



Florida Occupant Protection Coalition

Meeting Report

May 7-8, 2025

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the May 7-8, 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 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 type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input 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 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"/>
Zakkiyyah Osuigwe	Santa Rosa County	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<input 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"/>
Amy Stafford	Hendry County Public Safety	<input 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 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 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"/>

Name	Organization	Attendance
Crystal Mercedes	Cambridge Systematics	☒
Alan Amidon	Cambridge Systematics	☒

Others in Attendance

Kim Elliott, Preusser Research Group

2.0 Meeting Notes – May 7, 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, provided an overview of the agenda, and introduced Brenda Young who will serve as the new representative for the Florida Department of Transportation (FDOT) State Safety Office moving forward. After Brenda shared her background and interest in the coalition, the meeting followed.

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, FDOT, provided an update on the model policy for safety belt use and child passenger safety belt use applicable to state agencies and businesses operating in Florida. He announced that the initial safety belt policy has been finalized and shared an overview of the draft CPS specific model policy. Willem encouraged members to review the draft language included in the agenda and to provide feedback at their next CPS subcommittee meeting.

Participants had no questions or comments.

Diversion Program Grant Update

Danielle Kessinger, National Safety Council (NSC), provided an update on the CPS Diversion Program grant, administered in partnership with the Preusser Research Group (PRG). She highlighted key developments, including the approval of the Preusser Research Group (PRG) subgrant, the appointment of a new Program Manager, and the submission of performance reports. Daneille emphasized that the team is actively developing a work plan in coordination with PRG, launching data collection, initiating discussions for the final report. She added that the program also includes ongoing engagement with other states such as Alabama, Connecticut, and George to review and document their CPS diversion models.

Her presentation also highlighted local implementation throughout Florida:

- St. Lucie County: An in-person, bi-monthly classes offered by Comprehensive Offender Rehabilitation & Education (C.O.R.E.), designed to deliver safety information to parents and other caregivers involved in transporting infants and young children.
- Tampa Police Department: Led by Cpl. Jacob Gonzalez and Melissa Turner, with support from judicial partners, includes law enforcement education, car seat checks by certified CPSTs, distribution of seats when needed, and direct dismissal notices to the courts.
- Clay County: A pilot program and a virtual model supported by local law enforcement and judiciary engagement. It emphasizes program about proper car seat use and the importance of citing violations.

Danielle concluded the presentation by outlining the next steps for the CPS Diversion Program, which included developing an awareness flyer for law enforcement to promote proper seat use and emphasized the importance of issuing citations to increase public awareness.

Participants had no questions or comments.

High Five Program Best Practices

Kim Elliot, Preusser Research Group (PRG), introduced herself and provided an overview of the *High Five* Seat Belt Program, a collaborative, data-driven initiative focused on increasing safety belt use in rural counties with high rates of unrestrained fatalities. She highlighted the program's success in states like Iowa, Kentucky, and Arkansas, noting improvements in safety belt usage following implementation. Kim explained that the program follows an 18-month timeline, with 6 months dedicated to planning and 12 months to implementation and evaluation. Kim outlined the program's structured rollout through the following key steps:

1. Assemble the Roadway Traffic Safety Advisory Board (RTSAB)
2. Develop Action Plan
3. Select *High Five* Counties
4. Develop Program Material
5. Establish the Road Safety Assessment (RSA) Process
6. Conduct Informational Meetings
7. *High Five* Kick Off Events
8. Program Implementation
9. Conduct Evaluation

Kim stated that the program is led by the RTSAB, a multidisciplinary team including representatives from the Highway Safety Office, DOT, law enforcement, engineers, and a data scientist. She explained their responsibilities which include action planning, county selection, developing and distributing program materials, establishing RSAs, and hosting informational meetings with selected counties. counties are chosen not simply based on the highest crash rates, but on a combination of rural risk factors and demonstrated willingness to participate. Kim emphasized that county selection is based not solely on crash rankings, but on a combination of factors, including:

- Rural Location: Targeting rural counties with known traffic safety challenges.
- Crash Data: Identifying counties with significant unbelted fatalities and serious injuries.
- Willingness to Participate: Requiring active interest and clear commitment from county leadership (e.g., sheriff's office, law enforcement).

In addition to education and enforcement, the program also focuses on engineering through local RSAs to identify and implement low-cost roadway improvements. Kim highlighted that the evaluation includes both local observational surveys conducted by sheriffs' offices for internal motivation, and scientific pre- and post-program surveys to measure changes in safety belt usage. She identified several key factors: strong local buy-in, a committed and respected sheriff, coordination with law enforcement liaisons, visible community engagement, and multijurisdictional cooperation. Each participating county is eligible for up to \$10,000, with an overall \$100,000 investment from the state Highway Safety Office for program implementation, education, enforcement, and supplies. While results from national evaluations are still forthcoming, Kim shared that anecdotal evidence from earlier implementations indicates promising increases in safety belt usage. She concluded by encouraging further expansion and testing of the model in new rural settings.

Participants had the following questions and comments:

- Who in the counties are invited to meetings?
 - Kim responded that securing buy-in from the County Sheriff is critical to empowering other stakeholders. She emphasized that local engineers involved in the RSA, as well as anyone contributing to the effort, should be present at the meeting.
- Tim Roberts, Florida Law Enforcement Liaison (LEL) Program, asked whether the program could be utilized by Community Traffic Safety Teams (CTSTs) and Metropolitan Planning Organizations (MPOs)?
 - Kim stated that the Rural Traffic Safety Advisory Board (RTSAB) would determine the locations and personnel for program implementation.
 - Danny noted that CTSTs would likely be more involved than MPOs, since MPOs primarily represent urban counties.
 - Zakkiyyah Osuigwe, Santa Rosa County, noted that some CTST's are also primarily located in urban areas, and that Regional Rural Transportation Plans exist for areas outside of MPOs.
- Andrea Atran, FDOT District 2, asked if participating counties would be rural counties with existing Occupant Protection (OP) grants?
 - Kim acknowledged this could be a challenge, as the program includes recommending engineering changes. The RTSAB would need to set clear expectations.
- Julie Noble, Golisano Children's Hospital-Safe Kids Southwest Florida, asked about how the program originated?
 - Kim explained that the High Five program originated in Iowa, where efforts were focused on five rural counties with high fatal unrestrained crash rates.

- Christopher Norwood, Hendry County Sheriff's Office, shared that Hendry County is a rural area with high fatal unrestrained crash rates.
- Andrea followed up and asked Christopher if he would like to participate in a program like this?
 - Christopher confirmed that the Hendry County Sheriff's Office would support this, noting that the challenge is engineering.
 - Kim noted that a key aspect of the program involves recommending low- to no-cost engineering solutions.
 - Christopher added that Hendry County is willing to participate and would need to work through the implementation details.
- Morya Willis, Traffic Safety Partner, asked if the program distinguishes between maintenance and construction funding?
 - Kim noted that the funds are not typically used on Road Safety Audits.
 - Danny encouraged coalition members not to become overly focused on funding constraints.
 - Christopher added that to make the program viable, funds would need to be available for both maintenance and construction. He asked if the program could help maintain rural county roads?
 - Kim explained that the program typically helps counties identify grants available for road maintenance.
- Mark Solomon, PRG, emphasized that this is an innovative yearlong safety belt program that has consistently increased observed safety belt use by an average of five percent in every location where it has been implemented.
- Brenda Young, FDOT, inquired about costs not covered by the program grants.
 - Mark shared that in Kentucky, costs were \$50,000 for sheriffs, \$50,000 for state police, \$60,000 for evaluations, and \$50,000 for demonstrations. She added that Kentucky's first year in the program was supported by the National Highway Traffic Safety Administration (NHTSA).
- Danny emphasized the importance of the program in fostering positive community interaction by building strong connections within the communities where it is implemented.
 - Kim added that states that implemented the program have provided feedback supporting the program's effectiveness in strengthening community ties.
- Andrew Hopkins, Public Opinion Research Lab (PORL) at the University of North Florida (UNF), asked how this program differs from traditional high-visibility enforcement?
 - Kim explained that the High Five program targets fewer people than a statewide or national enforcement wave, but as a yearlong initiative, its effects are more sustained, which is valuable in communities with lower-than-average safety belt use.

- Mark emphasized that the FOPC impacts every element that make the program effective, including providing tools to set up a RTSAB.
- Kim highlighted that Kentucky's dashboards streamlined the RTSAB setup process by providing data to assist in selecting counties and roadway segments.
- Danny mentioned that Signal Four Analytics (S4) likely has resources that could replicate this process.

Occupant Protection (OP) Fact Sheet

Alan Amidon, CS, presented the OP Fact Sheet, which highlights key findings from the Florida Highway Safety and Motor Vehicles' (FLSMV) annual crash closeout. He noted that the fact sheet is intended to inform the public about occupant protection trends and challenges in Florida. The fact sheet outlines trends by gender, age, time of day, day of week, month, seating position, community type, and residency. Alan reported that in 2022, 877 fatalities and 1,991 serious injuries on Florida roadways involved individuals who were not wearing a safety belt. Alan noted a 70/20 male-to-female ratio in unrestrained fatalities and serious injuries, averaging over 300 incidents per month, with high occurrences on the weekends and at night. He also reviewed ejection data, comparing front-row occupants to those in other seating positions, and discussed the compared to all other rows and the correlation between the findings and overall injury trends. Alan concluded that the data continues to show that young male Florida residents driving at night and on weekends in urban areas are most often involved in fatal and serious injury crashes where a restraint system was not used.

Participants had the following questions and comments:

- How does Florida compare to national data on child restraints?
- Can this observational data be compared with and correlated with other data sources?
- Christopher inquired about how Florida's observed safety belt usage rate compares to other states and the extent to which visitors may impact these figures.
 - Mark responded that Florida's safety belt usage rate of 90 percent is particularly notable given the state's size and diversity, placing it in the 75th percentile nationally. He added that safety belt usage among pickup truck drivers continues to lag behind other vehicle types.
- Brenda asked about the characteristics of drivers with children observed in the studies.
 - Mark noted that young male drivers with children tend to drive more safely.
 - Sandra Winter, University of Florida Department of Occupational Therapy, emphasized that young males often demonstrate safer driving behaviors when transporting loved ones compared to when driving alone, highlighting the importance of family involvement in addressing various public health challenges.
- Amy Artuso, NSC, noted that Florida is viewed as a model in occupant protection efforts and asked how observational data could be aligned with data from the National Digital Car Seat Check Form.
- How many teens involved in fatal crashes were there?

- o Alan stated that is roughly 28 percent or 1 in 3.

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 Materials Office starting at 9 am.

3.0 Meeting Notes – May 8, 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.

Danny noted the finalization of the model safety belt policy for Florida state agencies and businesses and continued development of a draft CPS model policy for Florida state agencies and businesses. He also summarized updates on the CPS Diversion Program grant, including local initiatives aimed at increasing car seat safety awareness among law enforcement. Danny recognized speaker Kim Elliot, PRG, for her presentation on the *High Five* program, which has contributed to improved safety belt use and reductions in safety belt related injuries. Additionally, he referenced the OP Fact Sheet showing a general decline in OP fatalities and serious injuries, with a consistent 70/30 male-to-female split, over 300 incidents per month, and high occurrences on weekends and at night. Danny concluded the recap with an update on the Action Plan.

Danny provided an overview of the Day 2 agenda, and the meeting followed.

Florida Safety Belt Use and Child Restraint Use Observational Surveys

Mark Solomon and Robert Chaffe, PRG, introduced themselves and provided an overview of the safety belt use surveys, detailing how they are conducted, programmed, and recorded in accordance with NHTSA guidelines, which requires strictly unobtrusive, daytime observations.

Mark noted that the surveys are performed at 15 standardized sites across the 15 counties in Florida. Based on the most recent data, Robert highlighted that the state's safety belt usage rate stands at 90 percent, reflecting an increase from 89 percent from the previous year. He pointed out that usage trends decline on local roads and, overall, Florida outperforms approximately 30 other states in safety belt compliance.

Robert clarified that the disparities remain, particularly among certain demographic groups, such as the Black population, where additional progress is needed. He also explained that the observation of child restraint use considers only on whether a restraint is in use, without assessing proper versus improper usage. Robert concluded the presentation by emphasizing that the most persistent challenges involve local roadways among pickup truck occupants, males, individuals aged 16-59, and Black populations.

To address these gaps, he recommended leveraging additional data sources such as crash reports, awareness surveys, and trauma data; implementing proven countermeasures to target low-use groups effectively.

Participants had the following questions and comments:

- Participants also requested clarification regarding safety belt usage by driver characteristics.
 - Brenda commented that past research has suggested that young male drivers are more likely to use proper restraints when they have passengers in the vehicle.
- Brenda followed up by asking how the roadside observational data is currently being used?

- Mark stated that this data can be used to justify legislative changes, informing decision-making, and supporting the case that encouraging adults to wear safety belts increases the likelihood of properly restraining children. He added that the data can guide social marketing research to better understand and resonate with families.
- Amy asked a question on next steps – will there be a media campaign or focus groups?
 - Krista Ott, Gainesville Fire Rescue, shared her experience at car safety belt events, which are held in low-income areas, predominantly Black and Hispanic neighborhoods; however, the turnout has been low. She observed that it is often white, more affluent residents who schedule appointments for car seat checks.
 - Danielle Kessenger, Silver Linings Safety, noted that a past task force had employed grassroots strategies to share similar messaging through local barber shops and churches. She mentioned that one major challenge was the language barriers, especially in predominantly Spanish-speaking churches.
 - Morya added that, in one city, Hispanic safety belt usage rate increasing by approximately 70 percent as a result of those outreach efforts, which included bilingual posters and materials placed in stores. She recommended that there is a need for more CPSTs and community health workers to support these efforts.
- Zakkiyyah suggested that outreach efforts could be more effectively tailored to reach groups with lower usage rates.
- Andrea noted that the availability of car seats can result in varying outcomes in outreach.
- Carissa Johns, Orange County Sheriff's Office, added that based on the observational data, as well as hospital and community feedback, booster seat usage continues to be a major challenge.
- Morya highlighted that a previous labor-intensive task force initiative focused on increasing safety belt use in low- usage communities produced measurable improvements in those areas.
- Brenda asked if there would be interest in gaining additional resources for evaluation efforts such as the observational surveys?
 - Alan stated that while expand the sample size could yield richer data, the current sample size is designed to ensure timely and efficient survey completion.

Law Enforcement Awareness Survey

Tim Roberts, Florida Law Enforcement Liaison (LEL) Program, introduced himself and presented summary of the Law Enforcement Occupant Protections Survey results. He noted that the survey, distributed on October 24, 2024, received 325 responses anonymously from officers across the state, encouraging honest feedback. The survey collected data on officer location (at the LEL Region level), years of experiences, safety belt use on and off duty, reasons for non-use, and typical responses to safety belt and child restraint violations. Tim analyzed the data by agency type, FDOT district, and experience level, comparing results with earlier 2024 responses to

identify trends in officer attitudes and behaviors. He reported improvements in awareness of enforcement strategies, personal safety belt use, and standard practices for handling violations.

Participants had no questions or comments:

UF CPS Scholarship and Stipend Presentation

Jasper Masciocchi, University of Florida (UF), introduced herself and presented on Florida's Child Passenger Safety (CPS) Scholarship and Stipend Programs. She provided the program's overarching goal of improving roadway safety across the state by prioritizing occupant protection through education, enforcement, and community outreach. The program aligns with the US DOT's Safe System Approach, focusing on behavioral safety factors such as safety belt use, impaired driving, and speeding- three leading contributors to fatal crashes. Jasper reported that in 2024, occupant protections was a primary factor in a majority of Florida's 3,134 roadway fatalities and 14,033 serious injuries.

She highlighted that statewide efforts to grow and maintain a strong network of CPSTs and Instructors (CPST-1) training programs, which are supported by scholarships and stipends to expand access and encourage participation. Jasper stated that as of March 2025, Florida has 1,461 technicians, 91 instructors, and 4 instructor candidates, which plans to expand through targeted training and mentorship. She emphasized that scholarships are available to offset the costs of technician certification, and stipends are awarded in priority counties—particularly those identified in the FDOT Safety Matrix—to encourage instructor development and maintain balanced technician-to-instructor ratios across all FDOT districts. Jasper added that the training includes nationally recognized Safe Kids CPS Certification Courses, which span 3 to 4 days and blend classroom instruction, hands-on experience, and community-based child safety seat checkup events. She outlined qualifications of the instructor candidacy, which requires at least six months of certification, event participation, and demonstrated teaching ability. Additional enrichment courses, such as school bus endorsements and adaptive transportation training, further enhance the skill set of certified professionals. Jasper concluded by underscoring the program's vital role in fostering a culture of safety throughout Florida. Through continued investment in scholarships, stipends, and strategic training opportunities, the program supports Florida's Vision Zero goal to eliminate traffic-related fatalities and serious injuries.

Participants had the following questions and comments:

- A participant inquired how District 2 plans to sustain the program in the upcoming fiscal year given the current number of instructors.
 - Jasper stated that this is an ongoing concern.
- Another participant noted the 4 out of the 22 counties could send significantly more technicians than they currently do through the program in the last 15 years.
- A participant asked about whether the listed instructors are actively engaged in their respective counties or simply holding active certifications?
 - Jasper clarified that while the instructors listed are certified, they are not necessarily active within the county.

Action Plan Report Out

Danny 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 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)

- *FY24-25:*
 - July 21-22, 2025
- *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:

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Willem de Greef, FDOT

Traffic Safety Program Manager
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Patricia Turner, UF T2 Center

Safety Resource Center Program
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Florida Occupant Protection Strategic Action Plan

Updated May 8, 2025

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	Meeting cancelled	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
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	Updated action plan during subcommittee meetings	Posted on website	Posted on website.	Posted on website

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	Will present at Q1 FOPC Meeting.	Presented on 11/13/2024	Presented on 11/13/2024	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.)	Considering including Biospatial info in Fact Sheet.		Analyzing Biospatial data	No additional sources identified.
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Survey data indicates FL's rural counties (Group III) are lowest use.	Focusing on rural counties	Subcommittee focused on rural counties and local roads.

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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.	Identifying priority best practices for FOPC consideration	Looking at how we can implement our version of High Five Program. Mark to present at next meeting.	Continuing to discuss High Five. Mark to present at a future meeting.	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	Ongoing.	On Hold.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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.	Attending upcoming coalition meetings.	<p>FDOT Program managers are looking to do some more cross training.</p> <p>SMFL is working on CarFit.</p> <p>Teenagers are 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>

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	May 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.	Focused on increasing representation on outreach and low use groups.	Ongoing.	Ongoing.
1D.2	Susie Kolb Dewey Painter Petra Stanton	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	Ongoing. Also looking at Pediatricians	Ongoing. Faith Based Organization? Amy has someone that might work. Fransisco.Pan toja@dot.state.fl.us.	Ongoing. CS to coordinate with FDOT to review prior membership rosters and identify gaps.	Ongoing.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
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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.	V e h i c l e R e c a l R a c k O a r d s a v a i l a b l e o n c h e c k t o p r o t
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Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
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?)				

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GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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	Tim presented After Action report at Q2 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.
2A.6	Nick Wollschlager	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Ongoing.	Ongoing.	Ongoing.	Ongoing.
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Complete	Complete	Complete	Complete

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
2B.1	Tim Roberts Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Tim presented at Q2 meeting	Will present at a future FOPC meeting.	Will present at a future FOPC meeting.	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	Under development

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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.	Presented at Q2 meeting	Will present at a future meeting.	Will present at a future meeting.	Will present at a future meeting.
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.				
2C.3	Nick Wollschlager	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practice guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
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	Aug 2024	Nov 2024	Feb 2025	May 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.	Ongoing. Waiting on website			UF looking through lists and instructors. Good feedback on orientation and newsletter.
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
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.
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	Aug 2024	Nov 2024	Feb 2025	May 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.	Number of CPST-Is trained.				Orlando 3/31-4/1 Sarasota 6/16-17 Additional locations may include Lee and Broward

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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.	Ongoing.	Low use groups need languages beyond Spanish and Creole	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	Updates ongoing
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Complete and being distributed.	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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 2025
3B.5		Medium-Term	Develop and distribute CPS Responsibility Guide to potential CPST Supervisors to ensure they understand expectations of CPSTs	Number of materials distributed				

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

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

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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	Reviewed and revised at Q3 Meeting
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	Nothing relevant.	Nothing relevant.	Nothing available yet.	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	Aug 2024	Nov 2024	Feb 2025	May 2025
4A.1	Michael Binder	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	To be completed after 1B.2	Update ongoing.	Update ongoing.
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Will present at Q1 Meeting.	Presented on 11/14/2024	Presented on 11/14/2024	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	Presented at Q3 FOPC Meeting	Will present at future FOPC meeting	Will present at a future meeting.
4A.4	Andrea Atran Dewey Painter 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.	Materials available. Discussed value of virtual materials and distribution	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	Aug 2024	Nov 2024	Feb 2025	May 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.	Schedule time to review materials.		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.	CS to send to FDOT.		Discussed creating standard social media posts to share with partners	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 Dewey Painter David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.				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	Aug 2024	Nov 2024	Feb 2025	May 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	
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	To be completed after 4C.2	Ongoing.	Ongoing.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2024	Nov 2024	Feb 2025	May 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	Will post on website.	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.	Will present at Q1 FOPC meeting.	Presented on 11/14/2024	Presented on 02/13/2025	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.