



FLORIDA

Occupant Protection Program Assessment

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ASSESSMENT TEAM

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INTRODUCTION

Florida is the 22nd largest state in the nation by area, consisting of 65,757.70 square miles. It has the longest coastline in the contiguous United States, and the second highest number of islands of any state. Florida is the third-most populated state, with the United States Census Bureau estimating the population of Florida to be at 21,477,737 (July 1, 2019), a 14.2 percent increase from 2010. Florida ranks ninth in the nation in terms of population density with 405.45 people per square mile. Florida has 67 counties and several areas with a population of more than one million, including Tampa Bay, Orlando, and Jacksonville. Miami is the largest metropolitan area with a population of 6.2 million, and the largest city is Jacksonville, with a population of 929,467.



In 2019, there were 36,096 motor vehicle-related fatalities in traffic crashes across the United States. Although the observed daytime safety belt use rate for the United States overall in 2019 was 90.7 percent, almost half of all passenger vehicle occupant fatalities (47%) were unrestrained. The lack of proper restraint use therefore remains a serious highway safety, public health, and societal issue. This is true in Florida where in 2019, there were 658 unrestrained occupant fatalities, which accounts for 42 percent of all fatalities in Florida.

The Florida Department of Transportation (FDOT) State Safety Office coordinates the statewide behavioral highway safety program, making effective use of federal and state highway safety funds and other resources to save lives and reduce injuries on the State's roads. In fiscal year (FY) 2021, the FDOT State Safety Office managed 177 projects throughout the State targeting traffic safety efforts for impaired driving, occupant protection, speed, traffic records, distracted driving, youth initiatives, and public awareness.

Occupant protection is the foundation of any sound traffic safety program, and increased safety belt use can provide reductions in fatalities and injuries. Using a safety belt properly is the single most effective thing people can do to protect themselves in a crash. The National Highway Traffic Safety Administration estimates that 1,099 lives were saved by safety belts in Florida in 2017. An additional 181 lives could have been saved if everyone in the State buckled up.

Per the State safety belt use survey, the safety belt use rate fell from 90.6 percent in 2018 to 89.8 percent in 2019. Florida benefits from having a primary enforcement safety belt law for adults in the front seat of passenger vehicles, which enables law enforcement officers to stop and issue citations solely if a driver or a front seat passenger is not properly restrained.

This report presents the results of an assessment of the occupant protection component of Florida's highway safety program. The FDOT State Safety Office elected to undergo this

assessment to get an outside perspective and review of the challenges the State is facing to increase safety belt and child restraint use throughout the State, and to receive innovative ideas and approaches from the assessment team of subject matter experts to improve occupant protection use rates. This report provides a summary of the strengths and challenges of Florida's occupant protection program and presents recommendations to continue to improve occupant protection in the State.

The highlighted key recommendations in this report are recommendations the Assessment Team found to be the most crucial for improving the State's occupant protection program. While Florida has multiple occupant protection initiatives in place, there is always room for growth and improvement. All recommendations presented in this report are intended to help increase restraint use and decrease unrestrained fatalities and injuries statewide.

ACKNOWLEDGEMENTS

The assessment team would like to acknowledge and thank Traffic Safety Administrator, Chris Craig; Traffic Safety Program Manager, Leilani Gruener; and Daniel Shopf of Cambridge Systematics for their support, dedication, and commitment to occupant protection in Florida.

The team would also like to acknowledge the efforts and hard work of all the statewide partners, advocates, and stakeholders who took the time to contribute their knowledge and expertise during the virtual assessment.

This assessment benefitted from the guidance of the National Highway Traffic Safety Administration headquarters and regional staff: Laura Dunn and Chris Broome, with support from their respective supervisors, Occupant Protection Chief Marietta Bowen, Regional Administrator Carmen Hayes, and Deputy Regional Administrator T. Alex Cabral.

Recognition and appreciation also go to Belinda Oh for her assistance throughout the assessment process and in producing this report.

Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration and implementation of the proposed recommendations will enable Florida to continue to improve its occupant protection program.

Notes:

The information included in this document has been collected from a variety of sources including interviews, official documents, websites, and other materials. Sources may not be consistent. Some copyrighted material has been used under the “Fair Use” Doctrine of the U.S. copyright statute.

ASSESSMENT BACKGROUND

This year, due to the COVID-19 pandemic, States have experienced work disruptions with remote work policies, social distancing requirements, and State travel constraints. To accommodate, this assessment was conducted virtually via telephone and computer technology between all parties involved (i.e., Florida personnel, National Highway Traffic Safety Administration (NHTSA) headquarters and regional office staff, and assessment team members), eliminating all in-person interactions and travel expenses.

The purpose of the Occupant Protection (OP) program assessment, while virtual, is still to provide the state of Florida with a review of its statewide OP program through identification of programmatic strengths and accomplishments, the identification of challenge areas, and recommendations for enhancement or improvement. The assessment is intended to serve as a tool for OP program planning, development, and implementation purposes, and for making decisions about how to best prioritize programs and use available resources.

All states, in cooperation with their political subdivisions, should have a comprehensive OP program that educates and motivates its citizens to use available motor vehicle OP systems. A combination of use requirements, enforcement, public information, education, outreach, data, and evaluation is necessary to achieve significant, lasting increases in seat belt and child safety seat use, which will prevent fatalities and decrease the number and severity of injuries.

NHTSA headquarters and regional office staff facilitated this assessment. Working with the Florida Department of Transportation (FDOT) State Safety Office, NHTSA recommended a team of five subject matter experts with demonstrated knowledge in occupant protection program development and management, implementation, and evaluation. The team conducted the assessment using a process that provides an organized approach for measuring program progress by following the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The U.S. Department of Transportation developed the *Uniform Guidelines for State Highway Safety Programs* in collaboration with states to support technical guidance for the states. The assessment follows these guidelines which precede each section of this report.

The assessment consisted of a thorough review of FDOT State Safety Office-provided briefing materials and interviews with state and community-level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and FDOT State Safety Office staff. The team convened to review and analyze the information presented, noting the OP program's strengths and challenges, as well as recommendations for improvement. The recommendations provided are based on the unique characteristics of the State and what the assessment team members believe Florida and its partners could do to improve the effectiveness and comprehensiveness of their OP activities. The conclusions drawn by the assessment team are based upon, and limited by, the facts and information provided in the briefing materials and by the various stakeholders who presented information to the assessment team.

This assessment report is a consensus report. The recommendations provided within are what the assessment team members believe the State and its partners could do to improve the reach and

effectiveness of its OP program. It is not the intent of this report to thoroughly document all of the program successes or highlight the individuals at all levels who dedicate efforts to traffic safety and occupant protection specifically. By its very nature, the report focuses on areas that need improvement and should not be viewed as criticism. Rather, it is an opportunity to provide assistance and encourage improvement, which is consistent with the overall goals of traffic safety program assessments.

On the final day of the assessment, the team briefed the FDOT State Safety Office and members of the Florida Occupant Protection Coalition on the results of the assessment and highlighted major insights and key recommendations. This report belongs to the State; it is not a NHTSA-owned document. The State may use this assessment report as the basis for planning OP program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities. The final report is provided to the FDOT State Safety Office and NHTSA.

KEY RECOMMENDATIONS

*(Note: Key Recommendations are **BOLDED** in each individual section)*

1. PROGRAM MANAGEMENT

- Recruit Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, and a representative from the Department of Education to be part of the Florida Occupant Protection Coalition membership.
- Seek opportunities to partner, participate, and/or present at traffic safety-related conferences to articulate the importance of occupant protection programs. Explore the options of sponsorships from associations, civic organizations, insurance companies, etc. to financially assist with conference costs.

2. LEGISLATION, REGULATION, AND POLICY

- Amend the Florida Safety Belt Law to require passengers of any age to be properly restrained by a safety belt in all available seating positions. Additionally,
 - Increase the fine for a violation to standardize it with fines for all other traffic laws;
 - Require all vehicle occupants to wear a safety belt in a properly adjusted and securely fastened manner; and
 - Eliminate the safety belt exemption for trucks over 26,000 pounds.
- Enhance Florida's child restraint law by amending the provisions to follow the National Highway Traffic Safety Administration and the American Academy of Pediatrics best practice recommendations.
 - Require children to remain rear-facing until at least age two or until the maximum weight or height allowed by the car seat manufacturer is reached.
 - Increase the age requirement for children to be secured in a belt-positioning booster seat.
 - Remove all exemptions that allow children to be transported while not correctly secured in a child restraint.
- Encourage the executive branch of State government to enact a statewide policy requiring all employees and their passengers and contractors hired by the State to wear their safety belts in all seating positions while traveling on official state business regardless if they are traveling in a state-owned or personal vehicle.

3. LAW ENFORCEMENT

- Collaborate with the Florida Police Chiefs Association, Florida Sheriffs Association, and Florida Highway Patrol to develop and distribute a traffic law enforcement guide for law enforcement executives. This guide can assist law enforcement executives in

implementing the most up-to-date and evidence-based measures to help deter risky driving behaviors that often result in crashes, injuries, and fatalities; improve public acceptance of traffic law enforcement; and improve law enforcement professional competency.

4. COMMUNICATION

- Provide more specific direction for the paid advertising plan target groups, concentrating on more than males 18- to 34-years-old. Include, at a minimum, male pickup truck drivers, African Americans, and Hispanics based on findings from the State's observational safety belt use survey.
- Use cost-efficient advertising vehicles (e.g., paid social media, YouTube, or Spotify) for statewide messaging during the safety belt mobilization while focusing the majority of advertising dollars in the State's largest media markets (Miami, Tampa, and Orlando) to leverage outcomes from paid advertising. Driving changes in these areas will more likely have a positive impact on both results of the direct observational survey and position the State for reductions in traffic fatalities.
- Seek the resources needed to develop and implement programs to promote safety belt and child restraint use to minority groups and pickup truck drivers to diversify efforts beyond *Click It or Ticket* and address low belt use groups with more year-round messages and programs that will resonate and lead to positive behavior change.

5. OCCUPANT PROTECTION FOR CHILDREN

- Explore strategies to increase communication between child passenger safety technician instructors (CPSTI), child passenger safety technicians (CPST), and technician proxies within each of the seven Florida Department of Transportation Districts. Encourage each District to:
 - Develop and implement a sustainable mentoring process for newly certified CPSTs, technician proxies, and CPSTIs. Mentors should be readily available to assist and guide, as needed, until skills and effective communication techniques have been adequately established.
 - Recruit experienced CPSTs throughout the District to become technician proxies who can review and approve seat checks for recertification, particularly in counties that do not have CPSTIs or technician proxies.
 - Submit reports to document educational activity.
- Promote Child Passenger Safety Week car seat check events and year-round child passenger safety community events and educational programs on the new Florida Traffic Safety Resource Center event calendar to increase public awareness of child passenger initiatives throughout the State.

6. OUTREACH PROGRAM

- Expand the Florida Occupant Protection Coalition membership to include the Florida Department of Education, Florida Sheriffs Association, the State's hospital association, medical associations, chamber of commerce, insurance companies, and other groups to broaden input and expand potential traffic safety partners.
- Consider re-establishing the Minority Task Force on Occupant Protection or prioritizing actively identifying and recruiting members to the Florida Occupant Protection Coalition to expand representation among minority and diverse communities.
- Establish state-level employer partnerships to promote safety belt use through employer policies and safety messages, especially employers in the State's tourism industry, as well as those who can assist with outreach to diverse populations.

7. DATA AND EVALUATION

- Document and advertise analytical resources that subrecipients and partners may consult for basic frequency and cross-tabulation analyses to complement the Highway Safety Data Matrices.
- Update the Annual Uniform Traffic Citation Report online query system to use expanded descriptions or generate a user guide.

1. PROGRAM MANAGEMENT

GUIDELINE:

Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

1A. STRENGTHS

- The State of Florida is committed to increasing occupant protection among all motorists and their passengers while traveling in the State.
- The Florida Department of Transportation (FDOT) Assistant Secretary of Engineering and Operations serves as the Governor's Highway Safety Representative. The FDOT Chief Safety Officer serves as the Highway Safety representative when attending the Governors Highway Safety Association (GHSA) conference.
- Florida updated their Strategic Highway Safety Plan (SHSP) at the beginning of 2021 with the goal of Target Zero. The SHSP encompasses the emphasis areas of Roadways, Road Users, User Behavior, Traffic Records and Information, and Evolving Emphasis Areas. Occupant protection is located in the User Behavior Emphasis Area.
- Under the direction of FDOT and the Florida Occupant Protection Coalition (FOPC), the State of Florida Occupant Protection Strategic Plan (FOPSP) was developed and implemented in 2018.
- The FOPSP is organized into the categories of: program management and strategic planning, law enforcement, communication and outreach, occupant protection for children, and data and program evaluation. The FOPC developed four goals for the FOPSP which each have objectives, strategies, and a designated strategy leader.
 - Goal 1: Improved education, communication, and outreach;
 - Goal 2: Encourage enforcement of occupant protection laws and increase occupant protection among law enforcement;
 - Goal 3: Improve and expand occupant protection for children;
 - Goal 4: Identify and share model laws that would increase use of occupant protection devices.

- The FOPC meets quarterly to discuss progress on the goals, objectives, and strategies in the FOPSP.
- The FDOT State Safety Office develops an annual Highway Safety Plan (HSP). The HSP and Highway Safety Improvement Plan (HSIP) maintain the goals of the Florida SHSP. All three plans cite the goal of reducing traffic crashes, fatalities, and serious injuries, with an ultimate target of zero deaths.
- The FDOT State Safety Office solicits concept papers from potential subrecipients to award subgrants to traffic safety partners. The FDOT State Safety Office utilizes a risk assessment and highway safety matrix process prior to determining awards. The risk assessment helps to deter fraud, waste, abuse, and poor performance. Subrecipients are required to submit an activity report with each reimbursement voucher.
- The FDOT State Safety Office has a dedicated staff member that oversees the occupant protection and child passenger safety programs. All staff members receive in-state National Highway Traffic Safety Administration (NHTSA)/Traffic Safety Institute (TSI) program training.
- Florida Community Traffic Safety Teams (CTSTs) are locally based, data- driven groups of highway safety advocates that are committed to a common goal of improving traffic safety in their communities. Each of the seven FDOT Districts has a full-time CTST Coordinator and law enforcement liaison who work closely with the CTSTs in their geographic area.

1B. CHALLENGES

- The FDOT State Safety Office is understaffed. Each staff member is tasked with multiple program areas and responsibilities. This may not allow adequate attention for the occupant protection program area.
- The FOPC membership does not have representation from Florida businesses, the tourism industry, civic organizations, trade and medical associations, or the Department of Education.
- The FDOT State Safety Office currently does not host or conduct highway safety conferences due to challenges with funding restrictions in the State.
- Due to travel restrictions, FDOT State Safety Office staff are not regularly authorized to attend out-of-state training conferences such as Lifesavers and other highway safety-sponsored conferences. Opportunities are being missed in learning best practices in highway safety, networking, and strategic planning.

1C. RECOMMENDATIONS

- Examine the Florida Department of Transportation State Safety Office staffing levels and explore options to expand personnel through permanent hires, project employees, details, or consulting staff additions.
- **Recruit Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, and a representative from the Department of Education to be part of the Florida Occupant Protection Coalition membership.**
- **Seek opportunities to partner, participate, and/or present at traffic safety-related conferences to articulate the importance of occupant protection programs. Explore the options of sponsorships from associations, civic organizations, insurance companies, etc. to financially assist with conference costs.**
- Develop a white paper to present to Florida Department of Transportation leadership articulating the importance and value of attending highway safety conferences/trainings held throughout the country, including opportunities to network nationally with highway safety peers and counterparts and to learn about proven highway safety programming that can be used in Florida.

2. LEGISLATION, REGULATION, AND POLICY

GUIDELINE:

Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*
- *Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.*

2A. STRENGTHS

- Florida has a primary safety belt law that states:
 - It is unlawful for any person:*
 - *to operate a motor vehicle unless each passenger and the operator of the vehicle under the age of 18 years are restrained by a safety belt or by a child restraint device pursuant to s.316.613 if applicable; or*
 - *to operate a motor vehicle in Florida unless the person is restrained by a safety belt.*
 - It is unlawful for any person 18 years of age or older to be a passenger in the front seat of a motor vehicle unless such person is restrained by safety belt when the vehicle is in motion.*

Any person who violates Florida's safety belt law commits a nonmoving violation and shall be fined an amount not to exceed \$30.00. Additional fees are decided by individual municipalities and counties.

- Florida's child restraint law requires:
Every operator of a motor vehicle...while transporting a child in a motor vehicle operated on the roadways, streets, or highways of the state, shall, if the child is 5 years of age or younger, provide for protection of the child by properly using a crash-tested, federally approved child restraint device.

Any person who violates the Florida child restraint law shall be fined an amount not to exceed \$60.00. Additional fees are decided by individual municipalities and counties.

- Florida has a Graduated Driver Licensing (GDL) law that has three stages of licensure: a learner's license with a minimum age of 15, an intermediate license for drivers age 16 to 17, and full licensure after age 17. Florida's GDL laws are designed to help teens gradually and safely build their skill and experience behind the wheel.
- In order to receive federal highway safety funding from the Florida Department of Transportation (FDOT State Safety Office all subrecipients must have a written safety belt policy that is enforced for all employees.
- FDOT has a department policy requiring all employees while traveling on state business to be properly restrained by their safety belt.

2B. CHALLENGES

- The Florida safety belt law lacks comprehensiveness to mitigate risk or prevent and reduce injuries, and significant consequences.
 - There is no safety belt requirement for all seating positions.
 - The penalty for a safety belt violation is only \$30.00. Studies have shown higher fines are associated with higher safety belt use and fines between \$60 and \$100 are likely most effective.
 - The safety belt law lacks language that vehicle occupants shall wear a safety belt in a properly adjusted and securely fastened manner.
- Florida's safety belt law provides eight exemptions for not wearing a safety belt. One such exemption is for trucks having a gross vehicle weight rating of more than 26,000 pounds. This exemption includes a significant number of commercial vehicles operating on Florida roads.
 - This exemption is in contradiction of The Motor Carrier Safety Act Of 1984 and 49 CFR 392.16 - Use of seat belts, that requires drivers operating a commercial motor vehicle to be properly restrained by the safety belt assembly. Florida has adopted the code of federal regulations (CFR) for commercial vehicles. Florida law enforcement officers enforce the CFR for safety belt violations pertaining to commercial vehicles.
- Florida's Child Restraint law requires the operator of the vehicle to properly secure children who are five years of age or younger. The law does not reflect the National

Highway Traffic Safety Administration (NHTSA) or the American Academy of Pediatrics best practice recommendations.

- Florida's GDL does not follow all NHTSA guidelines.
- It is unclear if an executive policy exists requiring all departments and levels of State government employees and their passengers to wear their safety belts while traveling on state business.
- It could not be determined if motor vehicle insurance companies in the State offer incentives to policy holders who use safety belts and child restraints.

2C. RECOMMENDATIONS

- **Amend the Florida Safety Belt Law to require passengers of any age to be properly restrained by a safety belt in all available seating positions. Additionally,**
 - **Increase the fine for a violation to standardize it with fines for all other traffic laws;**
 - **Require all vehicle occupants to wear a safety belt in a properly adjusted and securely fastened manner; and**
 - **Eliminate the safety belt exemption for trucks over 26,000 pounds.**
- **Enhance Florida's child restraint law by amending the provisions to follow the National Highway Traffic Safety Administration and the American Academy of Pediatrics best practice recommendations.**
 - **Require children to remain rear-facing until at least age two or until the maximum weight or height allowed by the car seat manufacturer is reached.**
 - **Increase the age requirement for children to be secured in a belt-positioning booster seat.**
 - **Remove all exemptions that allow children to be transported while not correctly secured in a child restraint.**
- Enhance Florida's Graduated Driver Licensing law to follow the current guidelines outlined by the National Highway Traffic Safety Administration.
- **Encourage the executive branch of the government to enact a statewide policy requiring all employees and their passengers and contractors hired by the State to wear their safety belts in all seating positions while traveling on official state business regardless if they are traveling in a state-owned or personal vehicle.**
- Consider working with the Florida Office of Insurance Regulation to encourage insurance companies to offer incentives to policy holders who properly use safety belts and child restraints.

3. LAW ENFORCEMENT

GUIDELINE:

Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and air bag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Use of Law Enforcement Liaisons (LELs), for activities such as promoting national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

3A. STRENGTHS

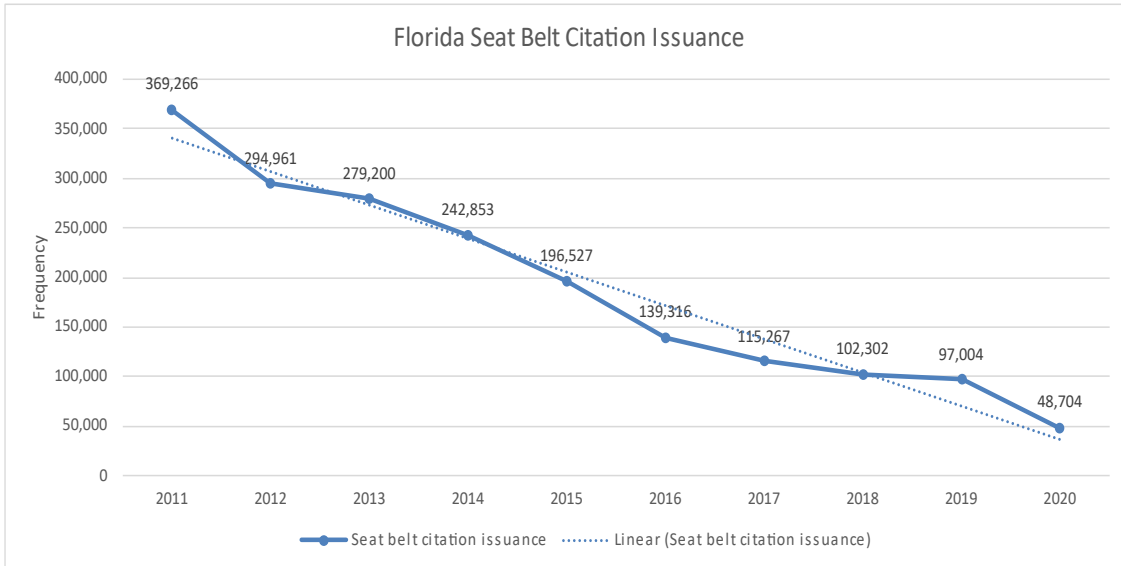
- The Florida Department of Transportation (FDOT) State Safety Office has an excellent working relationship with Florida law enforcement agencies.
- The FDOT State Safety Office has the resource of seven well-respected law enforcement liaisons (LELs) who are responsible for providing law enforcement agency outreach in each of FDOT's seven districts. The LELs work to establish and maintain relationships between the FDOT State Safety Office and law enforcement agencies around the State, and gain law enforcement support for participation in statewide traffic enforcement mobilizations.
- The LELs understand the elements of high visibility enforcement (HVE), saturation, and checkpoint traffic law enforcement and promote these tactics as appropriate.
- The LELs facilitate a Florida-based Traffic Safety Challenge competition to support the goal of saving lives. This Challenge program promotes and rewards law enforcement agencies for improving traffic safety through increased traffic law enforcement to help reduce crashes and increase safety belt use.

- The LELs maintain a website for law enforcement agencies participating in safety belt mobilizations to report their grant-funded activity. This traffic law enforcement collection system provides a good source of data for evaluating grant-funded activity.
- Florida law enforcement agencies do a good job of using intelligence data for deployment of their personnel, as well as collecting and reporting traffic law enforcement activity.
- Florida law enforcement agencies report their traffic infractions to the State data system through electronic and paper means, which contributes positively to the justice information system.
- Safety belt enforcement and other traffic law enforcement data are electronically transmitted through the Florida eCitation system and other records management systems. These data are accessible and the website is easy to navigate to facilitate analysis. These data are essential in assisting law enforcement agencies in the development of traffic safety intervention strategies and refining their traffic law enforcement tactics.
- There are ample resources available to law enforcement officers that provide child passenger safety information and enforcement guidance to support identification of violations of child restraint laws. One large Florida sheriff's office has taken the initiative to develop a child passenger safety app for officers to help improve their knowledge and guide them in the proper use of child restraints.
- Beginning in August 2018, the FDOT State Safety Office developed and conducted a Law Enforcement Survey on Occupant Protection. The survey was a product of the Florida Occupant Protection Coalition (FOPC) and Florida's Occupant Protection Strategic Plan and was designed to collect information about officers' knowledge, attitudes, and use of safety belts. The goal of this initiative was to increase officers' safety belt use and determine gaps where additional education would be beneficial.
- The LELs use the annual statewide safety belt use survey and make it available to local law enforcement agencies. This information is useful for problem identification and assisting with the development of traffic law enforcement intervention strategies, deployment of staff, and evaluation of safety belt enforcement activity.
- The LELs track alcohol/drug-related unrestrained vehicle occupants in fatal collisions. Nationally, it has been identified that there is a relationship between unrestrained and impaired drivers.
- Many law enforcement agencies have written policies that require officers to wear safety belts.
- Most law enforcement agencies have policies or procedures to guide their officers on the proper transportation of children in patrol cars.

- Florida law enforcement agencies use one uniform crash report to report collisions through the Florida electronic crash records system. This reporting system facilitates accurate reporting of occupant protection system information including safety belt and child safety seat use or non-use, restraint type, and air bag presence and deployment.

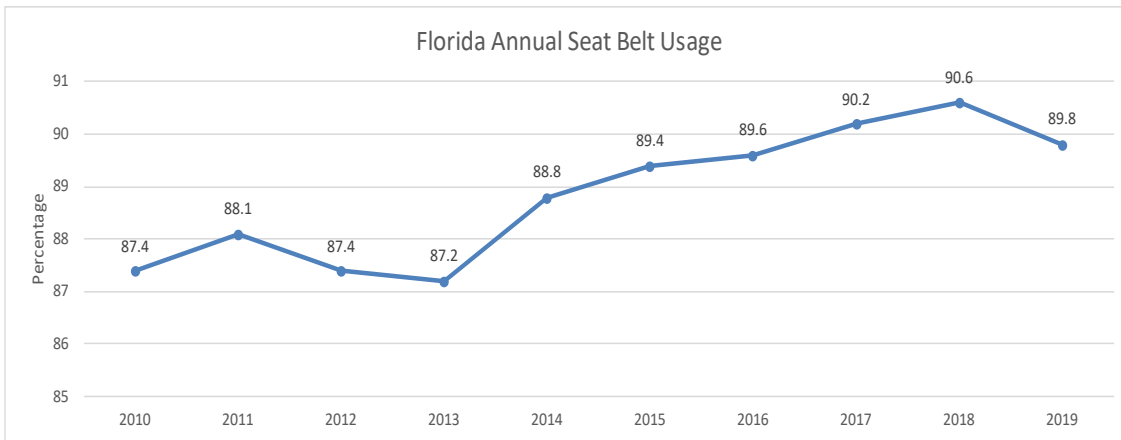
3B. CHALLENGES

- Although Florida has adopted Target Zero as their traffic safety vision, it doesn't appear this strategy or previous ones have been used as a platform to prioritize traffic law enforcement for the purpose of unifying law enforcement agencies to promote the vision and traffic safety culture.
- The FDOT State Safety Office has encouraged law enforcement agencies to attempt nighttime safety belt enforcement tactics; however, law enforcement agencies have expressed reluctance to perform the tactic and are challenged with observing safety belt use in vehicles with tinted windows during nighttime hours.
- Small law enforcement agencies have competing priorities and concerns regarding staffing, funding, and calls for service for officers' time which inhibit proactive safety belt enforcement. Florida has 253 municipal law enforcement agencies of which 66 percent meet the International Association of Chiefs of Police (IACP) definition of a small law enforcement agency (an agency that has 50 or fewer full time sworn officers); Florida has 67 sheriff's offices of which 34 percent meet the IACP definition.
- Competing priorities or alternative opportunities for off-duty employment for officers inhibit their participation in grant-funded overtime safety belt enforcement initiatives.
- There was no indication of an official endorsement statement from the Florida Police Chiefs Association or Florida Sheriffs Association regarding the importance of strict safety belt enforcement.
- Florida safety belt enforcement data from 2011 through 2019 indicated safety belt citations have decreased 74 percent. The trend of declining safety belt citations suggests there may be a lack of enforcement intensity which may provide little general deterrence for safety belt compliance.



Source: Florida Department Highway Safety and Motor Vehicles - Annual Uniform Traffic Citation Report

- The State’s safety belt enforcement appears to be in a maintenance mode as annual safety belt use has remained static.

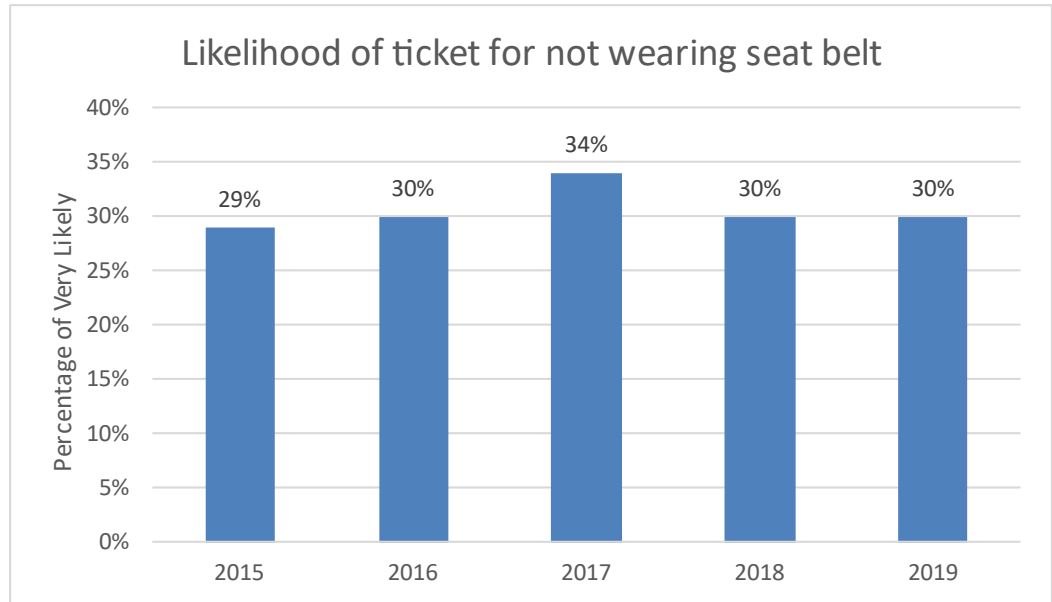


Source: NHTSA State Traffic Safety Information (STSI) for Florida

- Traffic law systems must rely upon general deterrence for compliance. The FDOT State Safety Office contracted with the Public Opinion Research Laboratory at the University of North Florida to collect information about the attitudes and awareness of adults living in Florida regarding Florida’s *Click It or Ticket* campaign and general driving habits.

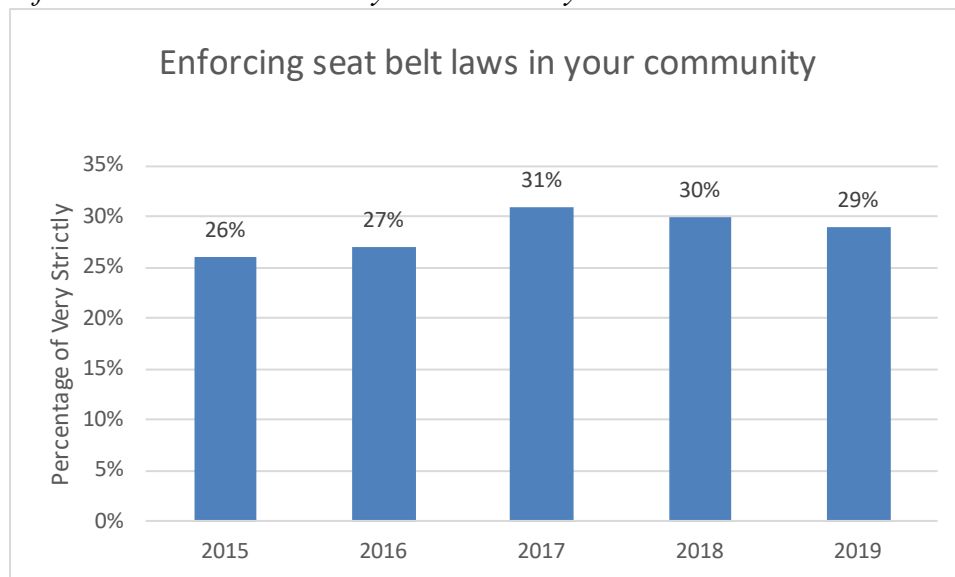
Survey results indicated the following when respondents were asked about enforcement of safety belt laws:

- *Over the next 6 months, assume you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?*



Source: Florida 2019 Click It or Ticket Media Survey – Final Report August 5, 2019

- *In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community?*



Source: Florida 2019 Click It or Ticket Media Survey – Final Report August 5, 2019

- Florida lacks a larger year-round attitudinal survey to assess respondents’ perceptions regarding the probability of being stopped and cited for a safety belt violation. This inhibits the FDOT State Safety Office and law enforcement agencies’ ability to measure the general deterrence factor of safety belt enforcement strategies supporting evidence-based enforcement strategies.

- As has occurred across the Nation with incidences of social unrest, Florida law enforcement agencies and policing as a whole have been scrutinized. The value of traffic law enforcement is being questioned.
- Although the COVID-19 pandemic may have caused people to drive less, there has been an increase in the number of drivers who engaged in riskier behavior, including speeding, failing to wear safety belts, and driving under the influence of alcohol and/or drugs. Despite less traffic during the COVID-19 pandemic, the incidences of crashes have stayed nearly the same as previous years.
- The Florida safety belt law lacks comprehensiveness to mitigate risk or prevent and reduce injuries, and significant consequences. The combination of the circumstances below creates the perception that safety belt enforcement is not a public safety priority.
 - There is no safety belt requirement for all seating positions.
 - The penalty for a safety belt violation is only \$30. Studies have shown higher fines are associated with higher safety belt use and fines between \$60 and \$100 are likely most effective.
 - The safety belt law lacks language that vehicle occupants shall wear a safety belt in a properly adjusted and securely fastened manner.
- Florida's safety belt law provides eight exemptions for not wearing a safety belt. One such exemption is for trucks having a gross vehicle weight rating of more than 26,000 pounds. This exemption includes a significant number of commercial vehicles operating on Florida roads
 - This exemption is in contradiction of The Motor Carrier Safety Act Of 1984 and 49 CFR 392.16 - Use of seat belts, that requires drivers operating a commercial motor vehicle to be properly restrained by the safety belt assembly. Florida has adopted the code of federal regulations (CFR) for commercial vehicles. Florida law enforcement officers enforce the CFR for safety belt violations pertaining to commercial vehicles.
- When the Florida Legislature upgraded the State's safety belt law adding the element of primary enforcement in 2009, the legislation required a law enforcement officer to record the race and ethnicity of a violator when issuing a safety belt citation. The legislation also mandated an annual report of the data to be provided to the Governor, the President of the Senate, and the Speaker of the House of Representatives.
 - The Florida Department of Highway Safety and Motor Vehicles is responsible for providing the annual report; however, it was unclear who analyzes the data and results were unknown. Part of any community policing philosophy must be a practice of transparency.
- There is a lack of information on Florida-specific non-safety belt user characteristics to assist law enforcement agencies in identifying dangerous drivers and appropriate countermeasures, e.g., the type of behavior, criminality, and non-compliant personalities of non-safety belt users in Florida. This information is essential for law enforcement

agencies to develop enforcement intervention plans. It is also beneficial for developing communication plans and sharing with stakeholders and policymakers.

3C. RECOMMENDATIONS

- **Collaborate with the Florida Police Chiefs Association, Florida Sheriffs Association, and Florida Highway Patrol to develop and distribute a traffic law enforcement guide for law enforcement executives. This guide can assist law enforcement executives in implementing the most up-to-date and evidence-based measures to help deter risky driving behaviors that often result in crashes, injuries, and deaths; improve public acceptance of traffic law enforcement; and improve law enforcement professional competency.**
- Amend the Florida Safety Belt Law to require passengers of all ages to be properly restrained in all available seating positions. Additionally,
 - Increase the fine for a violation to standardize it with fines for all other traffic laws;
 - Require all vehicle occupants to wear a safety belt in a properly adjusted and securely fastened manner or be properly restrained in a child passenger safety restraint; and
 - Eliminate the safety belt exemption for trucks over 26,000 pounds.
- Develop and conduct a knowledge and attitudinal survey to determine the perceptions regarding the State's safety belt law and identify populations for special emphasis.
- Develop an in-depth profile of the personality (behavioral risk assessment) of safety belt violators and share with criminal justice professionals, traffic safety professionals, advocates, media, and policymakers.

4. COMMUNICATION

GUIDELINE:

As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

4A. STRENGTHS

- The Florida Occupant Protection Coalition (FOPC) has developed a comprehensive marketing and communications plan that identifies target audiences, target markets, strategies and actions, and tactics. The plan seeks to focus communications and outreach efforts that target 18- to 34-year-old males as well as low belt use populations, including African Americans, Hispanics, and pickup truck drivers.
- Florida takes part in the national safety belt mobilization in May that aligns with the National Highway Traffic Safety Administration's (NHTSA) recommendations to use the *Click It or Ticket* (CIOT) campaign theme, utilize paid advertising to support widespread

awareness of stepped-up enforcement, and conduct post awareness surveys and direct observational safety belt use surveys.

- NHTSA campaign assets for paid advertising and social media are used so that the State has professionally produced and focus group-tested messaging.
- The advertising contractor provides a detailed proposal to support the May mobilization that includes traditional media vehicles as well as connected TV, digital video and audio, and paid social as a targeted means for reaching men 18-34. Following the buy, the State is provided with a post-performance report for each media vehicle.
- The Florida Department of Transportation (FDOT) State Safety Office typically issues press releases with the Florida Department of Highway Safety and Motor Vehicles and Florida Highway Patrol to promote awareness of CIOT.
- The FDOT State Safety Office encourages local law enforcement support of awareness efforts by providing partner agencies with printed materials, signs, information, speaking points, and NHTSA's resources to be used in their communities and facilitate local news media connections.
- Awareness activities include the use of freeway electronic message boards, state government websites, and state government social media accounts.
- The annual post CIOT media survey is conducted at the conclusion of each mobilization and tracks changes over time for respondents who have read, seen, or heard about the safety belt mobilization. This assists with program evaluation and identifies areas for changes or improvements.
- The FOPC marketing and communications action plan includes strategies to promote safety belt and child safety seat use to minority groups as well as pickup truck drivers.
- The Florida Occupant Protection Resource Center (FOPRC) provides a variety of child passenger safety (CPS) and child passenger safety technician (CPST) information through a comprehensive website. The State is also working to develop a new website that will include a wider variety of traffic safety information and resources.
- A variety of CPS materials are available in Spanish, including a car seat activity book, child safety seat installation checklist, booster seat installation checklist, child safety seat recommendations, booster seat information, and child safety seat facts.

4B. CHALLENGES

- Although the FOPC marketing and communications plan identifies low belt use populations of African Americans, Hispanics, and pickup truck drivers, these groups are not carried over in the paid advertising plan which only identifies 18- to 34-year-old males. According to the *Safety Belt Use in Florida 2019 Final Report*, "results also point

to where improvement is still needed among the low belt use groups, including occupants riding in pickup trucks, Black occupants, and occupants traveling on local and collector roadways.”

- The CIOT paid advertising plan lays out an ambitious goal of statewide coverage through all of the State’s designated market areas, which may shortchange dollars needed in the State’s largest and most populous media markets.
- Using only national campaign assets, Florida’s traffic safety advocates may be missing unique insights that come from conducting focus groups with Florida’s low belt use groups (e.g., pickup truck drivers, Hispanics, and African Americans).
- CIOT awareness surveys have been scaled back to eliminate pre-surveys and oversamples of target groups.
- Efforts to garner news media coverage rely largely on local law enforcement agencies utilizing national materials provided to all states. Communications appear to lack a strong Florida-centered message or unique hooks, and do not showcase any of the State’s occupant protection or child passenger safety grant-funded programs.
- Results of the annual direct observational safety belt use survey are not regularly shared with Florida’s news media.
- The FDOT State Safety Office does not track news coverage generated throughout the State, limiting the ability to fully evaluate the CIOT mobilization and identify areas for possible improvement.
- While the State has a comprehensive communications strategy for promoting the national safety belt mobilization, there are no coordinated efforts or FDOT State Safety Office-supported campaigns to increase booster seat use or coordinate activities and communications for national Child Passenger Safety Week. Also, the FOPRC has limited information regarding booster seats and it is not readily identifiable.
- It appears that Florida has not yet made progress on plans developed by the FOPC to promote safety belt and child safety seat use to minority or pickup truck drivers.
- Although Florida makes multi-lingual safety materials available at no cost, slightly fewer than 10,000 of those materials were distributed in 2019 through the FOPRC, despite Florida having an estimated 5.6 million Hispanic or Latino population (U.S. Census Bureau, 2019).

4C. RECOMMENDATIONS

- **Provide more specific direction for the paid advertising plan target groups, concentrating on more than males 18- to 34-years-old. Include, at a minimum, male**

pickup truck drivers, African Americans, and Hispanics based on findings from the direct observational safety belt use survey.

- Request the advertising contractor provide details and rationale regarding the proposed plan's emphasis on male pickup truck drivers, Hispanics, and African Americans so the State can identify where and how these groups are being addressed in the plan.
- **Use cost-efficient advertising vehicles (e.g., paid social, YouTube, or Spotify) for statewide messaging during the safety belt mobilization while focusing the majority of advertising dollars in the State's largest media markets (Miami, Tampa, and Orlando) to leverage outcomes from paid advertising. Driving changes in these areas will more likely have a positive impact on both results of the direct observational survey and position the State for reductions in traffic fatalities.**
- Use Florida-specific data, survey results, or grant-funded occupant protection programs to garner media coverage and increase awareness of the safety belt enforcement mobilization. Share resulting news stories and coverage through social media platforms (e.g., Facebook, Twitter, Instagram) to drive greater awareness and interactions at little or no cost to the State.
- Use a news media monitoring service to track news coverage of safety belt mobilizations to ensure a more thorough review and evaluation of each mobilization.
- Conduct focus groups with key target audiences using National Highway Traffic Safety Administration produced materials to either affirm these campaign assets are effective in Florida or help make a case for the need to develop Florida-specific safety belt messages.
- **Seek the resources needed to develop and implement programs to promote safety belt and child restraint use to minority groups and pickup truck drivers to diversify efforts beyond *Click It or Ticket* and address low belt use groups with more year-round messages and programs that will resonate and lead to positive behavior change.**
- Develop and implement a plan to engage local health departments, hospitals, family practice physicians, traffic safety partners, and coalitions to ensure there is widespread awareness of child passenger safety materials available at no cost, with an emphasis on reaching Hispanic and Latino health care providers, educators, agencies, and social service organizations.
- Designate a single lead agency to coordinate national Child Passenger Safety Week activities and promotions and is responsible for communications and implementation so that child passenger safety technicians and instructors receive the same information and direction, and activities and outcomes can be tracked and evaluated.

- Work with the child passenger safety community to implement a statewide booster seat messaging effort to reach parents and caregivers that includes modest paid advertising support from the FDOT State Safety Office.

5. OCCUPANT PROTECTION FOR CHILDREN

GUIDELINE:

Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

5A. STRENGTHS

- The Florida Department of Transportation (FDOT) State Safety Office administers the statewide Child Passenger Safety (CPS) Program.
- The FDOT State Safety Office has established a partnership with the University of Florida - Transportation Technology Transfer (T2) Center to oversee the web-based Florida Occupant Protection Resource Center (FOPRC).

- The FDOT State Safety Office has funded the University of Florida - Institute for Mobility, Activity, and Participation to develop the Florida Child Passenger Safety Seat Fitting Station Database and Mapping System. This database will be linked to from the new Florida Traffic Safety Resource Center (FTSRC) website.
- The FOPRC was established by the FDOT State Safety Office to be a one-stop resource center providing equipment, educational, and promotional materials on child safety seats, safety belts, and air bags to support the services of child passenger safety technician instructors (CPSTIs) and child passenger safety technicians (CPSTs) across Florida. The FOPRC provides the following:
 - Child safety seats for low-income families from both the child safety seats purchased with funding from the FDOT State Safety Office and the \$2 Difference Car Seat Program,
 - Scholarships for CPSTIs and CPSTs' certification and recertification fees,
 - CPSTI stipends for teaching certification classes,
 - CPS resources including educational materials (e.g., LATCH manuals, DVDs, and print ready materials),
 - Technical assistance from a CPSTI,
 - List of Car Seat Fitting Stations,
 - Current list of CPSTIs and CPSTs,
 - Calendar of events and training opportunities, and
 - FAQs.
- The FOPRC supports the Florida Special Needs Occupant Protection (FSNOP) program. In 2019, the FOPRC facilitated planning for the “*Safe Travel for All Children: Transporting Children with Special Health Care Needs*” class.
- Florida’s Child Safety Seat Distribution program provided 884 child safety seats in FY 2020 and 1,191 child safety seats in fiscal year (FY) 2021. Since 2016, 10,628 child safety seats were distributed to low-income families who could not afford to purchase a child safety seat.
 - In FY 2019, an additional 13 special needs seats and parts were purchased for use in the FSNOP program.
- Florida enacted legislation to establish the Highway Safety Operating Trust Fund’s \$2 Difference Child Safety Seat Program that is housed at the Florida Department of Highway Safety and Motor Vehicles (FLHSMV). In 2020, 172 child safety seats were purchased for distribution to families in need.
- In 2019, 50 National Highway Traffic Safety Administration (NHTSA) CPS certification training classes and five CPS certification renewal classes were conducted in Florida. In 2018, 45 certification training classes and two certification renewal classes were conducted.

- Florida has 1,087 CPSTs geographically located in 61 of its 67 counties. Florida has set a goal to have five CPSTs per every 100,000 population in each county. The CPSTs provide access to CPS education for 99.5 percent of the child population from birth to age nine¹ (*National CPS Certification*, May 2021). CPSTs represent a wide variety of disciplines:
 - Rescue/emergency medical service (EMS) (285);
 - Hospital/medical (244);
 - Law enforcement (170);
 - Non-profit (143);
 - Other (94);
 - Public health (66);
 - Self-employed (24);
 - School/university (15);
 - Safe Kids (13);
 - Undeclared (12);
 - Other retail (11)
 - Child Restraint Manufacturer (5);
 - Vehicle retail (3); and,
 - Highway safety (2).

- Florida has 81 CPSTIs in 30 of its 67 counties and 15 technician proxies providing support for CPST recertification efforts. Three of the technician proxies are located in counties that do not currently have an instructor (*National CPS Certification*, May 2021).

- Florida has a network of fitting stations that educate families on the correct selection and use of child safety seats.² There are 164 child safety seat fitting stations geographically located in 55 of the 67 counties. Six of the 164 fitting stations provide virtual assistance. Florida has set a goal to have one fitting station per every 100,000 population. The fitting stations provide access to approximately 97 percent of children age nine and younger. The fitting stations are listed on the FOPRC website.

- In 2019, 3,198 child safety seats were checked at fitting stations across Florida.

- Thirty-nine CPSTIs/CPSTs in 16 counties have attended the “*Safe Travel for All Children: Transporting Children with Special Health Care Needs*” course. Currently, two CPSTIs have completed the requirements to teach this enhancement class.

- Two CPSTs in Florida attended NHTSA’s “*Child Passenger Safety Restraint Systems on School Buses*” class.

- CPS resources for law enforcement have been developed by the Florida Occupant Protection Coalition. The materials include:
 - Florida Child Restraint Law Summary for Law Enforcement Use Only - Tip Card,

¹ See Appendix: Table 1: Florida – CPS Technicians/Instructors, May 2021. Virtual, Florida: Angela Osterhuber

² See Appendix: Table 2: Florida – Fitting Stations, May 2021. Virtual, Florida: Angela Osterhuber

- CPS Card - business card with the website link for the State’s list of fitting stations, and
- Safety Belt Officer Ticket Booklet – activity book for children.
- Florida’s Law Enforcement Liaisons (LELs) are CPSTs. The LELs are a credible CPS resource for law enforcement agencies across the State. The LELs provide materials to local law enforcement agencies for distribution in their communities.
- The *Occupant Protection Behavior, Attitude, and Awareness Survey* is conducted annually after the *Click It or Ticket* mobilization. The survey solicits information on the use of child safety seats and awareness about the child restraint law. The survey found that 93 percent of parents with children five years of age and younger are aware of the child restraint law.
- The FDOT State Safety Office funds the University of North Florida – Institute of Police Technology and Management to oversee a statewide child passenger safety restraint use survey to measure the State’s child restraint use rate. The survey includes data from 200 sites across 20 counties.

Year	Number of Children Observed	Overall Calculated Use Rate for Children Birth – 12 years	Percent of Children Birth – 3 years	Percent of Children Ages 4 – 5 years	Percent of Children Ages 6 – 12 years
2020	4,178	82%	95%	77%	78%
2019	4,773	94%	94%	75%	77%
2018	5,013	84%	94%	78%	81%
2017	5,230	86%	95%	78%	84%

5B. CHALLENGES

- The Florida Child Restraint law requires the operator of the vehicle to properly secure children who are five years of age or younger. The law does not reflect NHTSA or American Academy of Pediatrics best practice recommendations.
- In 2019, the recertification rate for Florida CPSTs was 49.4 percent, with 413 out of 836 CPSTs completing the recertification requirements. The 2018 recertification rate was 46.0 percent. These recertification rates were below the national average of 55.5 percent in 2019 and 55.7 percent in 2018.
- CPSTs are encouraged to use the *National Digital Car Seat Check Form*; however, not all CPSTs are using the digital form. With access to a limited number of completed car seat check forms, the FDOT State Safety Office is unable to determine the number of car seats being checked and their data analysis to identify common errors and an overall misuse rate is limited. Data analysis could identify critical errors found most often which can then be communicated through CPS educational messages.

- There does not appear to be a strategy to determine activity provided by CPSTs that are not receiving resources from the FOPRC, limiting the ability to determine the full impact of CPS education provided throughout the State.
- There are limited in-person educational opportunities for CPSTIs and CPSTs to meet the CPS continuing education units (CEUs) for recertification.
- In some counties there is limited access to CPSTIs and/or technician proxies for seat check activity sign-offs to meet recertification requirements.
- There is no formalized mentoring program in place for CPSTIs, CPSTs, or technician proxies. Mentoring programs would increase communication and collaboration among CPSTIs, CPSTs, and technician proxies.
- While it was reported that CPS educational presentations have been developed and provided in some communities, there is no coordinated statewide effort to provide programs for schools (for teachers and students), school transportation, emergency medical services (EMS), physician practices, or other agencies that interact with and/or transport children.
- While there are significant efforts to address the needs of children who are in child safety seats, there does not appear to be a coordinated statewide effort to encourage booster seat use for children or safety belts for children who have outgrown a booster seat through fifteen years of age.
- It is unknown if all hospitals with newborn nurseries, neonatal intensive care units, and pediatrics include CPS in their discharge policies.
- A limited number of CPS restraint offender/violator diversion programs have been established. The diversion program allows drivers who have received a CPS violation to participate in an educational program on the importance of properly restraining children in a vehicle.
- There are limited training opportunities for law enforcement officers who are not CPSTs to attend a CPS educational program on the correct selection and use of car seats. The lack of training limits their ability to recognize misuse and be a source of information for parents and caregivers.
- Limited information is distributed to partners and agencies to encourage participation in a coordinated, statewide campaign for CPS Week and Seat Check Saturday.

5C. RECOMMENDATIONS

- Enhance Florida’s child restraint law by amending the provisions to follow the National Highway Traffic Safety Administration and the American Academy of Pediatrics best practice recommendations. Consider enacting the following:

- Require children to remain rear-facing until at least age two or until the maximum weight or height allowed by the car seat manufacturer is reached.
 - Increase the age requirement for children to be secured in a belt-positioning booster seat.
 - Remove all exemptions that allow children to be transported while not correctly secured in a child restraint.
- **Explore strategies to increase communication between child passenger safety technician instructors (CPSTI), child passenger safety technicians (CPST), and technician proxies within each of the seven Florida Department of Transportation Districts. Encourage each District to:**
 - **Develop and implement a sustainable mentoring process for newly certified CPSTs, technician proxies, and CPSTIs. Mentors should be readily available to assist and guide, as needed, until skills and effective communication techniques have been adequately established.**
 - **Recruit experienced CPSTs throughout the District to become technician proxies who can review and approve seat checks for recertification, particularly in counties that do not have CPSTIs or technician proxies.**
 - **Submit reports to document educational activity.**
- Offer in-person technical updates through local child passenger safety champions and combine with car seat checks to provide an opportunity for seat check activity sign-offs to increase the number of child passenger safety technicians (CPST) who recertify to safeguard the investment of resources expended in CPST certification.
 - Develop and implement standardized child passenger safety educational presentations and programs for Head Start/preschool, schools, school transportation, medical community (hospitals and physician practices), emergency medical services, etc.
 - Explore strategies to increase the number of child passenger safety restraint offender/violator diversion programs.
 - Explore opportunities to expand law enforcement knowledge in basic child safety seat correct use and misuse by:
 - Developing a basic child passenger safety awareness presentation for law enforcement. The presentation should provide visual cues to identify misuse.
 - Providing the presentation to child passenger safety technician instructors and child passenger safety technicians across the State.
 - Providing child passenger safety workshops at law enforcement meetings and conferences.
 - Conduct a survey to determine if hospitals that serve newborns and young children have:
 - Written child passenger safety best practice recommendations included in discharge policies and/or practices,
 - Standardized training for hospital staff, and
 - Educational materials and services for parents.

- Encourage hospitals to include child passenger safety in their discharge policy for all children. Provide hospitals with the model policy, *Hospital Discharge Recommendations for Safe Transportation of Children*,³ and the *Checklist for Hospital Discharge Recommendations for Safe Transportation of Children*⁴ to assist hospitals in determining components of a policy that meets best practice recommendations.
- Utilize the National Highway Traffic Safety Administration’s Child Passenger Safety Week materials (educational messages and resources, template media materials, etc.), tailoring them to include the statewide theme and data. Encourage use of these materials by partners and stakeholders to increase participation and consistency of messaging.
- **Promote Child Passenger Safety Week car seat check events and year-round child passenger safety community events and educational programs on the new Florida Traffic Safety Resource Center event calendar to increase public awareness of child passenger initiatives throughout the State.**

³ https://www.nhtsa.gov/sites/nhtsa.gov/files/documents/812106_hospitaldischrgerecsafetranschildren.pdf

⁴ <https://www.cpsboard.org/wp-content/uploads/2020/04/Checklist-for-Hospital-Discharge-Recommendations-for-Safe-Transportation-of-Children.pdf>

6. OUTREACH PROGRAM

GUIDELINE:

Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:

- *Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- *Create an effective communications network among coalition members to keep members informed about issues;*
- *Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- *Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

a. Diverse Populations

Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets.

Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:

- *Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- *Collect and analyze data on fatalities and injuries in diverse communities;*
- *Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- *Provide guidance to grantees on conducting outreach in diverse communities;*
- *Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*
- *Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

b. Health and Medical Communities

Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

c. Schools

Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

d. Employers

Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043,

“Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

6A. STRENGTHS

- Since the last occupant protection assessment, the state has created the Florida Occupant Protection Coalition (FOPC) which in turn has developed a comprehensive strategic action plan and a marketing and communications action plan. The FOPC is comprised of national, state, local, and private sector partners representing the occupant protection community, law enforcement, education, public health, and program evaluation and data.
- The FOPC meets quarterly to assist with implementing the strategic plan, including development of materials and activities and tracking progress. This also ensures communication and networking among coalition members.
- Florida’s Community Traffic Safety Teams (CTSTs) are locally-based, data-driven groups of highway safety advocates that are committed to a common goal of improving traffic safety in their communities. They are multi-jurisdictional, with members from city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. The CTSTs help solve local traffic safety problems and promote public awareness of traffic safety best practices through campaigns including *Click It or Ticket*.
- A variety of child passenger safety (CPS) materials are available in Spanish, including a car seat activity book, car seat installation checklist, booster seat installation checklist, car seat recommendations, booster seat information, and child safety seat facts.
- Florida has nearly 65 Students Against Destructive Decisions (SADD) chapters across the State that conduct a variety of safety belt activities, including Rock the Belt and Battle of the Belts. There are other teen-focused high school groups conducting traffic safety activities including National Organization for Youth Safety (NOYS) and Impact Teen Drivers, a distracted driving education program.
- Florida has a well-established CarFit program that offers older adults the opportunity to check how well their personal vehicles "fit" them. Volunteers cover a variety of areas, including safety belts, often helping people find ways to make safety belts fit more comfortably and increase safety belt use.

6B. CHALLENGES

- While Florida has strong, locally-based CTSTs that work with government agencies, groups, and coalitions throughout the State, there was little evidence that the Florida Department of Transportation (FDOT) State Safety Office has direct relationships with traffic safety partners outside of state agencies and grant-funded research and data programs.
- The FOPC has limited representation for groups and organizations outside of state government agencies or grant-funded traffic safety activities, which limits broad input and the potential partner base.
- The Minority Task Force on Occupant Protection no longer exists as a separate group and has been replaced by the FOPC. Although the FOPC includes tribal representation, the coalition, as a whole, lacks robust representation of diverse groups and communities. Efforts to include these groups in the coalition have so far been unsuccessful.
- While the FDOT State Safety Office provides a wealth of supporting information and resources to law enforcement agencies and traffic safety partners for the annual safety belt mobilization, this does not include assets geared toward diverse communities nor training to facilitate outreach with these groups.
- The FOPC includes the Florida Department of Health and some children's hospitals, yet the State seems to lack an engaged and active health care community promoting the proper use of safety belts and child safety seats as part of these groups' regular outreach activities or as part of health risk appraisals.
- The FDOT State Safety Office has attempted to partner with the Florida Department of Education regarding safety belt initiatives but the department is not an active participant in the FOPC or other occupant protection programs.
- Florida has no formal, coordinated, evidenced-based occupant protection curriculum for students. Information provided indicates that SADD has chapters that conduct a variety of programs, including traffic safety, in approximately 65 out of nearly 2,200 high schools in Florida (about 3% of all high schools) leaving most high schools without traffic safety programming the State is able to track and measure.
- There was no evidence of employer-based traffic safety programs or state-level business partnerships to promote campaigns like *Click It or Ticket* or general safety belt use that would aid in year-round messaging and efforts to reach diverse populations.

6C. RECOMMENDATIONS

- **Expand the Florida Occupant Protection Coalition membership to include the Florida Department of Education, Florida Sheriffs Association, the State's hospital**

association, medical associations, chamber of commerce, insurance companies, and other groups to broaden input and expand potential traffic safety partners.

- Establish direct relationships with a larger base of traffic safety partners to establish programs and possible grant-funded activities to bolster occupant protection outreach efforts beyond law enforcement-based messages.
- **Consider re-establishing the Minority Task Force on Occupant Protection or prioritizing actively identifying and recruiting members to the Florida Occupant Protection Coalition to expand representation among minority and diverse communities.**
- Work with representatives of diverse populations to ensure Florida has safety belt and child passenger safety materials that are relevant and meet the needs of these groups to support traffic safety education within these populations.
- Develop partnerships and programs with hospitals, health care providers, and community health departments through the Florida Department of Transportation State Safety Office to ensure people are engaged with a variety of safety belt messages from groups and individuals who may be strong influencers for behavior change.
- Advocate for safety belt use information to be included in the State's school health curriculum to ensure that K-12 students are provided with age-appropriate traffic safety information and education.
- **Establish state-level employer partnerships to promote safety belt use through employer policies and safety messages, especially employers in the State's tourism industry, as well as those who can assist with outreach to diverse populations.**

7. DATA AND EVALUATION

GUIDELINE:

Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational usage surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

7A. STRENGTHS

- The Florida Department of Transportation (FDOT) State Safety Office utilizes the Preusser Research Group, Inc. (PRG) to conduct observational surveys for occupant protection. There has been an annual survey of safety belt use for many years and a child passenger safety seat survey has been instituted since the last occupant protection assessment in 2016. The safety belt survey has been approved by the National Highway Traffic Safety Administration (NHTSA) and is conducted following the *Click It or Ticket* media and enforcement campaign each year. Observations are done at 165 sites and the front seat occupants' age, gender, race, and restraint use are recorded. Even though all counties are not part of the observational survey sample, those not included are encouraged to conduct similar studies through the law enforcement liaison (LEL) network. The child passenger safety seat survey is also conducted each year in the spring at 200 sites statewide in 20 counties. Due to COVID-19 concerns in 2020, observational surveys were not conducted. The 2019 observed safety belt use was 89.8 percent and the child safety seat use was 82 percent.
- Through the Fatality Analysis Reporting System (FARS), the State is able to capture, analyze, and report on trends in fatal crashes. That information identifies use, non-use, and misuse of restraint systems such as safety belts, child safety seats, and available air bags.

- The identification of high-risk and vulnerable populations is accomplished at several stages of traffic safety program planning. The FDOT State Safety Office uses multiple resources in an annual review of crash trends and injury outcomes. Historical and almost real-time crash report data are available through the Signal Four Analytics dashboard that is maintained by the Geoplan Center of University of Florida. That site uses data from the Florida Department of Highway Safety and Motor Vehicles (FLHSMV), the official crash data custodian. Results from the annual observational surveys and behavior, attitude, and awareness surveys conducted after the *Click It or Ticket* campaign are incorporated into the analysis of restraint use trends. Local partners work with the Florida Occupant Protection Coalition (FOPC) to utilize all available data resources to understand safety issues. Researchers are active members of the FOPC and provide guidance.
- The FDOT State Safety Office contracts with the University of North Florida Public Opinion Research Laboratory (PORL) to conduct attitudinal and behavioral surveys related to major campaigns, including occupant protection. Every year after the *Click It or Ticket* campaign, the PORL conducts a telephone survey that samples from each designated market area (DMA) in the State. That ten-minute survey contains questions related to awareness of laws, perception of consequences for not using a safety restraint, and attitudes and beliefs about using restraints. The most recent survey in 2019 found close to 89 percent of respondents reported wearing a safety belt all of the time when driving, while close to 30 percent felt law enforcement agencies in their area enforce safety belt laws very strictly, and 78 percent reported having read, seen, or heard anything about the *Click It or Ticket* campaign in the past six months.
- The FDOT State Safety Office requires all subrecipients to develop an evaluation plan and report metrics on each claim submission, which may occur more frequently than quarterly. In recent years, the reporting requirements for law enforcement agencies have been streamlined and are now uniform. All grant-funded agencies report occupant protection citations issued and some also report verbal and written warnings. There has been discussion about expanding to capture warnings.
- Through subrecipient evaluations submitted with claims and the annual review of data, the FDOT State Safety Office conducts process and outcome evaluations. PRG and PORL support evaluation of the occupant protection program with regards to media, enforcement, outreach, and education around the *Click It or Ticket* campaign. Those institutions are members of the FOPC and strive to incorporate a variety of data (such as hospital records) to identify vulnerable and high-risk populations as well as review any trends resulting from FDOT State Safety Office programs.
- The FDOT State Safety Office has compiled morbidity and crash cost estimates related to occupant protection. State data are analyzed and shared in several ways including, but not limited to, the Traffic Crash Facts published annually and the online Annual Uniform Traffic Citation Report query system, which are both maintained by the FLHSMV, and the Highway Safety Data Matrices published annually by FDOT. Mortality information is

gleaned from FARS and is categorized according to the Traffic Safety Performance Measures, of which passenger vehicle occupant fatalities by restraint use and observed safety belt use rate are included. The societal crash cost estimates are based on NHTSA data sources published in the *Annual Economic Cost Due to Motor Vehicle Crashes* publication; the State uses that information as needed.

- The FDOT State Safety Office and FOPC regularly review available data and work with study directors from PRG and PORL to interpret and apply findings from the observational surveys and behavioral and attitudinal surveys, respectively. The Highway Safety Data Matrices are also used by the FDOT State Safety Office and LELs to identify areas of concern and agencies that should be recruited into the occupant protection program.

7B. CHALLENGES

- The statewide observational safety belt survey is conducted at sites in 15 counties. In the remaining 52 counties in the State, LELs encourage local partners to conduct observational surveys to better understand the population. There may not be uniformity in training, data collection, or interpretation of those observations.
- Race and ethnicity are captured on traffic citations and the surveys, both observational and attitudinal, although it is not captured on the crash report. The completeness and accuracy of that information in law enforcement reports varies across the State; in some areas those data are better accessed through computer-aided dispatch (CAD) systems or crash or citation repositories. This creates an obstacle for statewide evaluations or geographical comparisons.
- The PORL conducts behavioral, attitudinal, and awareness surveys after major campaigns, including *Click It or Ticket* in June. Rarely, if ever, have the surveys included questions related to potential legislative changes. Such questions may relate to public opinion about rear safety belt use or the general restrictiveness, or laxity, in the laws. The timing of the legislative session has affected the State's willingness to include such questions because the survey is conducted soon after the yearly session concludes.
- Florida partners rely on the injury severity estimate captured on a crash report to identify serious injuries for performance measures and analyze all levels of injury. While this is a consistent data source, it is not the most accurate for several documented reasons. Ideally, access to clinical information, such as emergency medical services (EMS) or hospital data, would allow for more accurate interpretations. EMS data may also include reports of restraint use that could be used to validate or complement crash reports.
- The Highway Safety Data Matrices are the primary source of information used by the FDOT State Safety Office for problem identification purposes. Once locations are identified from the matrices, it is assumed that more detailed data review is conducted by grantees with the FDOT State Safety Office program manager. It is unclear if agency or county-specific safety facts are generated regularly to support grantees, beyond county

tables for select crash data fields, or if the onus is on the subrecipient.

- The online Annual Uniform Traffic Citation Report query system is unique and impressive, although somewhat cryptic. The categories are clearly labeled, but the elements in the violation drop-down boxes are acronyms or judicial short-hand language which may be difficult for some partners and the public to decipher. It may also not be intuitive about which violations fall within each Violation Classification category.

7C. RECOMMENDATIONS

- Pursue access to additional data systems, such as emergency medical services and hospital records, for integration and subsequent occupant protection program analyses by collaborating with the State's Traffic Records Coordinating Committee.
- Develop and disseminate a short, uniform training module to promote consistency among all observational safety belt and child passenger safety seat surveys conducted in the State.
- Utilize research institutions with survey development expertise to develop attitudinal questions related to policies and laws. Include those questions in the annual survey and employ notable results for the following legislative session as applicable.
- **Document and advertise analytical resources that subrecipients and partners may consult for basic frequency and cross-tabulation analyses to complement the Highway Safety Data Matrices.**
- **Update the Annual Uniform Traffic Citation Report online query system to use expanded descriptions or generate a user guide.**

APPENDIX

Table 1: Florida - CPS Technicians / Instructors, May 2021

County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	CPS Instructors	Technician Proxy	Special Needs	School Bus
County Pop.	1,131,822	100%	1,126,174	100%	2,257,997	100%	1087								81	15	39	2
Alachua	13,815	1.22%	10,946	0.97%	24,761	1.10%	20	800	77	154	1151	138	275	2063	1		1	
Baker	1,786	0.16%	1,793	0.16%	3,579	0.16%	1	40	10	20	149	20	40	298				
Bay	9,497	0.84%	9,147	0.81%	18,644	0.83%	13	520	53	106	791	104	207	1554				
Bradford	1,307	0.12%	1,726	0.15%	3,033	0.13%	1	40	7	15	109	17	34	253				
Brevard	27,344	2.42%	26,916	2.39%	54,260	2.40%	19	760	152	304	2279	301	603	4522	1			
Broward	112,024	9.90%	111,266	9.88%	223,290	9.89%	112	4480	622	1245	9335	1241	2481	18608	8	2		
Calhoun	636	0.06%	825	0.07%	1,461	0.06%	2	80	4	7	53	8	16	122				
Charlotte	5,295	0.47%	7,477	0.66%	12,772	0.57%	3	120	29	59	441	71	142	1064				
Citrus	5,763	0.51%	4,986	0.44%	10,749	0.48%	11	440	32	64	480	60	119	896	1			
Clay	11,923	1.05%	14,430	1.28%	26,353	1.17%	2	80	66	132	994	146	293	2196				
Collier	15,984	1.41%	16,641	1.48%	32,625	1.44%	22	880	89	178	1332	181	363	2719	2			
Columbia	3,577	0.32%	4,237	0.38%	7,814	0.35%	9	360	20	40	298	43	87	651				
DeSoto	1,861	0.16%	2,051	0.18%	3,912	0.17%	1	40	10	21	155	22	43	326				
Dixie	734	0.06%	980	0.09%	1,714	0.08%		0	4	8	61	10	19	143				
Duval	64,319	5.68%	55,953	4.97%	120,272	5.33%	31	1240	357	715	5360	668	1336	10023	2		2	
Escambia	19,013	1.68%	19,797	1.76%	38,810	1.72%	23	920	106	211	1584	216	431	3234	3			
Flagler	4,524	0.40%	4,729	0.42%	9,253	0.41%	37	1480	25	50	377	51	103	771	1	1		
Franklin	518	0.05%	473	0.04%	991	0.04%	2	80	3	6	43	6	11	83		1		
Gadsden	2,704	0.24%	2,730	0.24%	5,434	0.24%	5	200	15	30	225	30	60	453	1			
Gilchrist	888	0.08%	764	0.07%	1,652	0.07%	1	40	5	10	74	9	18	138				
Glades	428	0.04%	526	0.05%	954	0.04%		0	2	5	36	5	11	80				
Gulf	722	0.06%	781	0.07%	1,503	0.07%	2	80	4	8	60	8	17	125				
Hamilton	629	0.06%	849	0.08%	1,478	0.07%		0	3	7	52	8	16	123				
Hardee	1,757	0.16%	1,993	0.18%	3,750	0.17%	1	40	10	20	146	21	42	313				
Hendry	3,003	0.27%	2,707	0.24%	5,710	0.25%	1	40	17	33	250	32	63	476				

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County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	CPS Instructors	Technician Proxy	Special Needs	School Bus
Hernando	8,518	0.75%	9,920	0.88%	18,438	0.82%	4	160	47	95	710	102	205	1537				
Highlands	4,664	0.41%	4,264	0.38%	8,928	0.40%	3	120	26	52	389	50	99	744	1			
Hillsborough	88,829	7.85%	85,277	7.57%	174,106	7.71%	48	1920	493	987	7402	967	1935	14509	4		3	1
Holmes	917	0.08%	1,050	0.09%	1,967	0.09%	3	120	5	10	76	11	22	164				
Indian River	5,955	0.53%	7,466	0.66%	13,421	0.59%	1	40	33	66	496	75	149	1118				
Jackson	2,390	0.21%	2,303	0.20%	4,693	0.21%	2	80	13	27	199	26	52	391				
Jefferson	604	0.05%	694	0.06%	1,298	0.06%	1	40	3	7	50	7	14	108				
Lafayette	461	0.04%	691	0.06%	1,152	0.05%		0	3	5	38	6	13	96				
Lake	16,852	1.49%	19,584	1.74%	36,436	1.61%	28	1120	94	187	1404	202	405	3036	3	2	1	
Lee	34,695	3.07%	36,716	3.26%	71,411	3.16%	74	2960	193	386	2891	397	793	5951	5	3	4	
Leon	15,336	1.35%	15,521	1.38%	30,857	1.37%	20	800	85	170	1278	171	343	2571	1		1	
Levy	2,027	0.18%	2,564	0.23%	4,591	0.20%	2	80	11	23	169	26	51	383				
Liberty	313	0.03%	396	0.04%	709	0.03%		0	2	3	26	4	8	59				
Madison	901	0.08%	960	0.09%	1,861	0.08%	1	40	5	10	75	10	21	155				
Manatee	18,321	1.62%	17,660	1.57%	35,981	1.59%	19	760	102	204	1527	200	400	2998	3		1	1
Marion	17,871	1.58%	17,071	1.52%	34,942	1.55%	9	360	99	199	1489	194	388	2912	1			
Martin	6,343	0.56%	6,494	0.58%	12,837	0.57%	6	240	35	70	529	71	143	1070				
Miami-Dade	157,197	13.89%	139,405	12.38%	296,602	13.14%	64	2560	873	1747	13100	1648	3296	24717	5	2	4	
Monroe	2,904	0.26%	2,789	0.25%	5,693	0.25%	20	800	16	32	242	32	63	474		2		
Nassau	4,736	0.42%	5,316	0.47%	10,052	0.45%	6	240	26	53	395	56	112	838	1			
Okaloosa	13,334	1.18%	12,656	1.12%	25,990	1.15%	6	240	74	148	1111	144	289	2166				
Okeechobee	2,472	0.22%	2,429	0.22%	4,901	0.22%	12	480	14	27	206	27	54	408		1		
Orange	83,694	7.39%	86,286	7.66%	169,980	7.53%	95	3800	465	930	6975	944	1889	14165	6		9	
Osceola	22,569	1.99%	21,508	1.91%	44,077	1.95%	11	440	125	251	1881	245	490	3673	1		1	
Palm Beach	76,288	6.74%	76,001	6.75%	152,289	6.74%	99	3960	424	848	6357	846	1692	12691	6		1	
Pasco	28,364	2.51%	31,298	2.78%	59,662	2.64%	16	640	158	315	2364	331	663	4972	1		3	
Pinellas	41,630	3.68%	40,407	3.59%	82,037	3.63%	53	2120	231	463	3469	456	912	6836	5		3	
Polk	41,626	3.68%	40,163	3.57%	81,789	3.62%	21	840	231	463	3469	454	909	6816	1	1		

Table 1: Florida - CPS Technicians / Instructors, May 2021

County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	Basic 1 tech hour per 180 children*	Intermediate 1 tech hour per 90 children*	Comprehensive 1 tech hour per 12 children*	CPS Instructors	Technician Proxy	Special Needs	School Bus
Putnam	3,830	0.34%	4,452	0.40%	8,282	0.37%	1	40	21	43	319	46	92	690				
St. Johns	12,186	1.08%	16,251	1.44%	28,437	1.26%	11	440	68	135	1016	158	316	2370	1		1	
St. Lucie	16,352	1.44%	15,820	1.40%	32,172	1.42%	19	760	91	182	1363	179	357	2681	6			
Santa Rosa	10,525	0.93%	9,563	0.85%	20,088	0.89%	20	800	58	117	877	112	223	1674	2			
Sarasota	14,612	1.29%	13,539	1.20%	28,151	1.25%	13	520	81	162	1218	156	313	2346	1		1	
Seminole	25,042	2.21%	30,970	2.75%	56,012	2.48%	24	960	139	278	2087	311	622	4668				
Sumter	2,441	0.22%	2,418	0.21%	4,859	0.22%	14	560	14	27	203	27	54	405				
Suwanee	2,185	0.19%	3,024	0.27%	5,209	0.23%		0	12	24	182	29	58	434				
Taylor	1,006	0.09%	1,227	0.11%	2,233	0.10%	1	40	6	11	84	12	25	186				
Union	893	0.08%	878	0.08%	1,771	0.08%	2	80	5	10	74	10	20	148				
Volusia	26,102	2.31%	28,236	2.51%	54,338	2.41%	33	1320	145	290	2175	302	604	4528	6		3	
Wakulla	1,510	0.13%	1,908	0.17%	3,418	0.15%	3	120	8	17	126	19	38	285				
Walton	4,101	0.36%	4,912	0.44%	9,013	0.40%	2	80	23	46	342	50	100	751	1			
Washington	1,175	0.10%	1,364	0.12%	2,539	0.11%	1	40	7	13	98	14	28	212				

Table 2: Florida - Fitting Stations, May 2021

County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	Fitting Stations	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*
County Pop.	1,131,822	100%	1,126,174	100%	2,257,997	100%	164						
Alachua	13,815	1.22%	10,946	0.97%	24,761	1.10%	4	1.4	2.8	5.5	2.5	5.0	9.9
Baker	1,786	0.16%	1,793	0.16%	3,579	0.16%	1	0.2	0.4	0.7	0.4	0.7	1.4
Bay	9,497	0.84%	9,147	0.81%	18,644	0.83%	3	0.9	1.9	3.8	1.9	3.7	7.5
Bradford	1,307	0.12%	1,726	0.15%	3,033	0.13%	2	0.1	0.3	0.5	0.3	0.6	1.2
Brevard	27,344	2.42%	26,916	2.39%	54,260	2.40%	4	2.7	5.5	10.9	5.4	10.9	21.7
Broward	112,024	9.90%	111,266	9.88%	223,290	9.89%	18	11.2	22.4	44.8	22.3	44.7	89.3
Calhoun	636	0.06%	825	0.07%	1,461	0.06%		0.1	0.1	0.3	0.1	0.3	0.6
Charlotte	5,295	0.47%	7,477	0.66%	12,772	0.57%	1	0.5	1.1	2.1	1.3	2.6	5.1
Citrus	5,763	0.51%	4,986	0.44%	10,749	0.48%	1	0.6	1.2	2.3	1.1	2.1	4.3
Clay	11,923	1.05%	14,430	1.28%	26,353	1.17%		1.2	2.4	4.8	2.6	5.3	10.5
Collier	15,984	1.41%	16,641	1.48%	32,625	1.44%	2	1.6	3.2	6.4	3.3	6.5	13.1
Columbia	3,577	0.32%	4,237	0.38%	7,814	0.35%	1	0.4	0.7	1.4	0.8	1.6	3.1
DeSoto	1,861	0.16%	2,051	0.18%	3,912	0.17%	1	0.2	0.4	0.7	0.4	0.8	1.6
Dixie	734	0.06%	980	0.09%	1,714	0.08%		0.1	0.1	0.3	0.2	0.3	0.7
Duval	64,319	5.68%	55,953	4.97%	120,272	5.33%	3	6.4	12.9	25.7	12.0	24.1	48.1
Escambia	19,013	1.68%	19,797	1.76%	38,810	1.72%	2	1.9	3.8	7.6	3.9	7.8	15.5
Flagler	4,524	0.40%	4,729	0.42%	9,253	0.41%		0.5	0.9	1.8	0.9	1.9	3.7
Franklin	518	0.05%	473	0.04%	991	0.04%	2	0.1	0.1	0.2	0.1	0.2	0.4
Gadsden	2,704	0.24%	2,730	0.24%	5,434	0.24%	1	0.3	0.5	1.1	0.5	1.1	2.2
Gilchrist	888	0.08%	764	0.07%	1,652	0.07%		0.1	0.2	0.4	0.2	0.3	0.7
Glades	428	0.04%	526	0.05%	954	0.04%		0.0	0.1	0.2	0.1	0.2	0.4
Gulf	722	0.06%	781	0.07%	1,503	0.07%	1	0.1	0.1	0.3	0.2	0.3	0.6
Hamilton	629	0.06%	849	0.08%	1,478	0.07%		0.1	0.1	0.3	0.1	0.3	0.6
Hardee	1,757	0.16%	1,993	0.18%	3,750	0.17%		0.2	0.4	0.7	0.4	0.8	1.5
Hendry	3,003	0.27%	2,707	0.24%	5,710	0.25%	1	0.3	0.6	1.2	0.6	1.1	2.3
Hernando	8,518	0.75%	9,920	0.88%	18,438	0.82%	2	0.9	1.7	3.4	1.8	3.7	7.4
Highlands	4,664	0.41%	4,264	0.38%	8,928	0.40%	1	0.5	0.9	1.9	0.9	1.8	3.6

Table 2: Florida - Fitting Stations, May 2021

County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	Fitting Stations	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*
Hillsborough	88,829	7.85%	85,277	7.57%	174,106	7.71%	3	8.9	17.8	35.5	17.4	34.8	69.6
Holmes	917	0.08%	1,050	0.09%	1,967	0.09%	1	0.1	0.2	0.4	0.2	0.4	0.8
Indian River	5,955	0.53%	7,466	0.66%	13,421	0.59%		0.6	1.2	2.4	1.3	2.7	5.4
Jackson	2,390	0.21%	2,303	0.20%	4,693	0.21%	2	0.2	0.5	1.0	0.5	0.9	1.9
Jefferson	604	0.05%	694	0.06%	1,298	0.06%	1	0.1	0.1	0.2	0.1	0.3	0.5
Lafayette	461	0.04%	691	0.06%	1,152	0.05%		0.0	0.1	0.2	0.1	0.2	0.5
Lake	16,852	1.49%	19,584	1.74%	36,436	1.61%	4	1.7	3.4	6.7	3.6	7.3	14.6
Lee	34,695	3.07%	36,716	3.26%	71,411	3.16%	5	3.5	6.9	13.9	7.1	14.3	28.6
Leon	15,336	1.35%	15,521	1.38%	30,857	1.37%	3	1.5	3.1	6.1	3.1	6.2	12.3
Levy	2,027	0.18%	2,564	0.23%	4,591	0.20%	2	0.2	0.4	0.8	0.5	0.9	1.8
Liberty	313	0.03%	396	0.04%	709	0.03%	1	0.0	0.1	0.1	0.1	0.1	0.3
Madison	901	0.08%	960	0.09%	1,861	0.08%	1	0.1	0.2	0.4	0.2	0.4	0.7
Manatee	18,321	1.62%	17,660	1.57%	35,981	1.59%	3	1.8	3.7	7.3	3.6	7.2	14.4
Marion	17,871	1.58%	17,071	1.52%	34,942	1.55%	4	1.8	3.6	7.1	3.5	7.0	14.0
Martin	6,343	0.56%	6,494	0.58%	12,837	0.57%	3	0.6	1.3	2.5	1.3	2.6	5.1
Miami-Dade	157,197	13.89%	139,405	12.38%	296,602	13.14%	5	15.7	31.4	62.9	29.7	59.3	118.6
Monroe	2,904	0.26%	2,789	0.25%	5,693	0.25%	2	0.3	0.6	1.2	0.6	1.1	2.3
Nassau	4,736	0.42%	5,316	0.47%	10,052	0.45%	1	0.5	0.9	1.9	1.0	2.0	4.0
Okaloosa	13,334	1.18%	12,656	1.12%	25,990	1.15%	3	1.3	2.7	5.3	2.6	5.2	10.4
Okeechobee	2,472	0.22%	2,429	0.22%	4,901	0.22%	1	0.2	0.5	1.0	0.5	1.0	2.0
Orange	83,694	7.39%	86,286	7.66%	169,980	7.53%	5	8.4	16.7	33.5	17.0	34.0	68.0
Osceola	22,569	1.99%	21,508	1.91%	44,077	1.95%	1	2.3	4.5	9.0	4.4	8.8	17.6
Palm Beach	76,288	6.74%	76,001	6.75%	152,289	6.74%	19	7.6	15.3	30.5	15.2	30.5	60.9
Pasco	28,364	2.51%	31,298	2.78%	59,662	2.64%	2	2.8	5.7	11.3	6.0	11.9	23.9
Pinellas	41,630	3.68%	40,407	3.59%	82,037	3.63%	9	4.2	8.3	16.7	8.2	16.4	32.8
Polk	41,626	3.68%	40,163	3.57%	81,789	3.62%	5	4.2	8.3	16.7	8.2	16.4	32.7
Putnam	3,830	0.34%	4,452	0.40%	8,282	0.37%	1	0.4	0.8	1.5	0.8	1.7	3.3
St. Johns	12,186	1.08%	16,251	1.44%	28,437	1.26%	2	1.2	2.4	4.9	2.8	5.7	11.4

Table 2: Florida - Fitting Stations, May 2021

County	Population 0-4*	% Population 0-4*	Population 5-9*	% Population 5-9*	Population 0-9*	% Population 0-9*	Fitting Stations	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*	Basic 10 K kids per station*	Intermediate 5 K kids per station*	Comprehensive 2.5 K kids per station*
St. Lucie	16,352	1.44%	15,820	1.40%	32,172	1.42%	2	1.6	3.3	6.5	3.2	6.4	12.9
Santa Rosa	10,525	0.93%	9,563	0.85%	20,088	0.89%	3	1.1	2.1	4.2	2.0	4.0	8.0
Sarasota	14,612	1.29%	13,539	1.20%	28,151	1.25%	4	1.5	2.9	5.8	2.8	5.6	11.3
Seminole	25,042	2.21%	30,970	2.75%	56,012	2.48%	7	2.5	5.0	10.0	5.6	11.2	22.4
Sumter	2,441	0.22%	2,418	0.21%	4,859	0.22%	3	0.2	0.5	1.0	0.5	1.0	1.9
Suwanee	2,185	0.19%	3,024	0.27%	5,209	0.23%		0.2	0.4	0.9	0.5	1.0	2.1
Taylor	1,006	0.09%	1,227	0.11%	2,233	0.10%	1	0.1	0.2	0.4	0.2	0.4	0.9
Union	893	0.08%	878	0.08%	1,771	0.08%		0.1	0.2	0.4	0.2	0.4	0.7
Volusia	26,102	2.31%	28,236	2.51%	54,338	2.41%	1	2.6	5.2	10.4	5.4	10.9	21.7
Wakulla	1,510	0.13%	1,908	0.17%	3,418	0.15%	1	0.2	0.3	0.6	0.3	0.7	1.4
Walton	4,101	0.36%	4,912	0.44%	9,013	0.40%	1	0.4	0.8	1.6	0.9	1.8	3.6
Washington	1,175	0.10%	1,364	0.12%	2,539	0.11%	1	0.1	0.2	0.5	0.3	0.5	1.0

ASSESSMENT AGENDA

Virtual Occupant Protection Assessment May 17 – 21, 2021

Monday, May 17, 2021

9:30am – 10:50am Program Management

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation

10:50am – 11:05am Break

11:05am – 11:45am Legislation, Regulation, and Policy

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation

11:45am – 12:10pm Program Management (follow-up)

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation

12:10pm – 1:10pm Lunch

1:10pm – 2:20pm Data and Evaluation

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation
Mark Solomon, President, Preusser Research Group
Robert Chaffe, Senior Research Associate, Preusser Research Group
Michael Binder, Associate Professor, Political Science; Faculty Director, Public Opinion Research Laboratory, University of North Florida

2:20pm – 2:35pm State Safety Office Debrief/Questions from the day

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation

Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation

Tuesday, May 18, 2021

9:30am – 10:55am Communications

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation
Patty Turner, Occupant Protection Resource Center Coordinator,
University of Florida, Technology Transfer Center; Occupant
Protection Resource Center
Tim Roberts, Law Enforcement Liaison Program Coordinator, Florida
Law Enforcement Liaison Program

10:55am – 11:15am Break

11:15am – 12:25pm Outreach – 1

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation
Janice Martinez, Law Enforcement Liaison, District 7, Florida Law
Enforcement Liaison Program
Tim Roberts, Law Enforcement Liaison Program Coordinator, Florida
Law Enforcement Liaison Program
Amy Artuso, Senior Program Manager III, Occupant Protection, National
Safety Council
Patty Turner, Occupant Protection Resource Center Coordinator,
University of Florida, Technology Transfer Center; Occupant
Protection Resource Center
Jasper Masciocchi, Education/Training Specialist III, UFTI Tech Transfer
(T2) Center

12:25pm – 1:25pm Lunch

1:25pm – 2:30pm Enforcement – 1

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation

Corporal Greg Rittger, Law Enforcement Liaison-Agency Coordinator,
Orange County Sheriff's Office
Janice Martinez, Law Enforcement Liaison, District 7, Florida Law
Enforcement Liaison Program
Tim Roberts, Law Enforcement Liaison Program Coordinator, Florida
Law Enforcement Liaison Program

2:30pm – 2:55pm Break

2:55pm – 4:00pm Outreach – 2

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation
Bob Smallacombe, Captain, Palm Beach County Fire & Rescue
Fran Carlin-Rogers, National CarFit Coordinator & Senior Transportation
Consultant, National CarFit (AARP Driver Safety)
Melissa Valido, Florida SADD State Coordinator, Florida SADD
Sally Kreuzer, Child Advocacy Program Coordinator, Safe Kids, The
Children's Hospital of South Florida, Child Advocacy Program

4:00pm – 4:20pm State Safety Office Debrief/Questions from the day

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation

Wednesday, May 19, 2021

9:30am – 10:45am Child Passenger Safety

Chris Craig, Traffic Safety Administrator, Florida Department of
Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of
Transportation
Danielle Kessenger, Child Passenger Safety Instructor, Safe Kids
Northeast Florida/The PLAYERS Center for Child Health at Wolfson
Children's Hospital
Ginny Hinton, CPS Instructor, University of Florida/IFAS Extension
Faculty, Santa Rosa County
Patty Turner, Occupant Protection Resource Center Coordinator,
University of Florida, Technology Transfer Center; Occupant
Protection Resource Center
Zakkiyyah Osuigwe, Transportation Planner, Santa Rosa County

Mark Solomon, President, Preusser Research Group
Robert Chaffe, Senior Research Associate, Preusser Research Group

10:45am – 11:05am Break

11:05am – 12:10pm Enforcement – 2

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation
Andrew Johnson, Law Enforcement Liaison, District 3, Florida Law Enforcement Liaison Program
Shaun VanBeber, Law Enforcement Liaison, District 6, Florida Law Enforcement Liaison Program
Mostyn Mullins, Sergeant, Lake Placid Police Department

12:10pm – 12:25pm State Safety Office Debrief/Questions from the day

Chris Craig, Traffic Safety Administrator, Florida Department of Transportation
Danny Shopf, Transportation Analyst, Cambridge Systematics, Inc.
Leilani Gruener, Traffic Safety Program Manager, Florida Department of Transportation

12:25pm – on Assessment Team Member Discussion, Deliberation, and Report Preparation

Thursday, May 20, 2021

All Day Assessment Team Member Discussion, Deliberation, and Report Preparation

Friday, May 21, 2021

10:30am – 12:00pm Assessment Team Report Out

ASSESSMENT TEAM CREDENTIALS

CYNTHIA BURCH

cynburch@gmail.com

Cynthia (Cindy) Burch, MS MPH CAISS RSP2B began her career as a research analyst at the National Study Center for Trauma & EMS (NSC) in 2001 and went on to serve as epidemiologist/traffic records coordinator for the Georgia Governor's Office of Highway Safety in 2004. There she continued working with traffic records and statewide data projects. In late 2005, she returned to the NSC and served as a senior epidemiologist and project manager. In July 2018, Cindy moved to the Baltimore Metropolitan Council, the Baltimore region metropolitan planning organization, to support the development and implementation of Local Strategic Highway Safety Plans in the region's seven jurisdictions.

Cindy worked on the Crash Outcome Data Evaluation System (CODES) and the Crash Injury Research and Engineering Network (CIREN) projects funded by the National Highway Traffic Safety Administration (NHTSA). At the NSC, she worked closely with the Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MHSO) on data analyses and traffic records, facilitated the State Traffic Records Coordinating Committee (TRCC), served as the data coordinator for the Maryland Strategic Highway Safety Plan, conducted and analyzed the observational seat belt studies, and answered data requests from state and local agencies as well as the public at large. She continues to work closely with the MHSO now from the BMC to support all local efforts in planning, data analysis, and evaluation. She is also an assessor, module leader, and facilitator for Traffic Records Assessments; team member for impaired driving, occupant protection, and pedestrian/bicycle safety assessments; peer reviewer for the Transportation Research Record and Traffic Injury Prevention journals; and at-large member of the Abbreviated Injury Scale Certification Board for the Association for the Advancement of Automotive Medicine (AAAM).

GLENN CRAMER

gmcramer1@comcast.net

Glenn Cramer is a private traffic safety consultant who is on contract with the National Highway Traffic Safety Administration (NHTSA), Region 10 to provide law enforcement outreach in the Pacific Northwest.

Glenn retired from the Washington State Patrol (WSP) after 32 years of service. During his career with the WSP he served as the Deputy Chief, commanding the Field Operations Bureau; overseeing 1,200 employees responsible for traffic law enforcement, collision investigation, and ferry and homeland security. Glenn also served as the Assistant Chief commanding the Technical Services Bureau with oversight of the Information Technology Division, Electronic Services Division (Telecommunications), Criminal Records Division, and the Facilities/ Fleet Division.

As a captain he commanded the Office of Government and Media Relations; representing the Chief of the WSP on legislative matters where he coordinated the development and support of legislation to further the WSP's public safety mission. He was also in charge of developing the WSP's public information programs. Glenn served as the commander of the Budget and Fiscal Office where he was involved with coordinating, planning, developing, and oversight of the WSP's \$365 million biennial budget request.

Additionally, Glenn also served as a captain in the Field Operations Bureau where he was the district commander for southwest Washington (Vancouver) overseeing the WSP's traffic law enforcement activities in five counties.

ANGELA OSTERHUBER

aosterhuber@paaap.org

Angela Osterhuber has 35 years of experience in traffic safety providing educational programs and resources for the safe transportation of children. Areas of focus include child safety in family vehicles, school buses and school vehicles, as well as transportation of children with special health care needs, teen drivers and passengers, and bicycle and pedestrian safety.

Angela administers the Traffic Injury Prevention Project, a program of the Pennsylvania Chapter of the American Academy of Pediatrics. This statewide program is responsible for the development and implementation of child passenger safety (CPS) initiatives to meet community needs. The program provides support for the CPS technicians/instructors and provides public information and education on traffic safety best practice recommendations. Training and technical assistance is provided to community loan programs, inspection sites, physician practices and hospitals, law enforcement, EMS/fire rescue, and school transportation. An informational website and statewide "800" phone line are maintained as a resource for Pennsylvania.

As an advocate for child passenger safety, Angela serves as the designated State CPS Coordinator and is a past member and chair of the National Child Passenger Safety Board. Angela is a certified CPS instructor for the National Standardized Child Passenger Safety Course and participated in the "Safe Travel for All Children" and "Child Passenger Restraint Systems on School Buses" enrichment courses to be a resource for children with special needs and the safe transportation of school-age children. Angela holds a bachelor's degree from Seton Hall University and a master's degree in Counseling Education from Temple University.

ANNE READETT

areadett@gmail.com

Education:

M.S.A., Central Michigan University, 1993, general administration

M.A., Michigan State University, 1986, journalism

B.A., Central Michigan University, 1983, journalism major, marketing minor, cum laude

Work experience:

Chief, Planning and Administration Section, Office of Highway Safety Planning, Lansing

2017-December 2020 - retired

- Led development of the federally required annual Highway Safety Plan and ensure programming is data-driven to achieve traffic fatality and injury reduction.
- Determined federal funding available for programming and track expenditures to ensure compliance with regulations pertaining to share to local, maintenance of effort, and match.

Chief, Communications Section, Office of Highway Safety Planning, Lansing

1993-2017

- Implemented research-based targeted communications programs to help Michigan increase seat belt use. Achieved highest safety belt use rate in the nation in 2008 and 2009.
- Developed annual strategic communications objectives to support programs most likely to reduce traffic deaths and injuries.
- Oversaw annual budget of more than \$3 million, including paid advertising and creative agency contract services.
- Supervised four-person section of communications specialists and graphic designer.
- Directed annual Michigan Traffic Safety Summit, a three-day meeting of more than 400 traffic safety advocates.

Deputy Director, Senate Majority Communications Office, Lansing

1987-1993

- Supervised writing team and edited written material for grammar, style and content. Central contact for Senate office requests for news releases, press conferences, newsletters and speeches, making assignments to staff. Handled daily media relations.

Staff Writer, The Stroh Brewery Company, Detroit

1986-1987

Reporter, Three Rivers Commercial, Three Rivers

1983-1984

Other:

- 69 awards for traffic safety communications, 1995-2015

- Former vice chair, League of Michigan Bicyclists; past board member, Lansing Area Safety Council
- Accreditation Committee Chair, Central Michigan Public Relations Society of America chapter; president 2009 and 2010; accredited by the Public Relations Society of America; Awarded the CMPRSA PaceMaker PR Practitioner of the Year 2007
- Former board member and president, Michigan State University College of Communication Arts and Sciences Alumni Board of Directors

WILLIAM WHITFIELD

whitfield59@yahoo.com

William Whitfield is a Proven leader with 35 years of progressive management experience in the area of Highway Safety. He served as the Chairman Missouri Coalition for Roadway Safety Executive Committee, and maintains an excellent working relationship with the National Highway Traffic Safety Administration (NHTSA), Federal Motor Carrier Safety Administration (FMCSA) and Federal Highway Administration (FHWA). He established advantageous collaborative relationships with key Highway Safety leaders, Missouri State Agencies, Associations, Safety Councils, Universities and businesses. He has a comprehensive understanding of the Traffic and Highway Safety Division, Office of Highway Safety and a working knowledge of partnered MoDOT divisions and districts. He has a strong grasp of the unique challenges in balancing needs, resources and employee engagement inherent with outstate partner agencies, and is an effective communicator with successful experience as the MoDOT spokesperson to stakeholders, media and public on the local state and national levels. He has an excellent working relationship with MoDOT Traffic and Highway Safety Division Director and personnel in Chief Counsels Office, Human Resources, Audits and Investigation, Information Systems, Financial Services, General Services and Motor Carrier Services. He is trusted by the staff in Traffic and Highway Safety, Office of Highway Safety, and has exceptional experience in implementing best practices for highway safety countermeasures.

Professional Experience and Accomplishments:

Department of Public Safety/MoDOT 1983 – June 1, 2018 Retired (35 years in Highway Safety)

- **Highway Safety Director** April 2015 – May 31, 2018
- **Office of Highway Safety Program Administrator** 2009 – April 2015

Education:

- **Missouri State University, Springfield, MO** (graduate 1981) Bachelor of Science Double major Agricultural Business with added focus on business
- Graduate of the MoDOT Management Development Institute
- Continued education through numerous NHTSA required courses including Program Management, Managing Federal Finances and Tracking Grants, Instructor Development, and Data Analysis