization
- Number of years you've worked in traffic safety



# Agenda

## DAY 1

- Action Plan Group Breakouts
- Click It Or Ticket Mobilization
- Law Enforcement Survey and Roll Call Video Update
- Passengers on the Exterior of Trucks Data Discussion

## DAY 2

- Recap and Guidance for Day 2
- Membership Update
- Fact Sheet Review
- Safety Belt Use Rate Discussion
- Action Plan Updates
- Wrap Up and Next Steps

The background features a collage of blue hexagonal patterns in the top-left and bottom-left corners. On the right side, there is a photograph of a person's hand, possibly holding a pen or a tool, with a dark, textured surface visible below it.

# Action Plan Implementation

Group Breakouts

# Click It Or Ticket Mobilization

Greg Rittger





# Memorial Day 2018 CIOT National Mobilization



CLICK IT  
OR TICKET  
FLORIDA

May 21st - June 3rd, 2018







# ORANGE COUNTY SHERIFF'S OFFICE

## Traffic Section



## CIOT CAMPAIGN

Planning / Enforcement / After Action

Overview of an effective CIOT Safety Campaign





## Current Dates

### 2018

<b>Earned Media</b>	<b>&gt;</b>	<b>May 7</b>	<b>-</b>	<b>June 14, 2018</b>
<b>Paid Media</b>	<b>&gt;</b>	<b>May 14</b>	<b>-</b>	<b>June 3, 2018</b>
<b>Enforcement</b>	<b>&gt;</b>	<b>May 21</b>	<b>-</b>	<b>June 3, 2018</b>

## Future Dates

### 2019

<b>Earned Media</b>	<b>&gt;</b>	<b>May 6</b>	<b>-</b>	<b>June 13, 2019</b>
<b>Paid Media</b>	<b>&gt;</b>	<b>May 13</b>	<b>-</b>	<b>June 2, 2019</b>
<b>Enforcement</b>	<b>&gt;</b>	<b>May 20</b>	<b>-</b>	<b>June 2, 2019</b>

### 2020

<b>Earned Media</b>	<b>&gt;</b>	<b>May 4</b>	<b>-</b>	<b>June 11, 2020</b>
<b>Paid Media</b>	<b>&gt;</b>	<b>May 11</b>	<b>-</b>	<b>May 31, 2020</b>
<b>Enforcement</b>	<b>&gt;</b>	<b>May 18</b>	<b>-</b>	<b>May 31, 2020</b>

### 2021

<b>Earned Media</b>	<b>&gt;</b>	<b>May 3</b>	<b>-</b>	<b>June 10, 2021</b>
<b>Paid Media</b>	<b>&gt;</b>	<b>May 10</b>	<b>-</b>	<b>May 30, 2021</b>
<b>Enforcement</b>	<b>&gt;</b>	<b>May 17</b>	<b>-</b>	<b>May 30, 2021</b>



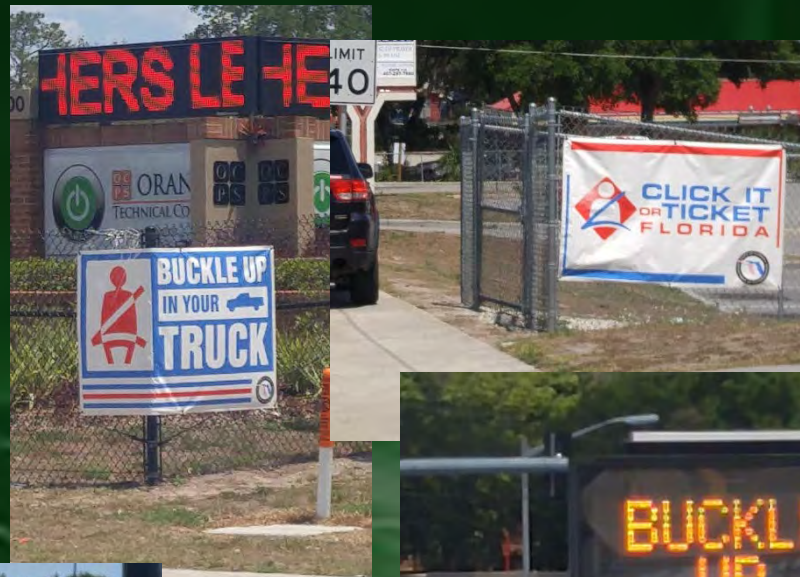
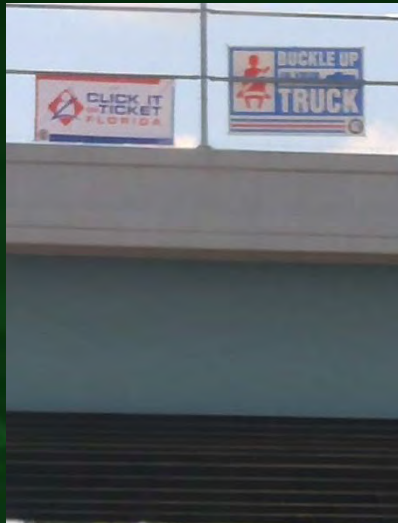


# PLANNING

2 - 3 weeks prior to Enforcement Period

- Start pre-planning –
- Pull crash data to locate hot spots
- Plan out HVE enforcement sites, times for larger joint team details
- Emails requesting assistance;
  - OCCC reference message boards
  - Children's Safety Village CPST
  - OCSO Public Information Division
  - Reserve radio detail channels
- Deploy portable electronic message trailers – put out signage/banners





**BUCKLE UP – YOU & THE KIDS – CIOT  
BUCKLE UP – EVERY TRIP – EVERY TIME -**



# PLANNING

1-2 week prior to Enforcement Period

- Pre compliance Surveys
- Operations Plan – written and signed
- Agency Wide Email – notice and training
- Media Press Releases
- Social Media materials to PIO



## Click-it or Ticket Pre / Post Survey



DATE 17-May Location: goldenrod/lake underhill  
 Deputy: Alcaidinho PRE-SURVEY ☒ YES % 89 %  
 TEAM 5 POST-SURVEY NO % 11 %



1. <u>y</u>	21. <u>y</u>	41. <u>y</u>	61. <u>y</u>	81. <u>y</u>
2. <u>y</u>	22. <u>y</u>	42. <u>y</u>	62. <u>y</u>	82. <u>y</u>
3. <u>y</u>	23. <u>y</u>	43. <u>y</u>	63. <u>y</u>	83. <u>y</u>
4. <u>y</u>	24. <u>y</u>	44. <u>n</u>	64. <u>y</u>	84. <u>y</u>
5. <u>y</u>	25. <u>y</u>	45. <u>y</u>	65. <u>y</u>	85. <u>y</u>
6. <u>y</u>	26. <u>y</u>	46. <u>y</u>	66. <u>y</u>	86. <u>y</u>
7. <u>y</u>	27. <u>y</u>	47. <u>y</u>	67. <u>y</u>	87. <u>y</u>
8. <u>y</u>	28. <u>y</u>	48. <u>y</u>	68. <u>y</u>	88. <u>y</u>
9. <u>n</u>	29. <u>y</u>	49. <u>y</u>	69. <u>y</u>	89. <u>n</u>
10. <u>y</u>	30. <u>y</u>	50. <u>y</u>	70. <u>y</u>	90. <u>n</u>
11. <u>y</u>	31. <u>y</u>	51. <u>y</u>	71. <u>y</u>	91. <u>y</u>
12. <u>y</u>	32. <u>y</u>	52. <u>y</u>	72. <u>y</u>	92. <u>n</u>
13. <u>y</u>	33. <u>y</u>	53. <u>y</u>	73. <u>y</u>	93. <u>y</u>
14. <u>y</u>	34. <u>y</u>	54. <u>n</u>	74. <u>y</u>	94. <u>y</u>
15. <u>y</u>	35. <u>y</u>	55. <u>y</u>	75. <u>y</u>	95. <u>y</u>
16. <u>y</u>	36. <u>y</u>	56. <u>y</u>	76. <u>y</u>	96. <u>y</u>
17. <u>y</u>	37. <u>y</u>	57. <u>y</u>	77. <u>y</u>	97. <u>y</u>
18. <u>n</u>	38. <u>y</u>	58. <u>y</u>	78. <u>y</u>	98. <u>y</u>
19. <u>n</u>	39. <u>y</u>	59. <u>y</u>	79. <u>y</u>	99. <u>y</u>
20. <u>n</u>	40. <u>n</u>	60. <u>y</u>	80. <u>y</u>	100. <u>n</u>

A survey will consist of observing the "Driver and Front Seat Passengers" for wearing safety belts in at least 200 vehicles. If a driver **OR** front passenger is not wearing their belt that vehicle will be counted as a "NO". If a vehicle driver and passenger can not been seen to determin belted or not, skip the vehicle, dont count it. Pre and Post Surveys will be taken from the same locations and time of day. Pre is done the week prior to enforcement, Post the week after. The safety belt usage rate from each survey will be averaged and entered on a 100 percent basis.







## ORANGE COUNTY SHERIFF'S OFFICE

### Traffic Enforcement Section

### Operations Plan



### FDOT – Law Enforcement Liaison Program

### 2018 “Click It or Ticket” Campaign

### NHTSA National Enforcement Wave

Monday, May 21, 2018 – Sunday June 3, 2018



Prepared by:  
MDS Gregory Rittger  
Orange County Sheriff's Office  
Traffic Enforcement Section-Motor Unit  
Agency Coordinator Florida LEL Program

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### May 2018 “Click it or Ticket” Operations Plan

**Situation:** The National Highway Traffic Safety Administration (NHTSA) is promoting the National “Click-it or Ticket” (CIOT) occupant protection safety campaign from May 14 to June 3, 2018. A national paid media advertising campaign promoting the “Click-it or Ticket” seatbelt safety message will be running the entire campaign to include TV, Radio, Print, Billboards and Social Media. The Media campaign starts one week prior to the *Enforcement Wave* which will run May 21 to June 3, 2018. The Florida Department of Transportation (FDOT) and The Florida Sheriff's Association, in keeping with their traffic safety vision of “Driving Down Fatalities” endorses this campaign as an effort to improve traffic safety and lower traffic related injuries and fatalities. FDOT promotes this campaign through the Florida Law Enforcement Liaison Program (LEL). “Click it or Ticket” emphasizes the importance of wearing seatbelts and properly securing children in child safety seats. The Orange County Sheriff's Office embraces this effort and takes an active role in this and other traffic safety awareness and enforcement campaigns. As part of an ongoing effort to reduce the severity of injuries during traffic crashes within Orange County Florida, as well raise public awareness to seatbelt safety, the Orange County Sheriff's Office Traffic Section will be conducting several CIOT “Zero Tolerance” traffic enforcement details at various locations within Orange County. This enforcement wave is being conducted in an effort to identify persons that may be operating or riding in a motor vehicle upon the roadways within Orange County Florida without a safety belt properly secured, including any improperly or unrestrained children. This operations plan coincides with the National “Click it or Ticket” seat belt enforcement wave as occupant protection violations will be the main area of focus.

**Goal:** The Sheriff of Orange County is committed to providing law enforcement services that enable the citizens and visitors within our community to be safe and secure while traveling upon and around Orange County roadways. In an effort to obtain these goals, it has been proven that “Zero Tolerance” traffic enforcement details are one of the most successful methods used to reduce the number of traffic crashes and the severity of injuries suffered in a particular region. These proactive measures include the use of traffic enforcement as a method of accomplishing this goal. By conducting these high visibility details in and around high crash areas, along with the usage of portable sign trailers, banners and public information media releases, the OCSO Traffic Section is focused on a reduction of traffic related injuries and deaths contributed to non-seatbelt usage during this campaign compared to the same time period last year.

**Operational Details:** In following with the emerging High Visibility Enforcement (HVE) Philosophy, this operation will be conducted in a manner and locations to maximize the visibility to the motoring public in an effort to positively influence all passing motorist to utilize their safety belt and reduce traffic crashes in the area of the details. All motor squads will initiate and enforce seatbelt violations throughout the county. Enforcement efforts will include larger joint team details as well as squad and individual efforts in their respective sectors. A designated person will be assigned to identify seatbelt violations. As a violator is identified, the description of the vehicle and violator will be broadcast to awaiting deputies who will then conduct the traffic stop. Deputies conducting the traffic stop will wear reflective safety vests per policy and will direct the motorists into a pre-approved location. Deputies will have the discretion to issue tickets, but a “zero tolerance” stance is recommended. Other violations encountered may be cited as appropriate.

Public awareness for the campaign started the weeks prior to the enforcement dates. National and State advertisement included billboards, highway message boards, print, radio and TV spots. The OCSO Motor Unit placed "Click it or Ticket" signage roadside at various planned enforcement sites along with deploying both electronic message sign trailers displaying the CIOT message in High Crash Areas. Orange County Convention Center also added the CIOT message to its electronic message boards positioned throughout the International Drive tourist area. OCSO Media Relations Office is assisting with the release of Media Advisory, requesting local media to attend enforcement details in order to obtain media coverage and increases public awareness. The PIO is also posting various CIOT messages on the agency social media sites.

**Locations, Times:** Locations will be selected in sectors 1 to 5, by the respected squads, based on high crash and traffic complaint areas along with safety considerations and operational effectiveness. Teams will conduct a 2-3 hour CIOT detail every morning and afternoon of the campaign. Joint team details will run Tuesday and Thursday mornings along with Wednesday afternoons. Locations and times may change due to unforeseen circumstances or for improved operation efficiency.

**Joint Team Details:**

<u>Date</u>	<u>Location</u>	<u>Teams &amp; Times</u>
Monday May 21, 2018	Semoran Blvd / Aloma	2-5 1600-2000 hrs
Tuesday May 22, 2018	Silver Star / Hiawassee	1-3-5 0700-1000 hrs
Tuesday May 22, 2018	3833 W. Oakridge (school zone)	2-4 0700-0930 hrs
Tuesday May 22, 2018	S. Rio Grande / Honour Rd	2-4 0930-1100 hrs
Wednesday May 23, 2018	Clarcona Ocoee/NOBT	1-3-5 1230-1500 hrs
Wednesday May 23, 2018	SOBT / Americana	2-4 1230-1500 hrs
Thursday May 24, 2018	Old Winter Garden / Hiawassee	1-3 0700-1000 hrs
Thursday May 24, 2018	Goldenrod Rd / Lk. Underhill Dr	1-3-5 0700-1000 hrs
Tuesday May 29, 2018	Silver Star / Hiawassee	1-3-5 0700-1000 hrs
Tuesday May 29, 2018	3833 W. Oakridge (school zone)	2-4 0700-0930 hrs
Tuesday May 29, 2018	S. Rio Grande / Honour Rd	2-4 0930-1100 hrs
Wednesday May 30, 2018	Clarcona Ocoee/NOBT	1-3 1230-1500 hrs
Wednesday May 30, 2018	SOBT / Americana	2-4-5 1230-1500 hrs
Thursday May 31, 2018	Old Winter Garden / Hiawassee	1-3 0700-1000 hrs
Thursday May 31, 2018	Goldenrod Rd / Lk. Underhill Dr	1-3-5 0700-1000 hrs

**Briefing:** Respective Supervisors will brief prior to starting each detail and will be held at the detail location. Reference Joint Team Details; the respective host supervisor for the sector the detail is in, will be responsible for all aspects of that detail.

**Radio Channel:** A14 Motors (No dispatcher needed)  
D4 Detail 4 - No dispatcher - entire detail - May 21<sup>st</sup> - June 1<sup>st</sup> 0700-1600 hrs.  
If a 3<sup>rd</sup> channel is needed on a day by day case, Contact COMM-10

**Units:** The Orange County Sheriff's Office Motor Unit, ETU, Motor Unit Cross-Trainers and Uniform Patrol Division. This is a agency wide campaign.

**Command & Control:** Lieutenant Cal Wacker will maintain Command and Control of this event. Respective motor team supervisors will control each respective detail within their sector.

**In accordance with Orange County Sheriff's Office General Order 6.1.0, the following information is incorporated into the Incident Action Plan for this event.**

- Purpose:** This operation coincides with the NHTSA national advertised "Click it or Ticket" seat belt enforcement wave and seat belt violations will be an area of focus in an effort to reduce the severity of injuries in vehicle crashes.
- Objective:** To identify drivers, passengers and/or children whom are not utilizing safety belts or proper child restraint devices while traveling upon the roadways of Orange County and issue violators citations as appropriate in an effort to reduce traffic collision injuries.
- Operational Time-Line:** Monday May 21, 2018 – Sunday June 3, 2018
- Manpower allocation:** Primarily the Orange County Sheriff's Office Traffic Section
- Contingency Plan:** No contingency plan needed for this detail
- After Action Report:** Comprehensive statistical data including enforcement results and crash data will be compiled in an After Action Report submitted approximately four weeks after the conclusion of the enforcement wave by MDS Rittger. This will allow for crash data to be analyzed.





7. **Detail Implementation:** Respective motor teams will be the "host" team for details held in their sector. Host teams will be responsible for any operational requirements for their detail. Host teams will provide one (1) transport vehicle equipped with a prisoner partition system. If additional arrestee transport is necessary the host supervisor will request assistance from UPD. Upon a violator being identified, the Motor Deputy will direct the violator to a predetermined safe stopping location and conduct a traffic stop per agency policy.


8. **Safety Equipment:** All members participating in this event are required to utilize any and all safety measures deemed appropriate to accomplish the task and comply with agency policy.


9. **Briefing Details:**

- Any person operating a motor vehicle without a license will be arrested
- Any person operating a motor vehicle with a suspended license will be handled with in accordance with OCSO Directives
- All violators will be checked via FCIC/ NCIC for wants/ warrants
- DUI Investigations will be conducted as appropriate
- Host supervisor must collect predetermined statistical data from all personal at the conclusion of each detail, forward daily to MDS Greg Rittger for AAR data collection. ie: number of; man hours, vehicle stops, NSB citations, Child Restraint citations, DWLSR citations, No Insurance, Other citations, Arrest/type, detail location and times along with any notable occurrences, media, etc.

Signature Block



  
Lieutenant Cal Wacker      Date      05/16/2018      Approved ☒      Disapproved ☐

  
Captain Tony Minnis      Date      05/16/18      Approved ☒      Disapproved ☐





The National *Click It or Ticket* campaign starts Monday May 21<sup>st</sup> and runs through Sunday June 3<sup>rd</sup>. The Orange County Sheriff's Office Traffic Section embraces this important traffic safety effort and takes an active role in this and other enforcement campaigns. We are asking for all agency members, especially UPD and SOD's help by conducting Zero-Tolerance seatbelt and child restraint enforcement DAY and NIGHT during this two week campaign. The agency's goal is to reduce the severity of traffic crash injuries and deaths contributed to non-safety belt use. Currently in Orange County, over 50% of all fatal and seriously injured victims involved in a traffic crash are NOT BELTED.

The State of Florida collects statistical data of our agency's efforts. This data is collected from citations and traffic crash data during this time period. Warnings and Courtesy Notices issued are NOT included in the reporting data.

**Supervisors Note:** No data needs to be collected by UPD/SOD; this will be automatically done based on deputies assignment code. Please insure your personnel's assignment code in CAD is up to date.

UPD's stats from last year's Click it or Ticket detail in May '17.

Assignment	UTC'S	Assignment	UTC'S
Sector I	10	Sector IV	129
Sector II	57	Sector V	23
Sector III	137	Sector VI	92

Focus will be on all seatbelt violations: = **Non-Moving \$114.00**

- Driver: **316.614(4)(b)**
- Front seat passengers: **316.614(5)** (18yoa or older Cite Passenger – Under 18yoa Cite Driver)
- Any children under 18 anywhere in the vehicle not belted: **316.614(4)(a)** (cite driver)

Child Restraint Violations = **Moving 3pts \$164.00** NOTE: The driver may make a one-time election IN PERSON at Clerks office to take a 3 hour child safety class; the Clerk will reduced the fine to only \$7.50 and points are withheld. Please advise violator of this very worthwhile class option.

- Child Restraint laws; 0-3yoa not in car seat, 4-5yoa not in car seat or booster: **316.613(1)(a)**
- Car Seat, Booster must be properly secured to vehicle & Child must be properly secured in seat.

\*\*\*Children 4-5 must now be in a car seat or booster. Seatbelt alone is no longer enough.

Legal Bulletin 2000-05 (Revised 11-1-2015)

Florida Statute 316.613 requires children 5 years old or younger to be restrained in a crash-tested, federally approved device. Children up to 3 years of age must be restrained in a separate carrier or a vehicle manufacturer's integrated child seat. Children 4 through 5 years of age can be restrained in a separate carrier, an integrated child seat, or a child booster seat. Alternatively, a safety belt may be used for a child who is 4 or 5 years of age only in the following circumstances: (1) the child is being transported gratuitously by an operator who is not a member of the child's immediate family; (2) the child is being transported in a medical emergency situation involving the child; or (3) the child has a medical condition that necessitates an exception as evidenced by appropriate documentation from a health care professional. Any person who violates Florida Statute 316.613 commits a moving violation. Per Florida Statute 316.614(8), law enforcement officers may handle it as a primary action.

This message has been approved by Captain Tony Minnis Traffic Unit

For more information on the *Click It or Ticket* campaign, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).







## Orange County Sheriff's Office of Media Relations

2500 West Colonial Drive - Orlando, Florida 32804

407.254.7350 - <http://www.ocso.com>

MAY 18, 2018

FACEBOOK: ORANGE COUNTY SHERIFF'S OFFICE, FLORIDA  
TWITTER: @ORANGECOSHERIFF

PIO: JANE WATREL  
407-276-2483  
<http://www.ocso.com>



**"Click It or Ticket" Seat Belt Enforcement Effort  
Aims to raise awareness to "Buckle Up", Save Lives  
OCSO Kicks off Enforcement Effort Monday Night**

**Who: OCSO Motor Unit "Click it or Ticket" Safety Belt Enforcement**

**Where: S. Semoran Blvd (SR436) / Aloma Ave. Winter Park**

**When: MONDAY NIGHT May 21<sup>st</sup> from 4 p.m. - 8 p.m.**

From May 21 to June 3, 2018, local law enforcement will participate in the NHTSA National "Click It or Ticket" motorist occupant protection safety campaign, in an effort to save lives through increased seat belt usage. This enforcement period comes ahead of the heavily traveled Memorial Day weekend.

The Orange County Sheriff's Office embraces this effort to raise public awareness to "Buckle Up Florida". Throughout the entire two week campaign the OCSO Traffic Unit will be conducting seatbelt enforcement details at various locations throughout Orange County. The goal is to identify motorists not utilizing safety belts along with improperly or unrestrained children; in an effort to reduce the severity of injuries and fatalities due to traffic crashes within Orange County.

Thanks to a combination of the enforcement of seat belt laws and public awareness campaigns, Florida's seat belt use reached a record high of just over 90 percent in July 2017, up from about 60.1 percent in 2000. That's progress—it also means that every day, millions of people needlessly put their lives at risk because they don't buckle up. (Source: [FDOT.gov](http://FDOT.gov))

"Hundreds of thousands of citizens will be traveling this Memorial Day weekend, as well as throughout the summer vacation season. "As law enforcement, we have a special role in helping protect the safety of our citizens; we want to make sure that motorists 'buckle up' to keep themselves and their families safe" said OCSO Motor Unit Master Deputy Greg Rittger.

Media is invited and encouraged to promote the "Click it or Ticket" safety message by attending the detail listed above. Prime Time Frame for Live Shots. Enforcement will be conducted Day & Night throughout the two week campaign. Remember, not wearing a seat belt in Orange County is a \$114.00 fine (no points), 0-5 YOA not properly restrain in a child restraint car seat/booster is \$164.00 fine and 3 points on your license.

For more information on the *Click It or Ticket* campaign, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).







[www.floridalel.info/campaign-media/2018-click-it-or-ticket](http://www.floridalel.info/campaign-media/2018-click-it-or-ticket)





# Enforcement Wave







MAR 2017	MOTOR TEAM	LOCATION	TIMES	MAN HOURS	Vehicle Stops	NSB	CHILD	DWLSR	NO IN'S	OTHER UTC's	AREST	Arrest Type/Other Info/ Media on scene etc.
21	2	Rouse Lake / SR 50	1400-1500	5	3	4	1	0	0	1	0	
21	2, 5	Aloma / Semoran Blvd	1600-2000	24	53	52	0	1	2	13	0	Border to Border event Media on scene CPST Carseat Technicians
22	1,3,5	Silver Star / Hiwassee	0700-1000	36	62	49	2	1	0	22	0	CPST Carseat Technicians assisted on scene
22	2	3833 W. Oakridge Rd	0700-0830	6	9	8	1	0	1	7	0	
23	ETU	Avalon Park / SR 50	1830-2000	6	6	7	0	1	1	3	3	
24	2,4,5	Goldenrod / Lk Underhill	0700-1000	32	66	73	2	3	2	11	2	Media on scene
24	2	Oleander / Amber	1330-1500	6	19	11	2	3	1	10	0	
24	ETU	Landstreet / SOBT	1630-1830	6	8	6	0	0	1	1	0	
29	1,3,5	Silver Star / Hiwassee	0700-1000	38	60	59	4	0	5	10	2	
29	2, 4	3833 W. Oakridge Rd	0700-0930	14.5	35	29	6	1	2	25	0	CPST Carseat Technicians assisted on scene
29	2, 4	Texas / Americana	0945-1045	4	6	6	0	0	0	0	0	
30	2	Woodbury / Lk Underhill	0730-1000	7.5	25	19	0	0	0	17	0	
31	3, 3, 5	Goldenrod / Lk Underhill	0700-1000	27	68	63	1	2	0	16	0	CPST Carseat Technicians assisted on scene
1	ETU	Orangewood / Gateway	1900-2000	4	9	7	1	0	0	0	0	
		CAMPAIGN TOTALS		216	373	393	20	12	15	136	7	Total UTC's = 2.7 citations average per man hour
		MAY 2017 - TOTALS		379	631	605	36	42	35	216	5	Total UTC's = 2.5 citations average per man hour
		MAY 2016 - TOTALS		306	625	635	36	48	83	223	8	Total UTC's = 3.4 citations average per man hour
		MAY 2015 - TOTALS		630	1473	1348	87	81	217	525	22	Total UTC's = 3.6 citations average per man hour





**OCSO FL News** @OrangeCoSheriff · May 24

Click it or Ticket continues: BUCKLE UP! No seat belt in Orange County is a \$114.00 fine. A child 5 years old and under, not properly restrained, in a car seat/booster will earn you a whopping \$164.00 fine and 3 points on your license. #ClickitorTicket  
You've been warned!



Continuing Awareness  
Social Media – News media coverage etc.







# POST – Campaign

1 – 2 weeks post enforcement period

- Collecting Data for Reporting
  - Number of sworn agency personnel
  - Social media matrix data
  - Media matrix data
- Recovery of signage/banners/trailers
- POST compliance Surveys
- Statistical Data reports
- Crash Data FIRES
- After Action Report
- FDOT LEL Reporting





**Orange County Sheriff's Office, Florida**

Like Page

Published by Jane Watrel [?] · May 20 at 9:40am

Attention Motorists:  
Click it or Ticket is BACK!  
Starting Monday May 21st, through June 3rd, 2018, the OCSO will take part in the National "Click it or Ticket" campaign. In an effort to save lives through increased seat belt usage. Throughout the two week campaign, the OCSO Traffic Unit will be conducting seat belt enforcement details at various locations throughout Orange County.  
It's all very simple: buckle up!... [See More](#)



Performance for Your Post

8,680 People Reached

174 Reactions, Comments & Shares

80 Like	45 On Post	35 On Shares
3 Love	3 On Post	0 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
33 Comments	13 On Post	20 On Shares
56 Shares	54 On Post	2 On Shares

432 Post Clicks

37 Photo Views	0 Link Clicks	395 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



# Media Monitoring Suite



## Reports



WOFL-ORD (FOX)5/20/2018 5:09:12 PM [Media Center]

Local Viewership: 29,339

Local  
Publicity  
Value:  
\$2,070.71

Note: Click it or ticket channel 35

Injuries, charges are pending against the 20-year-old driver. >>> we are a week away from memorial-day weekend, and the orange county sheriff's office says buckle up, the national click it or ticket campaign starts tomorrow. not wearing one in orange ask...

[View](#) [Download](#)



WESH-ORD (NBC)5/21/2018 5:38:26 AM [Media Center]

Local Viewership: 6,653

Local  
Publicity  
Value:  
\$416.02

Note: Click it or ticket channel 2

Michelle: the orange county sheriff's office is cracking down on seat laws. Jason: they are taking off a click it or ticket campaign. you will see deputies around the county, identifying people not following the law. adults not wearing a seatbelt laws will be ticketed \$114....

[View](#) [Download](#)



Telemundo Orlando5/16/2018 6:18:32 PM [Media Center]

Local Viewership: 17,379

Local Publicity  
Value:  
\$1,725.50

Note: Click it or ticket CPT Torres Telemundo

>> hoy autoridades de orlando hicieron un llamado a la comunidad por la importancia de usar el cinturón de seguridad >> es que

[View](#) [Download](#)



WFTV-ORD (ABC)5/20/2018 5:31:29 AM [Media Center]

Local Viewership: 19,856

Local  
Publicity  
Value:  
\$1,366.40

Note: Click it or ticket channel 9

make derogatory comments towards him. he decided to quit the team. the school said that they cannot comment because an investigation is ongoing. >>> the orange county sheriff office will start a click it or ticket campaign. it will be a two week event....

[View](#) [Download](#)

Items in this report: 4

Total Local Viewership: 73,257  
Total Local Market Publicity Value: \$5,578.63







**2018 CIOT CHALLENGE  
NATIONAL ENFORCEMENT WAVE  
MAY 21 - JUNE 3, 2018**



**SAFETY BELT USAGE SURVEY**

	PRE: %	POST: %
<b>SECTOR 1/3 - WEST Side</b>	<b>73%</b>	<b>83%</b>
Silver Star Rd/Hiawasse Rd (EB Traffic Flow-SE Side)		
<b>SECTOR 2 - EAST Side</b>	<b>89%</b>	<b>92%</b>
Goldenrod Rd./Lake Underhill Rd. (NB Traffic Flow-SE Side)		
<b>SECTOR 4 - SOUTH Side</b>	<b>92%</b>	<b>82%</b>
3833 W. Oakridge Rd (School Zone)(WB Traffic Flow)		
<b>AVERAGE:</b>	<b>84.6%</b>	<b>85.7%</b>



# Orange County Sheriff's Office

## CITATIONS - CIOT Campaign

Search results from 5/21/2018 to 6/03/2018

Violation: 316.614 and Assignment: All

**Total Citations: 1,113**

Date	Citation	Violation	Violation Description	Officer	Assignment
6/1/2018	A36R26P	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	8072	CH1
5/28/2018	A36R22P	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	8072	CH1
5/28/2018	A36R24P	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	8072	CH1
5/28/2018	A36R6XP	316.614(5)	SEATBELT: FRONT SEAT PASS 16 OR > NOT BELT	6796	COPA
5/21/2018	A9G8KQE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	7808	COPA
5/22/2018	A9G8TME	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	2501	DSP1
5/31/2018	A9G9SVE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	4077	DSP1
5/31/2018	A9G9SOE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	4077	DSP1
5/22/2018	A9G8U5E	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	4077	DSP1
5/21/2018	A9G8OCE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	4077	DSP1
5/22/2018	A9G8TXE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	5276	DSP1
5/21/2018	A9G8ODE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	5276	DSP1
5/31/2018	A32TW9P	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	6605	DSP1
5/22/2018	A32TW8P	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	6605	DSP1
5/22/2018	A9G8U6E	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	7245	DSP1
5/21/2018	A9G8OBE	316.614(4)(B)	SEATBELT: DRIVER NOT BELTED	7245	DSP1
5/24/2018	A9G93RE	316.614(5)	SEATBELT: FRONT SEAT PASS 16 OR > NOT BELT	1361	DSP2
5/23/2018	A9G8WNE	316.614(5)	SEATBELT: FRONT SEAT PASS 16 OR > NOT BELT	1361	DSP2
5/23/2018	A9G8WTE	316.614(5)	SEATBELT: FRONT SEAT PASS 16 OR > NOT BELT	1361	DSP2





## 2018 "CLICK IT OR TICKET" CHALLENGE NATIONAL CAMPAIGN MAY 21 -JUNE 3, 2018

TOTAL NUMBER OF SEATBELT/CHILD RESTRAINT CITATIONS ISSUED BY  
UNITS/SECTOR and SQUAD Based on Deputy Assignment Code

**Total NSB citations = 1,113**

**Total Child Restraint = 40**

Sector Squad	S1	S2	S3	S4	S5	S6	MOTORS
1	14	85	21	9	2	20	80
2	5	24	0	39	4	8	187
3	5	1	54	27	4	3	53
4	3	10	0	21	9	0	30
5	29	1	24	6	0	6	65
6	1	0	4	0	3	1	ETU-22
7	34	9	10	12	DSP1>	11	X/T-60
8	1	0	0	19	DSP2>	34	
9	2	2	1	23	50	<TOPS-B	
10	1	0	0	4			
UNK							SOb units = 17
<b>Total</b>	<b>95</b>	<b>132</b>	<b>114</b>	<b>160</b>	<b>72</b>	<b>83</b>	<b>437</b>



### Top UPD Producers seatbelt citations

Name	NSB UTC's	Squad
1. Moises Bruno	48	(S33)
2. Gary Richards	28	(S42)
3. Todd Vongraff	22	(S21)



### Top Motors Producers seatbelt

Name	NSB UTC's	Squad
1. G. McDaniels	56	MO21
2. Keth Vidler	43	MO20
3. Greg Rittger	31	MO56

Top Cross Trainer = G. Richards 21



# ORANGE COUNTY SHERIFF'S OFFICE

2018 "CLICK IT OR TICKET" Challenge

*National Enforcement Wave*

May 21 – June 3, 2018

*MDS Moises Bruno*

UPD Top Producer

1<sup>st</sup> Place with 48 Citations

UPD III Squad 3



Given under my hand this  
21<sup>st</sup> day of June, 2018

Captain Tony Minnis  
Traffic Section





# Florida Click it or Ticket Challenge

From: 6/4/2017 12:00:00AM To: 6/3/2018 12:00:00AM Agency: ALL County: Orange City: ALL



Unbelted  
Crashes

Unbelted Fatal  
Crashes

Unbelted Fatalities

Unbelted  
Incapacitating  
Injury  
Crashes

Unbelted  
Incapacitating  
Injuries

## County: Orange

### Agency: APOPKA PD

Apopka	51	0	0	6	10
Unincorporated - Orange County	0	0	0	0	0
<b>Agency Total:</b>	<b>51</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>10</b>

### Agency: BELLE ISLE PD

Belle Isle	0	0	0	0	0
<b>Agency Total:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### Agency: EATONVILLE PD

Eatonville	1	0	0	0	0
<b>Agency Total:</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### Agency: EDGEWOOD PD

Edgewood	1	0	0	1	1
<b>Agency Total:</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>

### Agency: FHP TROOP D

Apopka	13	2	3	0	0
Bay Lake	0	0	0	0	0
Belle Isle	0	0	0	0	0
Eatonville	0	0	0	0	0
Edgewood	0	0	0	0	0
Lake Buena Vista	1	0	0	1	2
Maitland	1	0	0	0	0

<b>Agency Total:</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>
<b>County Total:</b>	<b>705</b>	<b>27</b>	<b>52</b>	<b>66</b>	<b>130</b>

<b>Grand Total:</b>	<b>705</b>	<b>27</b>	<b>52</b>	<b>66</b>	<b>130</b>
---------------------	------------	-----------	-----------	-----------	------------

**Unincorporated Orange County      318      23      44      36      74**

Run Date: 6/22/2018

Page: 3

\*Unbelted statistics provided in this report represent crashes for which at least one vehicle occupant was reported with a Safety Restraint code of '2' (None Used)

\*\*Unbelted statistics exclude operators and passengers of motorcycles, mopeds and ATV's

\*\*\*All crashes are codeable as per FS 316.066





**ORANGE COUNTY SHERIFF'S OFFICE**  
**Traffic Enforcement Section**  
**After Action Report**



**FDOT – Law Enforcement Liaison Program**  
**2018 “Click It or Ticket” Campaign**  
**National Enforcement Wave**  
**Monday, May 21, 2018 – Sunday June 3, 2018**



Prepared by:  
MDS Gregory Rittger  
Orange County Sheriff's Office  
Traffic Enforcement Section-Motor Unit  
Agency Coordinator Florida LEL Program

Page 2 of 6  
May 2018 “Click It or Ticket”  
After Action Report

**Executive Summary:**

The 2018 National Highway Traffic Safety Administration- NHTSA national “Click-it or Ticket” (CIOT) public awareness and enforcement campaign is marketed every year at the bringing of the summer travel season to include the Memorial Day holiday. The campaign is sponsored in Florida by FDOT-Florida Department of Transportation and promoted to law enforcement agencies by the Law Enforcement Liaison program.

The CIOT campaign is designed to increase the overall usage rate of seatbelts and child restraint systems through public awareness and enforcement which in turn decreases the number and extent of serious injuries and deaths in traffic crashes. These campaigns are funded and promoted by the NHTSA-National Highway Traffic Safety Administration and FDOT-Florida Department of Transportation. They advertise the “Click it or Ticket” message to the motoring public via national and local TV and radio media commercials, billboards, highway electronic message boards etc. weeks prior to each enforcement campaign and to law enforcement agencies via the Florida LEL program which recognizes top agencies statewide annually for their efforts in promoting traffic safety like the CIOT campaign.

The Orange County Sheriff's Office (OCSO) Traffic Section strongly supports these national and statewide campaigns by utilizing the NHTSA HVE-High Visibility Enforcement model. The HVE model is a traffic safety approach designed to educate the public and promote voluntary compliance in order to change unlawful and unsafe traffic driving behaviors. The Traffic Section accomplishes this with a combination of publicity strategies and conducting high visibility proactive enforcement targeting a specific traffic safety issue. Prior to and during each CIOT enforcement wave the Traffic Section via OCSO Public Information Office (PIO) puts out a public awareness safety message for the motoring public to utilize seatbelts via media press releases, social media, roadside press conferences and deputy interviews, as well as encouraging media outlets to be on scene during the enforcement details. The unit also deploys the agency's two electronic message boards in high risk areas along with placement of large FDOT provided CIOT banners on numerous major roadways. During the campaign the motor unit conducts numerous high visibility, zero tolerance seatbelt enforcement details in a diverse selection of locations county wide. The Traffic Section also provided internal agency awareness for all agency personnel, especially Uniform Patrol Division (UPD) to increase enforcement of seatbelt violations during these campaigns. The OCSO Motor Unit tracks the agency wide statistical data for these campaigns.

The Orange County Sheriff's Office participation in the National CIOT Enforcement Campaign, resulted in the agency issuing 1,113 seatbelt violations and 40 child restraint violations county wide. The public awareness campaign conducted by the agencies PIO division and the Motor Unit was very successful. The CIOT safety message reached about 27,500 people via OCSO Facebook and Twitter post and subsequently followers sharing those informative posts. The agencies social media campaign included the use of NHTSA marking material including very informative videos. As a result of press releases local TV and Radio News reported the enforcement efforts of the OCSO and the importance of campaign on every major TV and Radio news outlets on multiple stations. On May 21, 2018 the first night of the campaign, OCSO Motor Unit participated in the NHTSA organized kickoff event titled “Border to Border” where 14 states along the East Coast all conducted nationally advertised safety belt enforcement details at the same time 1800-2200 hours.



During the campaign local TV news media outlets were on scene at multiple details and conducted roadside interviews with MDS Greg Rittger who conveyed the CIOT safety message. These news reports generated hundreds of thousands in local market viewership and tens of thousands dollars in local publicity value (earned media). In concurrence with the NHTSA public awareness advertising campaign, two weeks prior to the enforcement period, the motor unit deployed large CIOT Banners which were displayed in various major roadways/intersections in the county. The OCSO message board sign trailers displaying the "Click it or Ticket" "Buckle Up" messages were deployed one on SR 50 Colonial Dr. The combined public awareness efforts and the High Visibility Enforcement (HVE) details worked together to reach the main overall goal of the CIOT campaign effort by increasing the seatbelt usage rates. Surveys were conducted in three locations of the county a week prior to the enforcement campaign and again at the same locations, same time frames a week after the enforcement campaign which were averaged to determine seatbelt usage rates county wide averaged; prior to enforcement 84.6%, Post enforcement period 85.7%.

1. Silver Star Rd/Hiawassee Rd.	Pre-Survey	73%	Post-Survey	83%
2. Goldenrod Rd/Lake Underhill	Pre-Survey	89%	Post-Survey	92%
3. School zone 3800 W. Oakridge	Pre-Survey	92%	Post-Survey	82%

#### Incident Overview:

**Time Line:** Monday, May 21, 2018, 0000 hours through Sunday, June 3, 2018, 2359 hours.

**Units Involved:** Agency wide campaign including all agency personnel, led by the OCSO Traffic Section, Motor Unit.

**Outcomes:** OCSO Traffic Section worked with the OCSO PIO in an effort to publicize the CIOT message of the importance of safety belt usage by putting out two Media Advisories and utilizing social media outlets. This resulted in local news outlets being present at the first enforcement detail, and numerous reports promoting the campaign were broadcasted by various TV/Radio news outlets.

The OCSO Motor Unit also utilized other means to educate and raise public awareness for drivers to Buckle Up. Several CIOT banners provided by FDOT were displayed around the county. The OCSO message board sign trailers were deployed in the Pine Hills and SOBT areas which displayed the flashing message; (Click It or Ticket)(You & the Kids)(Buckle up)(Every Trip)(Every Time).

The OCSO Children's Safety Village, as part of their Occupant Protection Program lead by Carissa Johns, along with other certified CPS technicians attended several of the larger Motors CIOT details in Sector 1/3 and Sector 2. During these checkpoints the CPS technicians educated adults and kids, conducting car seat fittings and distributed several Free car seats to violators who could not afford a car seat. They also conducted car seat safety workshop which included the installation of another free car seat to parents in need.

Personnel assigned to the Traffic Unit spear headed the campaign by conducting CIOT joint team details in various locations throughout the county. These details were specific enforcement operations focused primarily on vehicle occupants' safety belt usage and child restraint/car seat

usage. Following the NHTSA High Visibility Enforcement-HVE model, the details were designed to be located in high visibility locations utilizing portable signage promoting "CIOT enforcement in progress" in an effort for the CIOT message and enforcement actions to be seen by the maximum number of motoring public. The Motor Unit details utilized 216 man hours resulting in 373 traffic stops, 393 no seat belt (NSB) citations, 20 child restraint violations, 12 driving while license suspended/revoked (DWLSR) and over 150 other violations cited.

The total UTCs written during the details averaged out to 2.7 UTCs per man hour invested. The motor unit also made 7 arrests as a result of these details.

The special joint team details identified in the Incident Action Report progressed as scheduled with some deviations from the original plan, a few of the detail locations were changed for better operation efficiency, few details were hindered or cancelled due to weather or unit priority tasking, otherwise no problems were identified during the operational segment. Attachment #2 list all the joint details locations and stats.

As part of the OCSO Traffic Section's commitment to the CIOT campaign, agency UPD and Special Operation Division (SOD) command staff were advised of the campaign and requested that all assigned sworn personnel make seatbelt enforcement a priority during this CIOT campaign.

#### Statistical Data:

*The following statistical data was reported to State of Florida Law Enforcement Liaison program, the data is then reported and used by FDOT and NHTSA*

#### **Uniform Traffic Citations issued Agency Wide: (May 21-June 3, 2018)**

- 1,113 Seatbelt Violations
- 40 Child Restraint Citations
- 616 Speeding Citations
- 258 Suspended, Revoked D/L drivers taken off the road
- 135 Uninsured Motorist cited; along with...
- Number of Reckless Driving Citations, DUI Arrests, Felony arrest, Drug arrest, Fugitives apprehended, other arrest, recovered stolen vehicles were also reported to FDOT/NHTSA
- Earned Media data to include; Number of press conferences, TV, Radio, Print media reports thru agency activity. Use of Social Media, people reached.
- Number of Sworn personnel (citation enforcement ability only; no court house, jail, UC etc.)
- Number of CPS Technicians
- Pre-wave and Post-wave survey results.

**CIOT Citations - Breakdown by Agency Unit/Squad;**

The Motor Unit tracked the enforcement activity of the entire agency's efforts by deputy assignment. The below data shows **only Seatbelt and Child Restraint citations** written during this CIOT Campaign. The data is broken down by agency unit assignment and sector/squad totals are available.

Assignment	UTC'S
Sector I	95
Sector II	132
Sector III	114
Sector IV	160
Sector V	72
Sector VI	83

Assignment	UTC'S
Motors Team 1	80
Motors Team 2	187
Motors Team 3	53
Motors Team 4	30
Motors Team 5	65
ETU	22

- **Notable mentions:**
    - UPD Sector 2 Squad 1 with 85 seatbelt citations
    - UPD Sector 3 Squad 3 with 54 seatbelt citations
    - The Top 3 UPD deputies were recognized with a certificate.
1. Moises Bruno (S33), 2. Gary Richards (S42), 3. Todd Vongraff (S62)

**Lessons Learned:**

**Goals:**

- The overall goal of these CIOT campaigns is to increase safety belt usage and child restraint system usage among the motoring public. OCSO Motor Unit measures the usage rate by doing pre and post surveys at 3 locations one week prior to the enforcement campaign and again one week after the campaign, at the same location and during the same time of day. The survey consists of observing 100 vehicles per site and taking note of how many vehicles were the driver and/or the front seat passenger were not wearing their seatbelt to determine usage rate on a percent basis. This National CIOT Campaign had an average usage rate of 84.6% a week prior to, and an average usage rate of 85.7% the week after the enforcement wave, thus reaching our goal of continuing to increase seatbelt usage within Orange County.

**Strengths:**

- Proactive / high visibility details projecting the CIOT message out to the motoring public
- Use of PIO office, Social Media, Message Sign trailer and campaign signage.
- Press releases providing extensive TV and Radio news coverage about the CIOT message.
- Locations of details were diverse, suitable and productive in reference to time invested.
- UTCs were issued as appropriate and motorists were released in a timely manner.

**Improvements:**

- Obtaining more consistency among UPD units involvement in the campaigns.

**Financial Impact:**

**Cost to Agency:**

- Motor unit personnel logged 24 hours conducting the afterhours detail for the national "Border to Border" kickoff event. Due to a national holiday in the same pay period, all hours were comp, no overtime funds were used.

**Gain to Agency:**

- Leading agency in Central Florida supporting an important national traffic safety campaign. Benefits the safety of the motoring public both residents and visitors. Positive news coverage of deputies promoting occupant protection. Participation in NHTSA traffic safety campaigns aids as a positive benefit in obtaining national and state traffic safety grants thru the FDOT LEL program. Statistical data collected and reported to the State aids in identifying lower usage subgroups and developing future marketing focus.

**Attachments:**

- Agency wide CIOT stats by unit assignment/sector/squad
- Motors Special Joint Details Stats by Location

This After Action Report has been completed by:

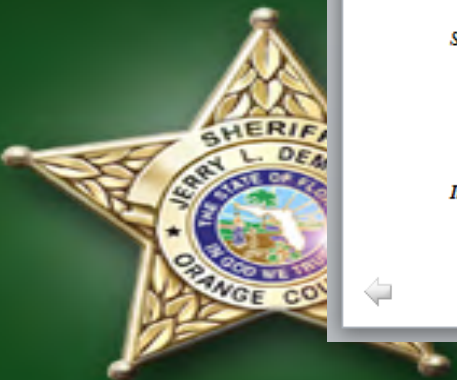
MDS Gregory Rittger  
Orange County Sheriff's Office  
Traffic Section – Motor Team 5

Date

This After Action Report has been reviewed and approved by:

Lt. Cal Wacker  
Orange County Sheriff's Office  
Traffic Section – Motor Unit

Date





**Rittger, Gregory**

From: reports@floridalel.info on behalf of Form Notification <reports@floridalel.info>  
Sent: Thursday, June 21, 2018 3:33 PM  
To: Rittger, Gregory  
Subject: 2018 Click It or Ticket Enforcement Campaign Report - Receipt

Your LEL Region	District 5 Tom Banks
Agency Name	Orange County Sheriff's Office
Agency Head	Sheriff Jerry L. Demings
Agency Type	Sheriff's Office
Number of sworn personnel in your agency or FHP Troop.	1098
Number sworn personnel FHP District	0
Name and rank of person submitting report	Master Deputy Greg Rittger
Phone number of person submitting report	(407) 722-6835
Email address of person submitting report	<a href="mailto:Gregory.Rittger@ocfl.net">Gregory.Rittger@ocfl.net</a>

**Recognition**

Please recognize an individual for enforcement, outreach efforts, or education. Enter the name of the individual(s) you wish to be recognized by the Florida LEL Program the 2018 Click It or Ticket Campaign from May 21, 2018 through June 3, 2018.

Exemplary Officer for 2018 Click It or Ticket	Cpl. Gerald McDaniels
Hours of safety belt enforcement	570
Number of safety belt citations	1113
Number of child restraint citations	40
Number of reckless driving citations	24
Number of speeding citations	616
Number of DUI arrests	17
Number of Felony arrests	374
Number of suspended licenses	258
Number of uninsured motorists	135
Number of recovered stolen vehicles	83
Number of drug arrests	138
Number of other arrests	494
Number of fugitives apprehended	409

**Media**

Press Conferences hosted promoting CIOT message	3
TV earned media reports through Agency press release or agency activity.	8





Enforcement Activity Results  
NATIONAL CIOT CHALLENGE

Reported Category	MAY 2015 5/18-5/31	MAY 2016 5/23-6/08	MAY 2017 5/22-6/04	MAY 2018 5/21-6/03
NSB	1,828 (Meters 1415) (UPD 415)	1,249 (Meters 713) (UPD 339)	1,136 (Meters 629) (UPD 448)	1,113 (Meters 637) (UPD 656)
Child Restraint	101 (Meters 84) (UPD 17)	52 (Meters 35) (UPD 17)	38 (Meters 30) (UPD 8)	40 (Meters 23) (UPD 17)
DWLSR-NVDL	317	306	250	258
SPEED	355	396	406	616
No Insurance	300	181	97	135
Total all UTC's	4,127	3,154	3,021	2,913
Seatbelt Usage Rate	PRE 75.00% POST 80.00%	73.50% 86%	84.30% 89.30%	84.60% 85.70%
Top Producer # NSB UTC's	Greg Rittger 130	Greg Rittger 78	Greg Rittger 58	G. McDaniels 56
Motor Detail Man Hours	630	306	379	216
Total Detail UTC's	2,258	1,025	934	576
Average UTC's per hour	3.6	3.4	2.5	2.7





DEAR DAD

YOU HAVE BEEN GONE NOW FOR TEN YEARS  
AND MUCH HAS HAPPENED. I GREW UP STRONG  
AND PROUD, JUST LIKE YOU WANTED.

I GRADUATED H.S. WITH HONORS, ACHIEVED A  
COLLEGE DEGREE AND WILL GRADUATE VERY  
SOON FROM THE FIRE ACADEMY MYSELF.

BUT I'M WRITING THIS LETTER FOR THE  
SIMPLE JOY OF TELLING YOU THAT I'M  
GETTING MARRIED.

I WISH YOU COULD MEET DOUG.

I WISH YOU WERE HERE TO WALK  
ME DOWN THE AISLE.



...I WISH YOU WOULD HAVE  
SIMPLY BUCKLED UP THAT DAY.



# Law Enforcement Survey + Roll Call Video Update

Tim Roberts + Charles Kane





# Florida Occupant Protection Coalition

June 27 and 28, 2018

- Action Plan report out
- Law Enforcement Instruction Cards
- Law Enforcement Survey
- LE Training Video

**GOAL 2: ENCOURAGE ENFORCEMENT OF OCCUPANT PROTECTION LAWS AND INCREASE OCCUPANT PROTECTION AWARENESS AMONG LAW ENFORCEMENT**

**Objective 2.1: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.**

**Strategy 2.1.1: Increase safety belt usage among law enforcement officers.**

**Strategy Leader: Law Enforcement Liaisons (LELs)**

Review of Action Plan  
LE Committee



Action Step #	Action Step Leader(s)	Description	Performance Measures	Notes
2.1.1a	Greg Rittger Charles Kane Michael Binder	Conduct a survey of law enforcement officers to determine whether or not they are wearing their safety belts.	1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC	Survey questions developed.

Review of Action Plan  
LE Committee

## Law Enforcement Occupant Protection Survey

Does your agency have a policy regarding use of seat belts while on duty?

- ☐ Yes  
☐ No  
☐ Not Sure

Please answer the following questions about the use of a safety belt:

	All of the time	Most of the time	Some of the time	Never
Do you wear a safety belt on duty?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you wear a safety belt off duty?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you feel use of a seat belt on duty, affects your Officer Safety?

- ☐ Increases Officer Safety  
☐ Does not Increase or Decrease Officer Safety  
☐ Decreases

What is your normal response to seat belt violations?

- ☐ Issue Citation  
☐ Issue warning (verbal or written)  
☐ Do not enforce

What is your knowledge of the enforcement options in the following areas?

	Strong knowledge - No need to consult Statute	Average knowledge - May need to consult Statute	Less than average knowledge - Need to consult Statute
Safety Belt Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Restraint Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Belt and Child Restraint Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you find a training video or self-guided PowerPoint presentation on Safety Belt and Child Restraint Enforcement helpful, if one was available?

- ☐ Yes  
☐ No  
☐ Not sure

Did you know?

	Yes	No	Not sure
Florida Safety Belt usage was over 90% in 2017	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nearly half of all traffic fatalities are unbelted vehicle occupants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20% of all officers killed in 2016 were in vehicle crashes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airbags are designed to work with safety belts and not to replace them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wearing a safety belt correctly while riding in the front seat of a car, reduces your chances of a fatal injury by 45%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child restraint use drops by 40% when parents ride without their safety belts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

# LE Survey (draft 1)

- Law Enforcement survey on Safety Belt usage, enforcement, and knowledge
- Will be posted at [www.floridalel.info](http://www.floridalel.info)
- The LEL Program will embed the survey on the LEL Program website
- A link will also be made available directly to the survey
- <https://floridalel.forms-db.com/view.php?id=12464>



## Law Enforcement Occupant Protection Survey

We are requesting your response to this survey because as a Law Enforcement Professional we are interested in your opinions. We are conducting some research on occupant protection issues and we value your opinion. Your answers will help us gain a better understanding of law enforcement needs with respect to occupant protection and child restraint usage.

The survey will only take a few minutes to complete. By completing the survey you are giving your consent for your answers to be included in the study. Your participation in this study is voluntary and you are free to withdraw your participation at any time. Your participation is appreciated. The results from this study will be used for research only and your answers will remain anonymous. Any personal information such as an IP address will remain confidential and will not be shared with anyone.

This survey has been approved by the Florida Law Enforcement Liaison Program. There are no risks associated with participating in this study.

If you have any questions about this research project, please contact us by telephone at District 4 LEL Charles Kane by phone at 850-459-5897 or email at Dist4@floridalel.info.  
Thank you for your participation

### Agency Type

- ☐ Municipal Police
- ☐ Sheriff's Office
- ☐ State Highway Patrol
- ☐ University Police
- ☐ Tribal Police
- ☐ Other Law Enforcement Agency (Fill In)

## LE Survey (draft2)

- The feedback we received at the March Coalition meeting has been incorporated into the latest draft
- This draft was then made available to Coalition members Andrew Hopkins and Michael Binder of UNF
- Feedback from Andrew Hopkins and Michael Binder has been included in this draft
- The form can be viewed at <https://floridalel.forms-db.com/view.php?id=12464>

FDOT District Map



# LE Survey (draft2)

- The survey will avoid identifying agencies
- However collected by region may have significance
- Respondents will be asked to select which FDOT Region they are reporting from
- This map has been included to assist them in identifying which region they belong to



# LE Survey (draft2)

FDOT District

Please indicate which FDOT District your agency conducts law enforcement duties in. This will allow us to determine needs based on your region.

How many years of experience do you have in Law Enforcement?

Does your agency have a policy regarding use of seat belts while on duty?

- ☐ Yes
- ☐ No
- ☐ Not Sure

Please answer the following questions about the use of a safety belt:

All of the time    Most of the time    Some of the time    Never

Do you wear a safety belt on duty?

☐ ☐ ☐ ☐

Do you wear a safety belt off duty?

☐ ☐ ☐ ☐

- Please take note of the grey shaded box with additional instructions on the right
- We have the ability to add or modify these instructions during reporting if/when we become aware it is needed

# LE Survey (draft2)

**How does the use of a seat belt on duty, affect Officer Safety?**

- ☐ Increases Officer Safety
- ☐ Does not Increase or Decrease Officer Safety
- ☐ Decreases Officer Safety

**What is your normal response to seat belt violations?**

- ☐ Issue Citation
- ☐ Issue warning (verbal or written)
- ☐ Do not enforce

**What is your normal response to child restraint violations?**

- ☐ Issue Citation
- ☐ Issue warning (verbal or written)
- ☐ Do not enforce

Ast June 27 Coalition meeting this survey was discussed - Two questions were added to the survey to identify where diversion programs are in use and if so are they being used

# LE Survey (draft2)

What is your knowledge of the enforcement options in the following areas?

	Strong knowledge - No need to consult Statute	Average knowledge - May need to consult Statute	Less than average knowledge - Need to consult Statute
Safety Belt Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Restraint Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you find a training video or self-guided PowerPoint presentation on Safety Belt and Child Restraint Enforcement helpful, if one was available?

- ☐ Yes
- ☐ No
- ☐ Not sure



# LE Survey (draft2)

Did you know?

	Yes	No	Not sure
Florida Safety Belt usage was over 90% in 2017	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nearly half of all traffic fatalities are unbelted vehicle occupants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20% of all officers killed in 2016 were in vehicle crashes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airbags are designed to work with safety belts and not to replace them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wearing a safety belt correctly while riding in the front seat of a car, reduces your chances of a fatal injury by 45%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child restraint use drops by 40% when parents ride without their safety belts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

2.1.1b	Charles Kane	<p>Support the LEL Program developed training that includes occupant protection information and best practices.</p> <ul style="list-style-type: none"> <li>• Provide data analysis from crashes involving emergency vehicles including contributing factors, <b>costs</b>, and liability data (injury claims).</li> <li>• Compile costs across the state to promote benefits of the training.</li> <li>• Develop a “leave behind” informational piece on the key information from the program.</li> </ul>	<ol style="list-style-type: none"> <li>1. Data analysis, including statewide cost comparison completed and summary presented to FOPC</li> <li>2. Draft informational piece presented to FOPC for input</li> <li>3. Final informational piece presented to FOPC</li> <li>4. Number of agencies receiving informational piece</li> </ol>	
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2.1.1c	Tim Roberts	Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies.	1. Number of endorsements received 2. Number of champions promoting safety belt use	
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Letter has been drafted – Not yet approved by FDOT –  
Will be presented at Florida Police Chiefs Association  
August 18, 2018 at Traffic Safety Committee

Review of Action Plan  
LE Committee



**Objective 2.2: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.**

**Strategy 2.2.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.**

***Strategy Leader: LELs***

Review of Action Plan  
LE Committee

Action Step #	Action Step Leader(s)	Description	Performance Measures	Notes
2.2.1a	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions.	1. List of programs 2. Number of agencies receiving information about programs 3. Number of officers completing a program	

Review of Action Plan  
LE Committee

2.2.1b	Charles Kane Fran Carlin-Rogers Morya Willis	Increase law enforcement officer participation in community CarFit training and events.	<ol style="list-style-type: none"> <li>1. Number of officers participating in training</li> <li>2. Number of officers participating in events</li> </ol>	
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Review of Action Plan  
LE Committee



2.2.1c	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create an "in a box" reference kit to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers. Reference kit to be included as materials in the Marketing Plan.	1.Potential/draft reference kit presented to FOPC for input 2.Final kit presented to FOPC 3.Number of officers receiving reference kit	Law Enforcement Occupant Protection Instruction Card developed.
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Review of Action Plan  
LE Committee

## Florida Child Restraint Law Summary for Law Enforcement Use Only

A child 5 years of age or younger must be properly restrained in a federally approved , crash tested, child restraint device – FSS 316.613(1)(a)

A child 3 years of age or under **must** be restrained in a separate carrier, or a vehicle manufacturer's integrated child seat - FSS 316.613(1)(a)1.

For children aged 4 through 5 years, a separate carrier, an integrated child seat, or a child booster seat **may** be used - FSS 316.613(1)(a)2.

Children aged 6 to 18 must be properly belted at all times regardless of location within the vehicle - FSS 316.614(5)  
Children that are not big enough to fit in a seat belt properly **may** be properly belted in a booster seat







Exception: For children aged 4 through 5 years from use of child restraint device

- Child aged 4 through 5 years is wearing a safety belt **and**
- Being transported **gratuitously** by an operator who is not a member of the child's immediate family **or**
- Is being transported in a medical emergency situation involving the child **or**
- Has a medical condition that necessitates an exception as evidenced by appropriate documentation from a health care professional



**OCCUPANT PROTECTION  
RESOURCE CENTER**  
www.floridaproc.org

All Children aged 5 and younger must be restrained in a federally approved, crash tested, child restraint device. This includes separate carriers, boosters, or vehicle manufacturer integrated child seat

Birth	to	3	4	to	5	6	to	18
Approved Carrier Only			Approved Carrier or Booster			Properly Seat Belted		
 Rear Facing Carrier			 Forward Facing Carrier			 Booster Seat		
 Vehicle Safety Belt			 Rear Facing Carrier			 Forward Facing Carrier		
<p>Children aged 3 years or younger must be properly restrained in a separate carrier or a vehicle manufacturer's integrated child seat</p>			<p>Children aged 4 through 5 years, a separate carrier, an integrated child seat, or a child booster seat may be used.</p>			<p>Children aged 6 to 18 must be properly belted at all times regardless of location within the vehicle. Children not big enough to fit in a seat belt properly may be properly belted in a booster seat.</p>		

# LE Instruction Card (draft 1)

- The graphic side of this card is designed to give Law Enforcement Officers quick visual prompts of the various restraint devices
- The graphic side of this card is designed to give Law Enforcement Officers quick visual prompts of the various restraint devices
- This will aid Officers in having an understanding of proper restraint choices for appropriate age children

## Florida Child Restraint Law Summary for Law Enforcement Use Only

A child 5 years of age or younger must be properly restrained in a federally approved, crash tested, child restraint device.

*F.S. 316.613(1)(a)*

A child 3 years of age or under must be restrained in a separate carrier, or a vehicle manufacturer's integrated child seat.

*F.S. 316.613(1)(a)1*

For children aged 4 through 5 years, a separate carrier, an integrated child seat, or a child booster seat may be used.

*F.S. 316.613(1)(a)2*

Children aged 6 to 18 must be properly belted at all times regardless of location within the vehicle.

*F.S. 316.614(5)*

Children that are not big enough to fit in a safety belt properly may be properly belted in a booster seat.

**EXCEPTION:** For children aged 4 through 5 years from use of child restraint device.

- Child aged 4 through 5 years is wearing a safety belt and
- Being transported gratuitously by an operator who is not a member of the child's immediate family or
- Is being transported in a medical emergency situation involving the child or
- Has a medical condition that necessitates an exception as evidenced by appropriate documentation from a health care professional.








## LE Instruction Card final side 1

- This is the approved copy
- This card has been sent to print
- 30,000 copies
- Will be distributed through the LEL Program Network



# LE Instruction Card final side 2

All children aged 5 and younger must be restrained in a federally approved, crash tested, child restraint device. This includes separate carriers, boosters, or vehicle manufacturer integrated child seat.		
Birth to 3	4 to 5	6 to 18
Approved Carrier Only	Approved Carrier or Booster	Safety Belt
  Rear-Facing Carrier      Forward-Facing Carrier  Children aged 3 years or younger must be properly restrained in a separate carrier or vehicle manufacturer's integrated child seat.	  Forward-Facing Carrier      Booster Seat  Children aged 4 through 5 years, a separate carrier, an integrated child seat, or a child booster seat may be used.	 Vehicle Safety Belt  Children aged 6 to 18 must be properly belted at all times regardless of location within the vehicle.  Children not big enough to fit in a safety belt properly may be properly belted in a booster seat.

- This is the approved copy
- This card has been sent to print
- 60,000 copies
- Will be distributed through the LEL Program Network

2.2.1d	Charles Kane Fran Carlin-Rogers Morya Willis	Develop "cookie-cutter" templates for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Templates to be included as materials in the Marketing Plan.	<ol style="list-style-type: none"> <li>1. Draft template presented to FOPC for input</li> <li>2. Final template presented to FOPC</li> <li>3. Number of agencies receiving template</li> <li>4. Number of agencies distributing handout</li> <li>5. Number of handouts distributed to the public</li> </ol>	
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Review of Action Plan  
LE Committee

Action Step #	Action Step Leader(s)	Description	Performance Measures	Notes
2.2.1e	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training.	1. Proper restraint use incorporated into Academy training 2. Proper restraint use incorporated into basic training	

Review of Action Plan  
LE Committee



2.2.1f	LELs	Identify roll call videos that align with FOPC's mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities.	<ol style="list-style-type: none"> <li>1. Roll call videos which meet the criteria identified annually</li> <li>2. List of videos meeting criteria provided to law enforcement agencies annually</li> <li>3. Number of agencies using videos which meet the criteria tracked annually</li> </ol>	Potential roll call videos identified.
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Review of Action Plan  
LE Committee

2.2.1g	Charles Kane	<p>Increase law enforcement awareness of external resources available for occupant protection, including:</p> <ul style="list-style-type: none"> <li>• Information available on the FOPC and Occupant Protection Resource Center websites;</li> <li>• Data hubs such as Florida's Integrated Report Exchange System (FIRES), Signal 4, etc.; and</li> <li>• Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots.</li> </ul> <p>List of external resources to be included as materials in the Marketing Plan.</p>	<ol style="list-style-type: none"> <li>1. Number of officers accessing the websites annually</li> <li>2. Number of officers accessing data hubs annually</li> <li>3. Number of DDACTS occupant protection model courses offered and number of officers trained</li> </ol>	
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Review of Action Plan  
LE Committee

# LE Training Video

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IPTM/UNF has facilities for video production and several of our LELs have already received training on it's use

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Will be seeking ideas for one or more short videos to enhance Law Enforcement knowledge with respect to Child Restraint use

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Example – We could do a short video to display the various child restraint devices and explain how/when they are to be used



2.2.1h	TBD	<p>Increase the number of occupant protection law enforcement champions.</p> <ul style="list-style-type: none"> <li>Seek out local businesses/organizations willing to help recognize law enforcement for occupant protection efforts.</li> </ul>	<p>1. Number of new champions</p> <p>2. Number of businesses/organizations participating in recognition</p>	
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Review of Action Plan  
LE Committee

Action Step #	Action Step Leader(s)	Description	Performance Measures	Notes
2.2.1i	Tim Roberts (LELs)	Conduct an annual survey of law enforcement officers to gauge their awareness, use and participation in resources developed under this strategy (2.2.1; in future years, consider combining with survey conducted in 2.1.1a).	1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC	

Review of Action Plan  
LE Committee

## National Click It or Ticket Campaign

- 214 reports as of 2:00 PM 6-27-18
- 219 reports submitted in 2017
- Deadline to report is June 30, 2018 by midnight

## Border to Border Operation

- 143 Reports submitted for 2018
- 114 reports submitted in 2017
- Over 25% increase in reporting agencies

Click It or Ticket  
Campaign and  
Border to  
Border  
Operation

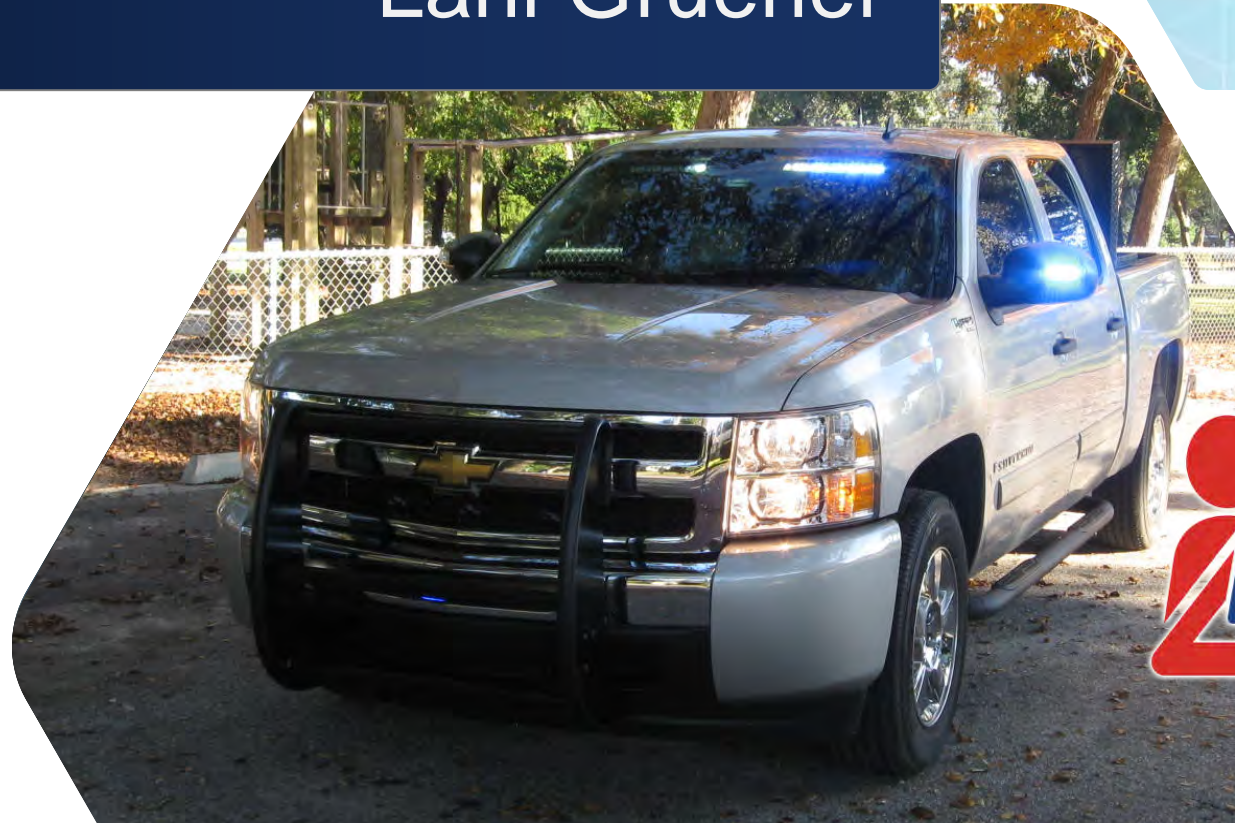


# Questions?

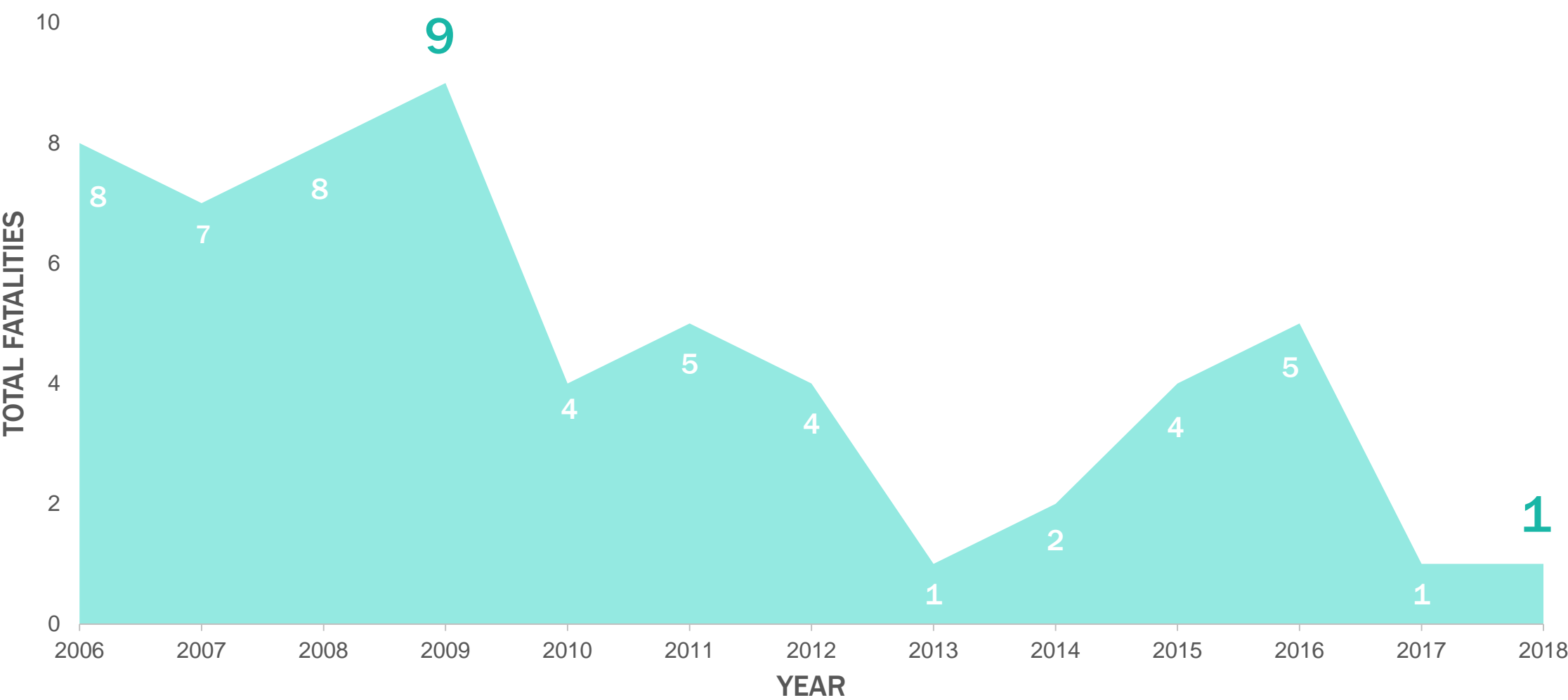
Review of Action Plan  
LE Committee

# Passengers on the Exterior of Trucks Data Discussion

Lani Gruener

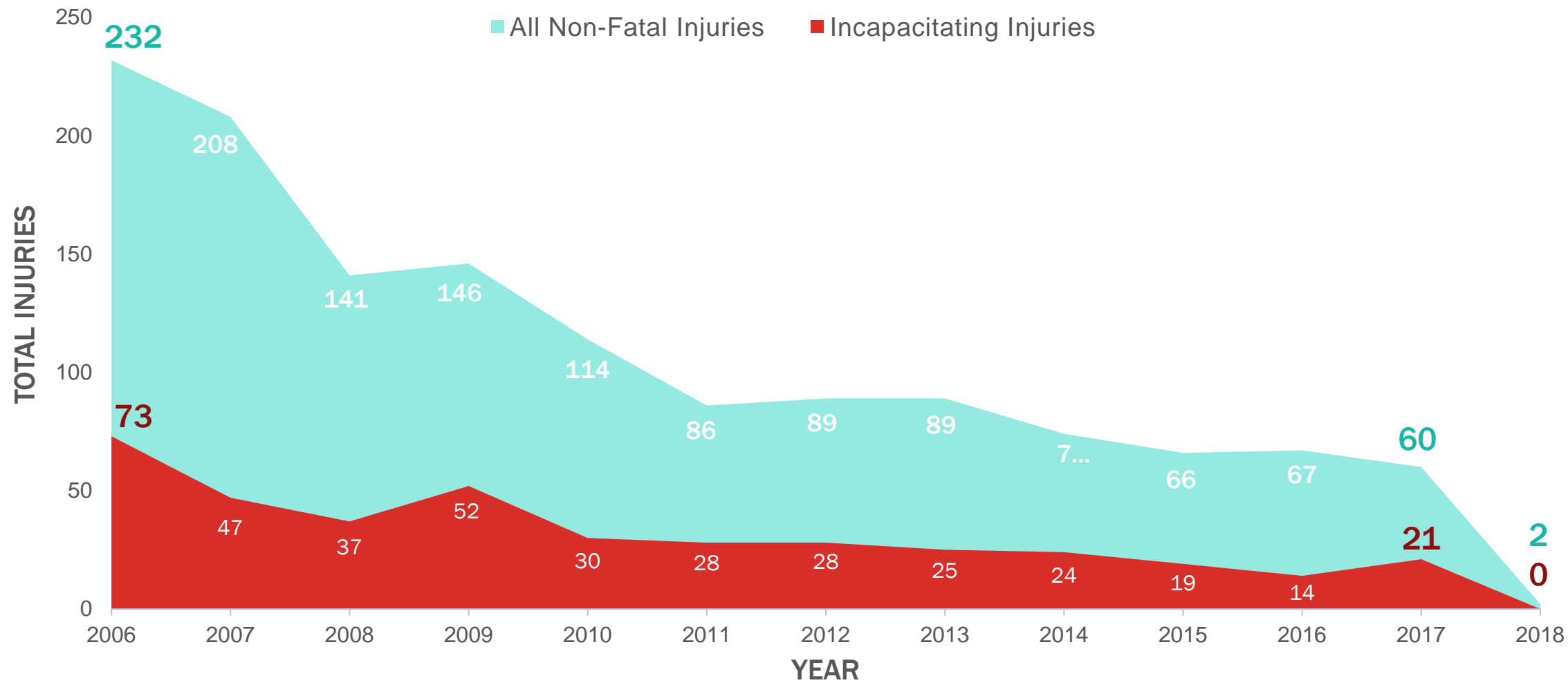


# Fatalities of Passengers Riding In/On External/Cargo Areas Of Pickup Trucks Only in Florida by Year, 2006–2018





# Non-Fatal Injuries of Passengers Riding In/On External/Cargo Areas Of Pickup Trucks Only in Florida by Year, 2006–2018



## Fatalities and Injuries of Passengers Riding In/On External/Cargo Areas Of Pickup Trucks Only in Florida by Year, 2006–2018

	FATALITIES	NON-FATAL INJURIES			TOTAL INJURIES
		Incapacitating	Non-Incapacitating	Possible Injuries	
2006	8	73	88	71	232
2007	7	47	79	82	208
2008	8	37	59	45	141
2009	9	52	46	48	146
2010	4	30	38	46	114
2011	5	28	38	20	86
2012	4	28	38	23	89
2013	1	25	35	29	89
2014	2	24	26	24	74
2015	4	19	27	20	66
2016	5	14	20	33	67
2017	1	21	18	21	60
2018	1	—	—	2	2

The background features a collage of blue and green hexagonal shapes of various sizes and opacities. On the right side, there is a photograph of a hand, possibly holding a tool, with a hexagonal frame overlaying it.

# Day One Recap

Chris Craig



# See You Tomorrow!

Meeting Starts at 9:00 am.





**June 26–27, 2018**

Gainesville, Florida





# Recap of Day 1 / Guidance for Day 2

Chris Craig





# Agenda

## DAY 1

- Action Plan Group Breakouts
- Click It Or Ticket Mobilization
- Law Enforcement Survey and Roll Call Video Update
- Passengers on the Exterior of Trucks Data Discussion

## DAY 2

- Recap and Guidance for Day 2
- Membership Update
- Fact Sheet Review
- Safety Belt Use Rate Discussion
- Action Plan Updates
- Wrap Up and Next Steps

# Membership Update

Lani Gruener



# Membership Updates

## New Members

- **Danielle Campbell**, Orlando Police Department
- **Andrew Hopkins**, Public Opinion Research Lab, University of North Florida
- **Carrisa Johns**, Orange County Sheriff's Office
- **Danielle Kessenger**, The Players Center for Child Health at Wolfson Children's Hospital
- **Krista Ott**, Gainesville Fire Rescue
- **Dewey Painter**, Southeast American Indian Council, Inc.

## Contacted

- Palm Beach County Fire Rescue
- Florida Highway Patrol (Central Florida PIO)
- TV News Traffic Expert

## Other Recommendations?

See Membership Update Handout



# FOPC Fact Sheet Review

Danny Shopf





**BREAK**

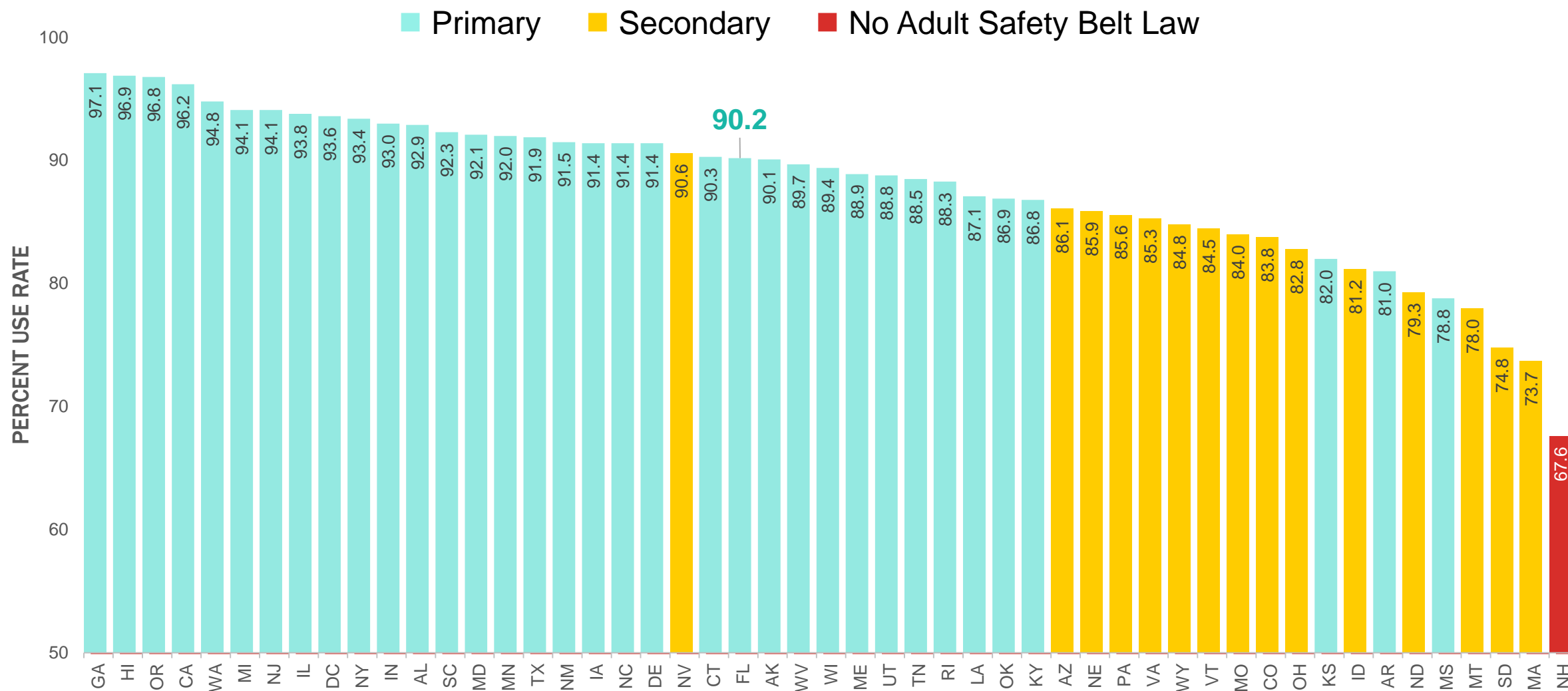
# Safety Belt Use Rate Discussion

Lani Gruener





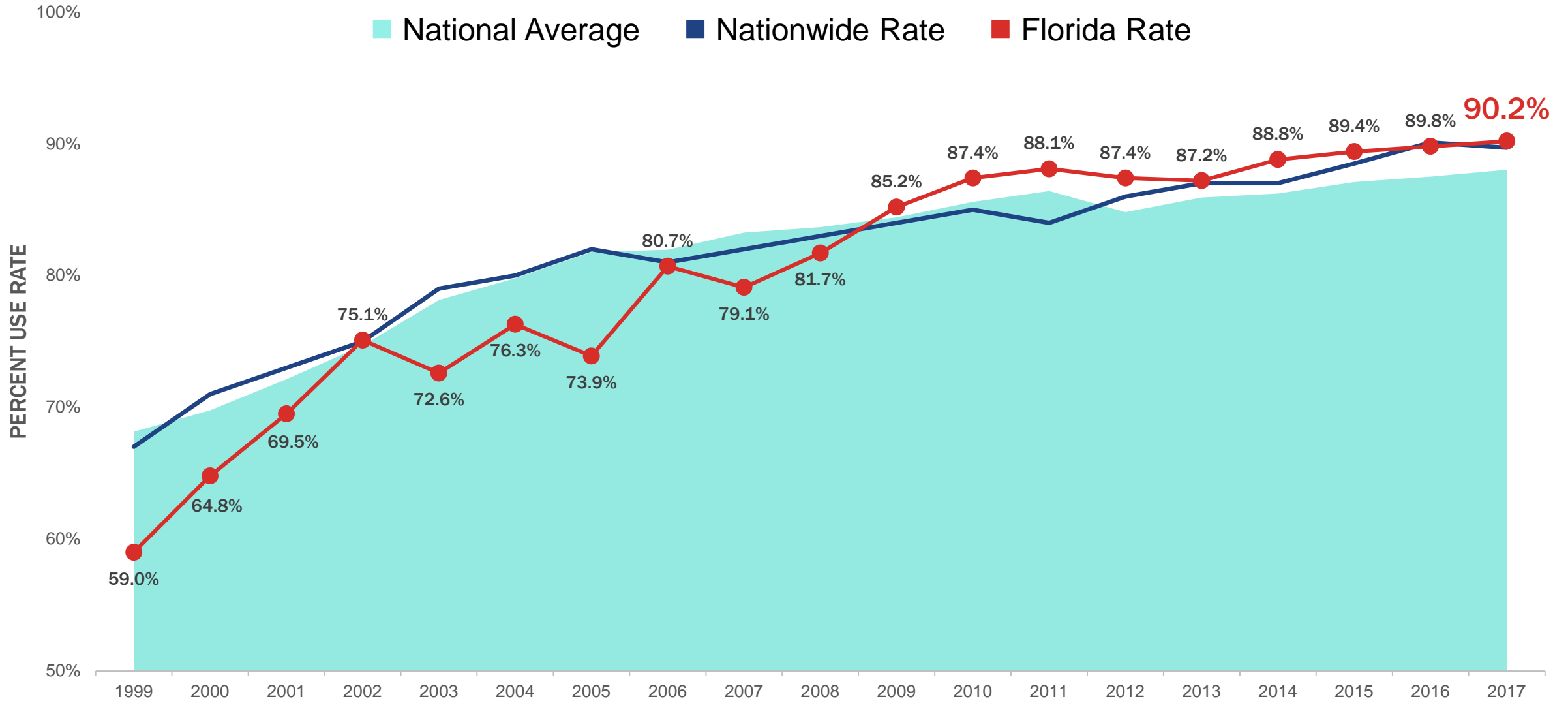
# 2017 Safety Belt Use Rates, By Law Type and State



State surveys conducted in accordance with Section 402 FAST Act

Primary laws were recently passed in RI (2011); WV (2013);  
UT (effective 5/12/2015 to 7/1/2018).

# Safety Belt Use Rates Nationwide, National Average and Florida Rate, by Year, 1999-2017



## DISCUSSION

Innovative ideas to maintain and improve our safety belt use rates.



# Action Plan Update

Danny Shopf



# Wrap Up + Next Steps

Chris Craig + Alison Tillman



# Wrap Up + Next Steps

- Occupant Protection Printed Materials Update
- Travel Reimbursement Reminder
- **Next Meeting**
  - September 5-6, 2018 - Gainesville
- Future Meeting Date Options
  - November 1, 2, 27, 28, 29, 30
  - December 12, 13, 14

