



Florida Occupant Protection Coalition

Meeting Report

July 21-22, 2025

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the July 21-22, 2025, Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input checked="" type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Brennan Blanchard	Florida Department of Transportation	<input checked="" type="checkbox"/>
Keith Bourgault	Okeechobee Fire Rescue	<input type="checkbox"/>
Melanie Brocato	Broward County Sheriff's Office Department of Fire Rescue & Emergency Services	<input checked="" type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input type="checkbox"/>
Megan Case	CarFit	<input type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	Public Opinion Research Lab at the University of North Florida	<input checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Alexis Kagiliery	National Safety Council	<input type="checkbox"/>
Danielle Kessenger	Silver Linings Safety, National Safety Council	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input checked="" type="checkbox"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input type="checkbox"/>
Gerald McCabe	Florida Department of Transportation, District 7	<input type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>
Christopher Norwood	Hendry County Sheriff's Office	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<input checked="" type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input checked="" type="checkbox"/>
Morgan Stirling	Fort Walton Beach Police Department	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input checked="" type="checkbox"/>
Rachele Solomon	Memorial Healthcare System	<input checked="" type="checkbox"/>
Petra Stanton	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Stacy Tyrell	Florida Department of Transportation, District 7	<input type="checkbox"/>
Kathryn Wall	Safe Kids Palm Beach County	<input checked="" type="checkbox"/>
Jasmine Webb	Florida Department of Health	<input checked="" type="checkbox"/>
Hanna Wells	South Walton Fire District	<input checked="" type="checkbox"/>
Kathy White	Florida Department of Transportation	<input checked="" type="checkbox"/>
Morya Willis	Traffic Safety Partner	<input checked="" type="checkbox"/>
Sandra Winter	University of Florida Department of Occupational Therapy	<input type="checkbox"/>
Nick Wollschlager	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Brenda Young	Florida Department of Transportation	<input checked="" type="checkbox"/>
Mike Zinn	Florida Department of Transportation, District 7	<input checked="" type="checkbox"/>
Jordyn Zyngier	University of Florida Health Shands Children's Hospital Trauma Services	<input checked="" type="checkbox"/>
Coalition Support		Attendance
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Jason Rogers	University of Florida	<input type="checkbox"/>
Wanda Tison	University of Florida	<input type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Bradley Franko	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Crystal Mercedes	Cambridge Systematics	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance

Savannah Sams, Florida Department of Transportation

Adrian Spencer, Florida Department of Transportation, District 7

Aubrey Dolbeck, University of Florida

2.0 Meeting Notes – July 21, 2025

Welcome, Introductions, and Agenda

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

FOPC Strategic Action Plan Subcommittee Breakout Sessions

Attendees joined into subcommittee groups based on the following Action Items:

- Enforcement
- Child Passenger Safety (CPS)
- Occupant Protection for Low Use Groups

Each subcommittee reviewed the action steps related to their respective objectives. Virtual check-in meetings will be scheduled for each group ahead of the next coalition meeting.

CPS Model Policy for State Agencies and Florida Businesses - Update

Willem de Greef, Florida Department of Transportation (FDOT), provided an update on the model child passenger safety seat use policy, with the goal of seeking input and approval. He highlighted the goal of keeping the language concise so as not to overwhelm readers. He reviewed the draft language with the group, seeking feedback.

Participants had the following questions or comments.

- Jacob Gonzales, Tampa Police Department, asked if this language was also being presented to private businesses and recommended that sources of statistics be added and the exact statute be cited.
- Chris Craig, FDOT, commented that it is short and sweet.
- Jasper Masciocchi, University of Florida (UF), asked for clarification on use of the term “fatal injuries”.
 - Willem clarified that this meant fatal crashes.
- Adrian Spencer, FDOT District 7, asked for clarification on the policy’s audience.
 - Willem explained it is to target organizations for their passing along to their employees.
- Melanie Brocato, Broward Sheriff’s Office, asked what vehicles are being targeted in this policy and what groups are transporting children in state owned or privately owned vehicles that are not taxi companies or schools?

- Jacob noted that some agencies have modified staff privileges that allow parents to pick up their children from school in their take home vehicles.
- Chris Craig added that because the language is so succinct, the coalition can add bullet points that point the reader toward other best practice guidelines.
- Jacob emphasized the legal nature of the word “shall” and recommended separating content with “shall” in its phrasing from best practice guidelines.
 - Danny questioned whether the current draft is truly reflective of a model policy since the current statute is not up to best practice standards. He clarified that the intent of a model policy is to go beyond the minimum required in the statute.
 - Jasper added that the intent of the policy is to provide a resource for businesses to adopt but agreed there could be more language detailing key best practices.
- Morya Willis, Traffic Safety Partner, emphasized that a model policy is less about adoption and enforcement than setting a higher standard.
- Julie Nobile, Golisano Children’s Hospital-Safe Kids SWFL praised the current draft as easy to adopt
 - Jacob commented that this policy could help smaller companies.
- Willem emphasized the challenge between balancing brevity and detail.
 - Jacob suggested adding the phrase “at a minimum” before providing best practices guidelines.
 - Willem asked if adding that phrase would raise enforcement challenges.
 - Danny emphasized that it is not realistic to provide a list of best practices and expect them all to be required and that the enforcement of these requirements is less of a concern.
- It was agreed that a variation which included additional information on best practices as well as references to other resources should be drafted and presented at the next FOPC meeting.

Diversion Program Grant Update

Danielle Kessenger, National Safety Council (NSC), provided an update on the CPS Diversion Program grant, administered in partnership with the Preusser Research Group (PRG). She advised that the program started on September 12 and conveyed the need to create an education piece. The education piece is currently under construction and not yet approved by FDOT. The proposed draft materials will be editable by the agency using it and feature a QR code that will take the user to a registration page while another QR code navigates to Florida Department of Highway Safety and Motor Vehicles (FLHSMV), page. Danielle advised that Florida currently has two ongoing diversion programs in Orange and St. Lucie counties. Danielle asked whether the potential to have a ticket dismissed after participating in a diversion program course would improve attendance and pointed out that Indiana provides a free 2-hour training from the Indiana Criminal Justice Institute. The next steps are developing a toolkit, discussing with Law Enforcement Liaisons (LEL) about state level

accreditation and identifying local champions. Additionally, the grant team will continue to work with PRG to finalize the data.

Participants had the following questions and comments:

- Andrea Artran, FDOT District 2, suggested changing the color scheme and design to use colors that more Florida specific, such as white, orange, and purple.
- Melanie asked if potential law enforcement training will be provided virtually.
 - Danielle responded that providing a virtual option will likely vary on a case-by-case basis.
- Chris advised that Car Seat Basics is owned by the National Safety Council and approved by FLHSMV in Orange, Hendry, Hillsborough, Osceola, and Clay counties. He emphasized the need for a law enforcement training center so agencies can receive credit for taking the course.
 - Jacob recommended exploring the feasibility of including diversion training into OP subgrants in the same way that nighttime safety belt enforcement was included as a requirement previously.
 - Christopher Norwood, Hendry County Sheriff's Office, noted that several agencies provide credit for training as long as officers meet the required minimums.
- Jordyn Zyngier, UF, asked if there would be discussion about potential program offerings.
 - Danielle said that it would occur at a future coalition meeting.
- Julie recommended to reiterate on the back of the flier that the program is to take points off

Strategic Highway Safety Plan Update

Danny Shopf, Cambridge Systematics (CS), discussed the 2026 Strategic Highway Safety Plan (SHSP) update. He said that the SHSP is a federally required planning document that is updated by the Florida Department of Transportation (FDOT) State Safety Office every five years and provides the framework for eliminating fatalities and serious injuries on Florida's transportation system.

Then, Danny provided an overview of transportation safety planning noting that state level plans, such as the SHSP, fall under either the Federal Highway Safety Administration (FHWA), or the National Highway Traffic Safety Administration (NHTSA). He said that the Florida Transportation Plan (FTP), the Highway Safety Improvement Program (HSIP), the Vulnerable Road User (VRU) safety assessment, and the SHSP fall under FHWA, and the Triannual Highway Safety Plan (3HSP) falls under NHTSA. Danny noted that FHWA and NHTSA have different requirements and funding streams but should be aligned.

Next, Danny reviewed the approach of the SHSP which will remain focused on the current series of emphasis areas that are the basis for FDOT's traffic safety coalitions, including teen drivers, impaired driving, pedestrian and bicyclists' safety, and occupant protection, among others. He said that while the approach will remain focused on the emphasis areas, each of the emphasis areas are being updated to be included in the Safe System Approach, which takes a more holistic approach to safety than previous efforts. The Safe System Approach goes beyond the 4Es of engineering, education, enforcement, and emergency response to consider

crashes from a variety of viewpoints, emphasizing that safety is a shared responsibility. Additionally, the SHSP groups emphasis areas in the following ways:

- › **Roadways**
 - Includes lane departures and intersections. This grouping is focused on where crashes occur.
- › **Road Users**
 - Includes teen drivers, aging road users, pedestrian and bicyclists, motorcyclists, and commercial vehicle operators. This grouping is focused on who is involved in crashes.
- › **User Behavior**
 - Includes impaired driving, occupant protection, speeding and aggressive driving, and distracted driving. This grouping is focused on how people are involved in crashes.
- › **Traffic Records**
 - Provide the foundation for data driven decision making.

Additionally, Danny noted that the Safe System Approach emphasizes that everyone has a role to play in eliminating fatalities and serious injuries on Florida's roadways. He then discussed the change in fatalities and serious injuries from 2020-2024 compared with the previous SHSP data from 2015 through 2019. The 2020-2024 data indicates that serious injuries have declined, but that fatalities have increased. He emphasized that the trend over the past two years, however, has indicated that fatalities have decreased.

Danny concluded that a critical component of the SHSP is receiving feedback from safety partners including Florida's traffic safety coalitions. He emphasized that the SHSP is the framework for achieving Target Zero and that each traffic safety coalitions' action plan are key implementation measures for Florida's safety targets. Danny opened up the room for discussion by asking what coalition members do to save lives on Florida's roadways?

Participants had the following questions and comments:

- Andrew said write tickets.
- Julie said through child passenger safety checks, wearing safety belts, supporting safety certifications, putting phones down, supporting campus events and teen driver programs.
- Danielle said by posting safety messages on social media.
- Kathryn Wall, Safe Kids Palm Beach County, provides affordable car seats.
- Petra Stanton educates pedestrians and bicyclists about safety.
- Mark Solomon, Preusser Research, identifies target demographics through data analysis.
- Andrea asked for clarification on the public engagement process for the SHSP update.
 - Danny said that there were several statewide webinars held over the past year and that comments can be submitted via the QR code on screen which links to the [SHSP Website](#). He noted that the SHSP is tied to the FTP, and the public engagement gathered through that update process will be leveraged for the SHSP as well.

Action Plan Report Out

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

Public Comment Period

There were no public comments.

Day 1 Recap

Danny provided a brief recap of Day 1, thanked everyone for their participation and reminded coalition members that Day 2 of the FOPC meeting would be held at the FDOT State Operations Office (instead of the Materials office) starting at 9 am.

3.0 Meeting Notes – July 22, 2025

Recap of Day 1

Danny welcomed participants and thanked everyone for attending Day 2 of the FOPC meeting. He began with a recap of Day 1, covering key topics related to occupant protection and child passenger safety, provided an overview of the Day 2 agenda, and the meeting followed.

Golf Cart Tip Card Review

Danny, CS, led the group in a review of the draft golf tip card, requesting input and feedback on the current content. He noted that two tip cards were provided, one developed by the coalition that was previously paused due to a pending legislative change, and trifold developed by the Safe Mobility for Life Coalition (SFML). He prompted the coalition on which approach the coalition should take and if their elements from the SFML material that could be adapted for occupant protection.

Participants had the following questions and comments:

- Chris Norwood commented that there is conflict between law enforcement and the public on differences between low-speed vehicle and golf carts. He emphasized instances where parks for recreation allow golf cart usage and discourage use on state roads. Golf cart communities like Clewiston permit golf cart usage but coordinated with FDOT to determine acceptable places to cross state roadways.
- Participants think that two tip cards would be helpful – one to be law enforcement facing and one to be public facing.
- Petra stated that there is an issue of tagless golf carts on the road.
- The group concluded that the resultant action item should be to create 2 versions of the tip card.
- Coalition wants pics of golf carts with safety belts included on tip card.

UF CPS Technician Retention Survey Results

Jasper Masciocchi, UF, gave overview of the survey, explanation of questions dependent on role for the 180 respondents, and the dates that survey was open. Experience in years showed great engagement with newer employees (0-2 years). There was a wide range of industries that technicians worked in. With respect to service area, Broward leads in the number of respondents. Volusia County has the lowest number of respondents. Survey information highlighted shows that many technicians are still not receiving their Safe Kids reminders, 26 percent of respondents had attended orientation with UF, and 2,200 people received the survey.

Participants had the following comments:

- One participant said that the number of technicians installing car seats in Broward seems lower than the respondents there suggest.
- A participant advised that CEUs seem to be an awareness issue.

- A participant asked if renewals can happen at any time.
 - Jasper responded that it must be 90 days before expiration.
- A participant asked who the instructors are with respect to personal indicators/demographics. This would help us to know who we should be marketing this program to, what industry etc.
 - Jasper advised that they could look into this further.
- A participant asked what percentage of people are allowing their certification to expire.
 - Jasper responded that it was around 48 percent.
- Jasper advised that UF does about 20,000 worth of scholarships a year/200 people
- Chris Craig asked if we typically pay for recertifications.
 - Jasper advised that we do.
- Andrew suggested having an ongoing survey and asking that people complete the survey once between their certification window.
- Jordyn advised that Hamilton County doesn't have instructors but, if needed, her agency is able to travel. She also pointed out that the Safe Kids map doesn't match the map in Florida.
 - Jasper explained that there are several maps that appear different, including the NHTSA map.
- Chris Craig asked if it is possible to create our own map, since we know who the instructors are and added that we could get a designer to facilitate this.
 - Jasper pointed out that the instructors are not stationary.
- Participants commented that most technicians don't want to go to another city on their off time (unpaid time) to recertify and most organizations will not pay for renewal when the area of service does not benefit them. Some stipends/incentives are needed.
- Participants commented there is a significant difference in the incentives available to techs in rural vs urban counties.
 - Jasper responded that they could look into breaking the survey up in this way as well.
- Jasper asked the group what they thought of having a pot of money available to agencies for CPSTs.
 - Chris Craig responded that is not feasible with federal money.
 - Other participants advised that it may be feasible to fund at a local level.

Action Plan Report Out

Danny led the coalition in the Action Plan Report in discussion of actions 3 and 4. Action Step leaders provided updates on their respective action steps. Updates are available in Appendix A.

Public Comment Period

There were no comments from the public.

Wrap Up and Next Steps

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

Next Meetings (in-person)

- *FY25-26:*
 - November 5-6, 2025
 - February 18-19, 2026
 - May 6-7, 2026
 - July 15-16, 2026

Adjourn

The coalition meeting ended at 12:30 PM

Contact information for occupant protection questions:

Chris Craig, FDOT

Traffic Safety Administrator
Phone: 850.414.4009
chris.craig@dot.state.fl.us

Willem de Greef, FDOT

Traffic Safety Program Manager
Phone: 850.414.4048
willem.degreef@dot.state.fl.us

Patricia Turner, UF T2 Center

Safety Resource Center Program
Manager
Phone: 352.273.1671
p.turner@essie.ufl.edu

Florida Occupant Protection Strategic Action Plan

Updated July 22, 2025

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 11/13/2024 & 11/14/2024	In-person meeting conducted 02/12/2025 & 02/13/2025	In-person meeting conducted 05/07/2025 & 05/08/2025	In-person meeting conducted 07/21/2025 & 07/22/2025
1A.2	Cambridge Systematics	Quarterly	Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities.	Action Plan progress updated quarterly	Posted on website	Posted on website.	Posted on website	Posted on website

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	Presented on 11/13/2024	Presented on 11/13/2024	Presented 05/07/2025	Presented 05/07/2025
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable)	No change.	No change.	No change.	No change.
1B.3	Andrew Hopkins Amy Stafford	Annual	Increase the number and availability of OP data sources.	Information for all applicable data sources available on FOPC website and publicized (i.e., Signal Four, etc.)		Analyzing Biospatial data	No additional sources identified.	No change.
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Survey data indicates FL's rural counties (Group III) are lowest use.	Focusing on rural counties	Subcommittee focused on rural counties and local roads.	Subcommittee focused on rural counties and local roads.

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Looking at how we can implement our version of High Five Program. Mark to present at next meeting.	Continuing to discuss High Five. Mark to present at a future meeting.	Subcommittee prioritizing High Five pilot effort.	Subcommittee prioritizing High Five pilot effort.
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Ongoing	Ongoing.	On Hold.	On Hold.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
1C.3	Willem de Greef	Quarterly	Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas.	Number of traffic safety coalitions coordinated with (annually).	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.	<p>FDOT Program managers looking to do some more cross training.</p> <p>SMFL is working on CarFit.</p> <p>Teen is doing BotB again. Considering how to increase participation.</p> <p>Teen is working on Do the Math program.</p> <p>Crash report form and data subcommittee are meeting.</p> <p>Vince and Larry costumes are available.</p>	<p>Attending upcoming coalition meetings.</p> <p>Supporting BoTB.</p> <p>Interested in tox information – could coordinate with impaired.</p>

Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	July 2025
1D.1	FDOT	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate.	Members contacted; meeting attendance increased.	Focused on increasing representation on outreach and low use groups.	Ongoing.	Ongoing.	Ongoing.
1D.2	Susie Kolb Petra Stanton	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	Ongoing. Faith Based Organization? Amy has someone that might work. Fransisco.Pantoja@dot.state.fl.us.	Ongoing. CS to coordinate with FDOT to review prior membership rosters and identify gaps.	Ongoing.	Ongoing. Consider adding Florida Trucking Association.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).		No updates available.	Vehicle Recall Rack Cards available on checktoprotect.org	
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)			No updates.	

GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Available through LELs	Available through LELs	Available through LELs	Available through LELs
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	Tim presented After Action report at Q2 meeting	Will present at a future meeting.	Will present at a future meeting.	Will present at a future meeting.
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing	Distribution ongoing	Distribution ongoing	Distribution ongoing
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	Meet with law enforcement agencies in counties with a higher-than-average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources.	Number of agency meetings.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.
2A.5	Nick Wollschlager	Quarterly	Develop and distribute tip cards for aging road users.	Number of tip cards distributed.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
2A.6	Nick Wollschlager	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Ongoing.	Ongoing.	Ongoing.	Ongoing. Hard to get volunteers to participate. Grant funding opportunity (for certified officers)? Cobranding with LEOs
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Complete	Complete	Complete	Complete

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
2B.1	Tim Roberts Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Will present at a future FOPC meeting.	Will present at a future FOPC meeting.	Presented 05/08/2025	Presented 05/08/2025
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under development	Will talk to the CJSTC to see if we can get this include in basic training.

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
2C.1	Jacob Gonzalez Nick Wollschlager	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Will present at a future meeting.	Will present at a future meeting.	Will present at a future meeting.	Presented at previous FPCA meeting.
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.				Presenting at the LEL Awards coming up this week.
2C.3	Nick Wollschlager	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop the best practice guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete
2C.5	John Askins Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC

GOAL 3: CHILD PASSENGER SAFETY

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3A.1	FDOT	Annual	Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps.	List of active instructors created and updated annually			UF looking through lists and instructors. Good feedback on orientation and newsletter.	Ongoing.
3A.2	Willem de Greef Patty Turner	Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Annual survey conducted	Annual survey conducted	Annual survey conducted	Annual survey conducted. Will follow up in virtual subcommittee meeting.
3A.3	Carissa Johns Danielle Kessenger Danielle Campbell Petra Stanton Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted			On hold awaiting new curriculum.	New curriculum is out. Working on scheduling instructor meetings.
3A.4	Willem de Greef Patty Turner	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Included in the survey. Automated email system.	Included in the survey. Automated email system.	Included in the survey. Automated email system.	Included in the survey. Automated email system.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.				Orlando 3/31-4/1 Sarasota 6/16-17 Additional locations may include Lee and Broward	Hosted in June. Trying to host 3 next FY. Hybrid training being conducted in August in Wisconsin that we might be able to adapt.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3B.1	Patty Turner Danielle Kessenger	Annual	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions.	TSRC reviewed; materials updated or replaced annually.	Low use groups need languages beyond Spanish and Creole	Ongoing	Ongoing	Ongoing.
3B.2	Chris Craig Willem de Greef Leilani Gruner	Short-Term	Develop and distribute educational materials on child seats and safety belts on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.).	Number of materials distributed.	Updates ongoing	Updates ongoing	Updates ongoing	Discussed today and will revise to include a LE focused and a simple public focused option. Request for a CPS Event Banner.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Complete	Complete	Complete	Complete
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	Number of materials distributed	Complete	Complete	Complete	Complete
3B.5	Carissa Johns	Medium-Term	Develop and distribute CPS Responsibility Guide to potential CPST Supervisors to ensure they understand expectations of CPSTs	Number of materials distributed				Early planning stages.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3C.1	Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs and post results to FOPC website.	Inventory conducted.	Complete – Orange and St. Lucie	Complete – Orange and St. Lucie	Complete – Orange and St. Lucie	Complete – Orange and St. Lucie
3C.2	Susie Kolb Ronda Cerulli Amy A	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation and approval by FLHSMV.	Model diversion program developed.	Ongoing	NSC is working on developing a model program. Amy presented on 02/13/2025.	NSC developing model program. Presented on 05/07/2025.	NSC developing model program. Presented on 07/21/2025.
3C.3	Susie Kolb Ronda Cerulli Mark Leilani Gruener	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2
3C.4	Susie Kolb Ronda Cerulli	Medium-Term	Develop and distribute a CPS Diversion Program fact sheet for LE to distribute when issuing a citation for improper child restraint.	Number of fact sheets developed.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3D.1	Julie Noble Danielle Kessenger	Annual	Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed.	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting	Posted on website.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida' legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	Nothing relevant.	Nothing available yet.	Nothing relevant.	Nothing relevant.
3D.3	Petra Stanton	Medium-Term	Coordinate with the Florida Department of Children and Families to update their Child Transportation Log to include confirmation of proper child restraint usage.	Transportation Log updated.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives		Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.

GOAL 4: OP FOR LOW-USE GROUPS

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
4A.1	Andrew Hopkins	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	Update ongoing.	Update ongoing.	Update after CIOT.
4A.2	Andrew Hopkins	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Presented on 11/14/2024	Presented on 11/14/2024	Will present at a future meeting.	Will present at a future meeting.
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Presented at Q3 FOPC Meeting	Will present at future FOPC meeting	Will present at a future meeting.	Will present at a future meeting.
4A.4	Andrea Atran David Summers Miranda Sargent	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Materials available.	Materials available. Discussed value of virtual materials and distribution	Materials available.	Materials available.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
4B.1	Andrea Atran Brain Dean	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.		Ongoing.	Ongoing.	Ongoing.
4B.2	Jasper Masciocchi Miranda Sargent	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.		Discussed creating standard social media posts to share with partners	Focused on creating/adapting/refreshing materials for pickup trucks and local roads.	Focused on creating/adapting/refreshing materials for pickup trucks and local roads.
4B.3	Chris Craig David Summers Miranda Sargent	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.			On hold.	On hold.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
4C.1	TBD	Short-Term	Partner with the Safe Mobility For Life Coalition to increase the number of CarFit Events in Florida	Number of CarFit events conducted		To coordinate with Megan to identify OP materials to include at CarFit events		Alachua is partnering with 3 CarFit Events. Orange County did one in May. Palm Beach is working on one at the end of August. Clay County on April 25.
4C.2	Chris Craig Miranda Sargent	Short-Term	Coordinate with Florida's Community Traffic Safety Teams (CTST) to identify regional and local occupant protection challenges	List of local and regional challenges developed	Ongoing	Ongoing.	Ongoing.	Ongoing.
4C.3	Chris Craig Miranda Sargent	Medium Term	Coordinate with Florida CTSTs to identify specific occupant protection materials and best practices and implement pilot programs, where appropriate	List of materials and best practices developed. Number of pilot programs conducted	To be completed after 4C.2	Ongoing.	Ongoing.	Ongoing.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Nov 2024	Feb 2025	May 2025	July 2025
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Reviewed and finalized on 11/13/2024	Reviewed and finalized on 11/13/2024	Reviewed and finalized on 11/13/2024	Reviewed and finalized on 11/13/2024
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Presented on 11/14/2024	Presented on 02/13/2025	Complete. Working on CPS now.	Complete. Working on CPS now.
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC		No update yet.	No update yet.	No update yet.