



# Florida Occupant Protection Coalition

## Meeting Report

November 13-14, 2024

*Prepared for:*

**Florida Department of Transportation**

*Prepared by:*

**Cambridge Systematics, Inc.**

# 1.0 Attendees

The participants in the November 13-14, 2024 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input checked="" type="checkbox"/>
Thomas Aspey	Seminole Police Department	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
William Berger	Florida Highway Patrol	<input type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Mark Boatright	Florida Highway Patrol	<input type="checkbox"/>
Art Bodenheimer	Lake Alfred Police Department	<input type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Ryan Hathaway	Okeechobee County Fire Rescue	<input type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input checked="" type="checkbox"/>
Ginny Hinton	University of Florida	<input checked="" type="checkbox"/>
Andrew Hopkins	University of North Florida	<input checked="" type="checkbox"/>
Adam Harpstrite	University of North Florida, Institute of Police Technology and Management	<input type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Danielle Kessenger	Silver Linings Safety	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input checked="" type="checkbox"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input type="checkbox"/>
Alan Mai	Florida Department of Health	<input type="checkbox"/>

Name	Organization	Attendance
Gerald McCable	Florida Department of Transportation, District 7	<input type="checkbox"/>
Erin McDade	Florida Department of Transportation	<input type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input type="checkbox"/>
Sharon Murchison	University of North Florida, Institute of Police Technology and Management	<input type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>
Christopher Norwood	Hendry County Sheriff's Office	<input type="checkbox"/>
Zakkiyyah Osuigwe	Santa Rosa County Development Services	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewey Painter	Southeast American Indian Council, Inc.	<input type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<input type="checkbox"/>
Thomas Pikul	Florida Highway Patrol	<input type="checkbox"/>
Kelly Powell	Safe Kids	<input type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<input type="checkbox"/>
Patrick Riordan	Florida Highway Patrol	<input type="checkbox"/>
Gregory Rittger	Orange County Sheriff's Office	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Al Roop	University of North Florida	<input type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input checked="" type="checkbox"/>
Amy Stafford	Hendry County Public Safety	<input checked="" type="checkbox"/>
Morgan Stirling	Fort Walton Beach Police Department	<input type="checkbox"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input checked="" type="checkbox"/>
Petra Stanton	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Joe Steward	Florida Department of Transportation, District 5	<input type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input type="checkbox"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Stacy Tyrell	Florida Department of Transportation, District 7	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Kathryn Wall	Safe Kids Program Director	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Mark Welch	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Moyra Willis	Traffic Safety Partner	<input type="checkbox"/>
Nick Wollschlager	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Mike Zinn	Florida Department of Transportation, District 7	<input checked="" type="checkbox"/>
Coalition Support		Attendance
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Jacob Stevens	University of Florida	<input type="checkbox"/>
Wanda Tison	University of Florida	<input type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Crystal Mercedes	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

### Others in Attendance

Rachele Solomon, Memorial Regional Hospital  
 Jason Rogers, University of Florida  
 Brad Franco, University of Florida

## 2.0 Meeting Notes – November 13, 2024

### Welcome, Introductions, and Agenda

Danny Shopf, Cambridge Systematics (CS), welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He facilitated a round of introductions, gave an overview of the agenda, and the meeting followed.

### FOPC Strategic Action Plan Subcommittee Breakout

Coalition members split into subcommittee groups organized around each goal of the Strategic Action Plan. The subcommittee groups are organized around three goals:

- Enforcement
- Child Passenger Safety (CPS)
  - Danny provided a brief explanation of a new approach to focus the Child Passenger Safety (CPS) subcommittee into two groups. The two groups were organized around the following Objectives:
    - Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors
    - Objective 3B: Expand CPS Digital and Print Resources and Materials, Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders, and Objective 3D: Support Enhancement of Florida’s CPS Laws and Policies.
- Occupant Protection for Low Use Groups

The subcommittee groups reviewed the action steps for their respective objectives. Each subcommittee will have a virtual check in meeting before the next coalition meeting.

### Occupant Protection Model Language Finalization

Danny displayed draft model language developed by the FOPC during the past several meetings. The two draft model languages were developed for **F.S. 316.613 Child Restraint Requirements** and **F.S. 316.614 Safety Belt Usage**. Coalition member’s suggested changes are listed below:

- A coalition member asked for someone with law enforcement background to confirm that the phrase “restraint device” is acceptable.
  - Since “restraint device” is present in the existing statute, it is acceptable from a law enforcement perspective. Law enforcement officers are unlikely to verify manufacturer specifications in the context of a traffic stop.
- The coalition recommended adding specific references to federal law in 316.613 (1)(a) instead of “federally approved.”

- The coalition suggested to make the inclusion of the Motor Vehicle Safety Standard consistent between F.S. 316.613 and F.S. 316.614.

The coalition agreed on the final changes discussed above. Danny noted that once implemented, the model language will be made available on the FOPC website.

## CPS Materials Finalization

Chris Craig, Florida Department of Transportation (FDOT), directed the coalition's attention to the CPS materials that the coalition has been developing over the past several meetings. He noted that the Children in Hot Cars tip card is finalized and printed, with copies available around the room. Then Chris said that the CPS Coloring Book is almost complete, but that one page needs to be switched out for a page with additional content. Danielle Kessinger, Silver Linings Safety, volunteered to draft a new page for the coloring book. She said she will share her draft with the coalition soon. Chris introduced Jason Rogers, University of Florida (UF), who is overseeing the Child Fitting Station Locator Mapping project. Jason and Chris displayed the tip card for the Child Fitting Station Locator website and asked coalition members for their feedback, which is documented below:

- Amy Artuso, National Safety Council, asked if there was capability to add a link that navigates the user to a website with a virtual car seat check option?
  - Jason said that there is capability to add a singular URL address.
  - Amy recommended a link to add to the tip card.
  - Chris said to add a section to the tip card that says "if there are no fitting stations near you, go to the to the appropriate website. More information can be found at [FDOT Safety Office Occupant Protection and Child Passenger Safety Programs](#).
- Danielle Kessinger suggested a landing page or splash screen that describes how to use the site that must be cleared to proceed to the site.

## 2024 Occupant Protection Fact Sheet Update

Alan Amidon, CS, presented the 2024 update to the Occupant Protection (OP) Fact Sheet. The fact sheet summarizes key data attributes derived from the Florida Highway Safety and Motor Vehicles (FLSHM) yearly crash closeout. The fact sheet is intended for a general audience to stay informed on the Occupant Protection challenge in Florida. Alan noted that in 2022, 877 people who died and 1,991 who were seriously injured on Florida's roadways were not wearing a safety belt. Additionally, the [2024 Florida Safety Belt Use Observational Survey](#) indicated that Florida's statewide safety belt usage rate was 90 percent, increasing from 89.4 percent the previous year. The [2024 Child Restraint Observational Survey](#) indicated that 82 percent of children, ages 0-12, were restrained across the state of Florida. The trends section of the OP Fact Sheet provides an overview of unrestrained occupant fatalities and serious injuries by gender, month of the year, day of week, time of day, age, community type, Florida residency, and by seating position. Overall, young male Florida residents driving at night and on weekends in urban areas continue to be those most likely to be involved in fatal and serious injury crashes where a restraint system is not used.

*Participants had the following questions and comments:*



- Do we need to define serious injury?
  - No, we reference FLHSMV as the data source and information on how that is defined can be found there.
- Consider adding a shadow to the serious injury by Florida resident pie chart for consistency.
- Check spelling in seating position graph.
- Consider changing the seating position graph. Rates are typically confusing to the public and the story isn't very compelling. Maybe a stacked bar or a pie chart with the fatalities and serious injuries on two separate graphs?
- Add a resources section and include links to other coalitions and relevant resources

## Public Comment Period

There were no public comments.

## Day 1 Recap

Danny provided a brief recap of Day 1, thanked everyone for their participation and reminded coalition members that Day 2 of the FOPC meeting would be held at the Gainesville Police Department starting at 9 am.

## 3.0 Meeting Notes – November 14, 2024

### Recap of Day 1

Danny welcomed participants and thanked everyone for attending Day 2 of the FOPC meeting. He gave a brief recap of Day 1, reviewed the Day 2 agenda, and the meeting followed.

### Post CIOT Awareness Survey Results

Andrew Hopkins, University of North Florida (UNF), presented on the Post Click It Or Ticket (CIOT) Awareness survey results administered by UNF's Public Opinion Research Lab (PORL). The survey is conducted after the yearly awareness campaign to evaluate the effectiveness of FDOT's messaging.

The demographic profile of the survey respondents consisted of a sample size of 1,699 adult age Florida residents that were further segmented by age, race/ethnicity, and gender. He discussed the sampling methodology for the survey before discussing the survey findings. Overall, CIOT awareness increased 11 percentage points from 68 percent in 2022 to 79 percent in 2024. The highest year of awareness, however, was in 2017 with 86 percent awareness. Of the 11 media markets surveyed, the Tallahassee area had the highest awareness with 90 percent of respondents indicating engaging with CIOT content and the Panama City market area having the lowest awareness. Additionally, men and women reported similar awareness, the age category of 35-54 had the greatest awareness by age, and Hispanic and Latino respondents indicated an increase in awareness from 66 percent to 77 percent from the previous year.

The survey also polled respondents ages 18-34 asking how often members of this age group wear their safety belt when driving. Overall, the percentage of 18-34 year olds that indicated that they wear their safety belt all the time has decreased six percentage points since 2015. Similarly, pickup truck drivers indicated a historically low percentage of respondents who report using their seat belt all the time, declining four percentage points from 85 percent in 2023 to 81 percent in 2024.

The survey also asked respondents, in an open-ended manner, about the most effective ways to encourage safety belt use. Education and graphic images continue to be the most popular response across all project years with 38 percent indicating this as the most effective way of encouraging awareness. Additionally, respondents were asked if they would support safety belt warning systems for all passengers not buckling up and if they would support a law requiring all passengers in the vehicle to be buckled. Survey respondents indicated overwhelmingly support with 91 and 90 percent support, respectively.

Lastly, Andrew compared the awareness of respondents located in counties identified by the FDOT Highway Safety Matrix across each population grouping of counties. He emphasized that the Group III counties with populations under 50,000 indicated less safety belt usage and less support for laws requiring all passengers to be belted.

*Participants had the following questions and comments:*

- Mike Zinn, FDOT District 7, asked how do the surveyors know what type of media or engagement material the respondents see?



- Andrew said that the survey asks that question directly with response methods including over the phone, online, text messages, as well as follow up emails. He noted that the survey team takes multiple approaches to communicate with and cover the identified target audience.
- Amy asked if in the choices to the question of where respondents saw CIOT media does the cable TV selection include cord-cutting households that only stream content?
  - Andrew said that streaming is a separate answer that respondents can identify.
- Mike asked what changes the behavior of 18-34 year olds?
  - Andrew emphasized that the survey is not intended to and does not speak to driver behavior, but does indicate what survey respondents would consider to be effective strategies for increasing awareness of the CIOT message.
  - Mike asked for clarification on the meaning of graphic images.
  - Andrew said graphic images refer to images of crashes that demonstrate the risk and deadliness of being in a vehicle unbuckled. He said that survey does not delve into what low use groups would find the most effective increasing awareness.

## Model Policy for State Agencies and Florida Businesses

Willem de Greef, FDOT, displayed a draft model safety belt policy for state agencies and Florida businesses, and asked for participants' feedback on the policy. He noted the policy is intended to be a premade solution to give to organizations to require employees whose jobs include driving or travel to wear safety belts during work hours. Participants feedback is documented below:

- Add "or denied" "worker's compensation benefits may be reduced."
- Reference FS 316.613 and incorporate child restraint systems.
- Consider developing three separate draft policies. One focusing on safety belts, another focusing on car seats, and another that combines the two.
- Change "accident" to "crash" throughout.
- Delete "any additional" before manufacturer guidelines.
- Consider making a bulleted version of the policy to enhance readability.
- Consider adding "termination" to disciplinary action section.

*Participants had the following questions and comments:*

- Mark Solomon, Preusser Research, asked for clarification on the goal of this policy. Is this intended to incentivize employers to follow the law?
  - Danny indicated that this could be a tool to align with national best practices until Florida law changes to include all passengers regardless of age.

- Mike emphasized that employers could receive a reduction in insurance costs for adopting this policy.
- Danielle Kessenger asked if the policy would include use of ride share companies?
  - Willem indicated that this is intended for state/company owned vehicles or vehicles leased by employers for job duties.
- Rhonda Cerulli, Florida Department of Health (FDOH), emphasized that FDOH requires employees transporting children as part of their job to be certified as a CPS technician.
  - Amy noted that organizations can edit the policy so it is applicable to their context. She said there could be two formats, one that is comprehensive and one that organizations can edit.
- Danielle Kessenger asked how other coalitions function in developing similar materials?
  - Chris Craig noted that it varies by coalition, emphasized that many active members on other coalitions do extensive work outside of the quarterly coalition meetings and recommended the formation of a subcommittee to continue the development of the model policy.

## **FDOT Fiscal Year 2024-2025 Occupant Protection and Child Passenger Safety Subgrants**

Chris Craig presented on the Occupant Protection and Child Passenger Safety projects awarded subgrant funding through the approval of the Annual Grant Application for Fiscal Year 2024-2025. He said that the FY25 AGA consists of approximately 264 projects across \$45 million in subgrant funding.

Chris gave an overview of fatal and serious injury crashes in Florida and those specific to OP. He said that FLHSMV has finalized crash data for 2022 and that 3,556 fatal and 16,003 serious injury crashes occurred on Florida's roadways across all emphasis areas. He noted that while 2023 data is preliminary, there appears to be a slight decrease with 3,431 fatal and 15,347 serious injury crashes. Additionally, 773 fatal and 1,605 serious injury crashes involved at least one unrestrained occupant in 2022. Similar to the statewide decrease, there were 692 fatal and 1,539 serious injury crashes involving at least one unrestrained occupant in 2023. Chris noted that 22 percent of Florida's total fatalities involve unrestrained drivers and passengers. Additionally, unrestrained drivers and passengers make up 40 percent of fatal crashes to people in motor vehicles.

The FDOT State Safety Office administers subgrant funding for occupant protection and child passenger safety projects in the following areas:

- High Visibility Overtime Enforcement
- Statewide Click It Or Ticket Enforcement and Media Campaign
- Statewide Safety Belt, Child Passenger Safety, and Post Click It Or Ticket Awareness Surveys
- Child Passenger Safety Resources and Support
- Florida Occupant Protection Coalition

- Child Passenger Safety Fitting Station Database and Mapping
- Child Passenger Safety Support
- Child Passenger Diversion Program

Chris discussed the subgrant funded projects listed above. He displayed the locations of the FY25 enforcement subgrants and noted that \$2,200,000 in total funding is being administered to local agency partners. Next he displayed counties identified by the Highway Safety Matrix to be in the top 40 percent of counties with the most fatal and serious injury crashes involving unrestrained occupants that do not have agencies receiving subgrant funding. He encouraged participants to reach out to contacts in the identified locations and encourage them to develop and submit concept papers by the end of February. He closed his presentation by listing what FDOT can and cannot provide through a subgrant and opened the floor for questions.

*Participants had the following questions and comments:*

- Jacob Gonzalez, Tampa Police Department, noted that his agency does not have a law enforcement unit that focuses on safety belt enforcement. The subgrant funding makes it possible for a unit to be focused on safety belt enforcement throughout the entire year, in addition to the statewide CIOT campaign.
- Amy noted that it would be helpful to connect the dots between the enforcement and diversion programs.
- Jacob emphasized that the OP grant enables Law Enforcement Agencies to participate in Child Passenger Safety.
  - Amy asked if Jacob's agency is leading CPS courses where fines or points could potentially be reduced?
    - Jacob said that his agency takes the approach of a fix-it-ticket where if someone fixes what a Law Enforcement Officer (LEO) pulled them over for, then citation is dismissed.
    - That approach could be done for CPS violations in the future if demonstrated to be effective.
- Mike asked if agencies could continue to use the message boards provided through subgrant funding?
  - Agencies are required to utilize message boards provided with OP subgrant funding to display OP messages for the first year.
- Mike asked if other first responder agencies such as fire departments can apply for subgrant funding? He noted that he has heard of fire departments being interested in message boards.
  - Chris emphasized that similar to LEA's that ask for only equipment that there must be an educational or enforcement component.

- Mike asked if a fire department concept paper that does Child Passenger Safety education and engagement and asks for OP message boards would be approved?
  - Chris said it would be dependent on the specifics of the concept paper, the problem identification, and countermeasure strategy as the subgrants administered through FDOT are focused on reducing fatalities and serious injuries on Florida's roadways.
- Amy asked about the process for the dynamic message boards.
    - Chris said it's a collaborative process with traffic operations and communications that must be approved at the federal level.
    - Amy asked if there were any dynamic message board signs for preventing child heat stroke?
      - Chris said there may be some he is not aware of, but emphasized that the dynamic messaging boards focus is on highway travel with safety messaging as a secondary priority.

## Action Plan Report Out

Danny led the coalition in the Action Plan Report out. Action Step leaders provided updates on their respective action steps. Updates are available in Appendix A.

## Public Comment Period

There were no comments from the public.

## Wrap Up and Next Steps

Danny noted the following FOPC meetings are scheduled to be held in-person in Gainesville, Florida.

- February 12-13, 2025
- May 7-8, 2025
- July 21-22, 2025

## Adjourn

The coalition meeting ended at 12:30 pm

Contact information for occupant protection questions:

Chris Craig, FDOT  
Traffic Safety Administrator  
Phone: 850.414.4009  
[chris.craig@dot.state.fl.us](mailto:chris.craig@dot.state.fl.us)

Willem de Greef, FDOT  
Traffic Safety Program Manager  
Phone: 850.414.4048  
[willem.degrees@dot.state.fl.us](mailto:willem.degrees@dot.state.fl.us)

Patricia Turner, UF T2 Center  
Safety Resource Center Program  
Manager  
Phone: 352.273.1671  
[p.turner@essie.ufl.edu](mailto:p.turner@essie.ufl.edu)

# Florida Occupant Protection Strategic Action Plan

Updated November 14, 2024

## GOAL 1: PROGRAM MANAGEMENT

### Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 02/21/2024 & 02/22/2024	In-person meeting conducted 05/15/2024 & 05/16/2024	Meeting cancelled	In-person meeting conducted 11/13/2024 & 11/14/2024
1A.2	Cambridge Systematics	Quarterly	Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities.	Action Plan progress updated quarterly	Posted on website	Posted on website	Updated action plan during subcommittee meetings	Posted on website



## Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	CS analyzing data	Under Review. Will present at Q4 FOPC Meeting	Will present at Q1 FOPC Meeting.	Presented on 11/13/2024
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable)	Reviewing latest traffic records; will update accordingly	Reviewing latest traffic records; will update accordingly	No change.	No change.
1B.3	Andrew Hopkins Amy Stafford	Annual	Increase the number and availability of OP data sources.	Information for all applicable data sources available on FOPC website and publicized (i.e., Signal Four, etc.)	Exploring Biospatial	Exploring Biospatial	Considering including Biospatial info in Fact Sheet.	
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Survey data indicates FL's rural counties (Group III) are lowest use.

### Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Reviewing national and peer state best practices	Identifying priority best practices for FOPC consideration	Identifying priority best practices for FOPC consideration	Looking at how we can implement our version of High Five Program.  Mark to present at next meeting.
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Ongoing	Ongoing	Ongoing	Ongoing
1C.3	Willem de Greef	Quarterly	Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas.	Number of traffic safety coalitions coordinated with (annually).	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.

### Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1D.1	FDOT	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate.	Members contacted; meeting attendance increased.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1D.2	Susie Kolb Dewey Painter Petra Stanton	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	Ongoing coordination with Miccosukee Tribe (Susie)	Ongoing.  Also looking at Pediatricians	Ongoing.  Also looking at Pediatricians	Ongoing.  Faith Based Organization?  Amy has someone that might work. Fransisco.Pan toja@dot.state.fl.us.

### Objective 1E: Research and Track Best Practices Related to Emerging Technologies Impacting OP Strategies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).		Resources available at <a href="http://www.mycardoeswhat.org/">www.mycardoeswhat.org/</a>		
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)				

## GOAL 2: ENFORCEMENT

### Objective 2A: Improve Law Enforcement Awareness of Important OP Challenges

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Available through LELs	Available through LELs	Available through LELs	Available through LELs
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing	Distribution ongoing	Distribution ongoing	Distribution ongoing
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	Meet with law enforcement agencies in counties with a higher-than-average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources.	Number of agency meetings.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.
2A.5	Nick Wollschlager	Quarterly	Develop and distribute tip cards for aging road users.	Number of tip cards distributed.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.
2A.6	Nick Wollschlager	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Ongoing.	Ongoing.	Ongoing.	Ongoing.
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Complete	Complete	Complete	Complete

### Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
2B.1	Tim Roberts  Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Tim presented at Q2 meeting	Tim presented at Q2 meeting	Tim presented at Q2 meeting	Will present at a future FOPC meeting.
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under development	Under development

### Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
2C.1	Jacob Gonzalez  Nick Wollschlager	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Presented at Q2 meeting  How do we promote and distribute?	Presented at Q2 meeting	Presented at Q2 meeting	Will present at a future meeting.
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.	Ongoing. Presented at FPCA in January and will present in August	Ongoing. Will present to FPCA in August.		
2C.3	Nick Wollschlager	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practice guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
2C.5	John Askins Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC



## GOAL 3: CHILD PASSENGER SAFETY

### Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3A.1	FDOT	Annual	Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps.	List of active instructors created and updated annually.	Presented Q2 meeting	Ongoing. Waiting on website.	Ongoing. Waiting on website.	
3A.2	Willem de Greef Patty Turner	Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Responsibility of CPS State Coordinator	Annual survey conducted.	Annual survey conducted.	
3A.3	Carissa Johns Danielle Kessenger Danielle Campbell Petra Stanton Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Met in February and will meet again May. Will be hosting quarterly virtual meeting.  Networking meeting at Kids In Motion in Orlando in August	Networking meeting at Kids In Motion in Orlando in August		
3A.4	Willem de Greef Patty Turner	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Responsibility of CPS State Coordinator	Included in the survey. Automated email system.	Included in the survey. Automated email system.	

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.	Number of CPST-Is trained.	Conducted in January.	Working on scheduling future trainings.	Working on scheduling future trainings.	

### Objective 3B: Expand CPS Digital and Print Resources and Materials

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3B.1	Patty Turner Danielle Kessenger	Annual	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions.	TSRC reviewed; materials updated or replaced annually.	Ongoing.	Ongoing.	Ongoing.	Low use groups need languages beyond Spanish and Creole
3B.2	Chris Craig Willem de Greef Leilani Gruner	Short-Term	Develop and distribute educational materials on child seats and safety belts on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.).	Number of materials distributed.	Updates ongoing	Updates ongoing	Updates ongoing	
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Complete and being distributed.  Well received.	Complete and being distributed.	Complete and being distributed.	Complete
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	Number of materials distributed	Reviewed at Q2 meeting	Will review at Q3 Subcommittee Meeting		Complete

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3B.5		Medium-Term	Develop and distribute CPS Responsibility Guide to potential CPST Supervisors to ensure they understand expectations of CPSTs	Number of materials distributed		Could have this tied to the stipend/scholarship. Maybe something separate that's just for information?		

### Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs and post results to FOPC website.	Inventory conducted.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie.	
3C.2	Ginny Hinton Susie Kolb Ronda Cerulli Amy A	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation and approval by FLHSMV.	Model diversion program developed.	Working on a grant to document best practices.	Ongoing	Ongoing	
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli Mark	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2
3C.4	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop and distribute a CPS Diversion Program fact sheet for LE to distribute when issuing a citation for improper child restraint.	Number of fact sheets developed.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2

### Objective 3D: Support Enhancement of Florida’s CPS Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
3D.1	Julie Noble Danielle Kessenger	Annual	Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed.	Reviewed at Q1 meeting	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting	
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	Nothing yet.	Nothing relevant.	Nothing relevant.	
3D.3	Petra Stanton	Medium-Term	Coordinate with the Florida Department of Children and Families to update their Child Transportation Log to include confirmation of proper child restraint usage.	Transportation Log updated.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives		Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	

## GOAL 4: OP FOR LOW-USE GROUPS

### Objective 4A: Focus Paid Media Activities on Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
4A.1	Michael Binder	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Will update at Q4 meeting	Will update at Q4 meeting	Will present at Q1 Meeting.	Presented on 11/14/2024
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Will present at Q3 meeting	Presented at Q3 FOPC Meeting	Presented at Q3 FOPC Meeting	Presented at Q3 FOPC Meeting
4A.4	Andrea Atran Dewey Painter David Summers	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Materials available.	Materials available.	Materials available.	Materials available.



### Objective 4B: Expand Digital and Print Resources and Materials for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Ongoing	Ongoing	Schedule time to review materials.	
4B.2	Jasper Masciocchi	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Identifying best practices for distribution of materials.	Identified African American Seatbelt Safety Toolkit.	CS to send to FDOT.	
4B.3	Chris Craig David Summers	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran Dewey Painter David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewing TSRC	Reviewed materials. Focused on creating pickup trucks and Spanish materials		

### Objective 4C: Support the Expansion of Programs that Encourage and Support Occupant Protection for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2023	Feb 2024	May 2024	Nov 2024
4C.1	TBD	Short-Term	Partner with the Safe Mobility For Life Coalition to increase the number of CarFit Events in Florida	Number of CarFit events conducted	Engaging new coordinator. Meeting in Hendry in January.	Expect CarFit coordinator in Q4		
4C.2	Chris Craig	Short-Term	Coordinate with Florida's Community Traffic Safety Teams (CTST) to identify regional and local occupant protection challenges	List of local and regional challenges developed	Ongoing	Ongoing. Evaluating popular materials and considering creating our own.	Ongoing	Ongoing
4C.3	Chris Craig	Medium Term	Coordinate with Florida CTSTs to identify specific occupant protection materials and best practices and implement pilot programs, where appropriate	List of materials and best practices developed. Number of pilot programs conducted	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2

### Objective 4D: Support Enhancement of Florida’s Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2024	May 2024	Aug 2024	Nov 2024
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Reviewed at Q1 meeting	Reviewed at Q3 Meeting.	Will post on website.	Reviewed and finalized on 11/13/2024
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Will discuss at Q3	Will present at Q4 FOPC meeting. Will discuss at Low Use Q3 subcommittee meeting.	Will present at Q1 FOPC meeting.	Presented on 11/14/2024
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC	Nothing.  There was something about kids in hot cars (awareness month)	Not relevant this year.		