



# Florida Teen Safe Driving Coalition

## Meeting Report

June 15-16, 2021

*Prepared for:*

**Florida Department of Transportation**

*Prepared by:*

**Cambridge Systematics, Inc.**

## 1.0 Attendees

The participants in the June 15-16, 2021 Florida Teen Safe Driving Coalition meeting are listed below.

Name	Organization	Attendance
Chief Art Bodenheimer	Lake Alfred Police Department	<input checked="" type="checkbox"/>
Amanda Throndsen	Florida Department of Health (FDOH)	<input checked="" type="checkbox"/>
Andre Jamison	Drive Trainer	<input checked="" type="checkbox"/>
Andrew Johnson	Florida Department of Transportation, Law Enforcement Liaison	<input checked="" type="checkbox"/>
Sgt. Anthony Palese	Florida Highway Patrol (FHP)	<input type="checkbox"/>
Barbara Lee	Florida Department of Transportation (FDOT)	<input type="checkbox"/>
Carlos Sarmiento	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
Carmen Puccio	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
Chris Keelin	St. Johns County Tax Collector	<input type="checkbox"/>
Chris Swinson	Coral Springs Police Department	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
Daphne Lampley	Operation PAR, Inc.	<input type="checkbox"/>
David Summers	Trauma Agency - Health Care District Palm Beach County	<input checked="" type="checkbox"/>
Deborah Adams	Florida Virtual School	<input type="checkbox"/>
Dekova Batey	Gainesville Bicycle and Pedestrian Program	<input checked="" type="checkbox"/>
Derek Stewart	Florida Virtual School (FLVS)	<input checked="" type="checkbox"/>
Edith Wong	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input checked="" type="checkbox"/>
Eric Stern	School District of Palm Beach County	<input type="checkbox"/>
Ginger Regalado	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
John Bolen	Treasure Coast Driving School	<input checked="" type="checkbox"/>
Jose Soto	State Farm Insurance	<input type="checkbox"/>
Juanita Williams	Florida Department of Transportation	<input checked="" type="checkbox"/>
Lindsey Pavlick	AAA – The Auto Club Group/ACG	<input checked="" type="checkbox"/>
Lorisse Garcia	Always Wear Your Seatbelt Foundation	<input type="checkbox"/>
Lynn Glover	Twin Visions	<input checked="" type="checkbox"/>
MaryRose Sirianni	AT&T	<input checked="" type="checkbox"/>
Mark Allen	All Florida Safety Institute	<input checked="" type="checkbox"/>
Matt Nasworthy	AAA – The Auto Club Group/ACG	<input checked="" type="checkbox"/>

Melanie Brocato	Broward Sheriff's Office Fire Rescue (BSOFR)	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition (FTSDC)	<input checked="" type="checkbox"/>
Michael Zinn	D7 Community Traffic Safety Team (CTST)	<input checked="" type="checkbox"/>
Petra Vybiralova	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Peter Hsu	Florida Department of Transportation (FDOT)	<input type="checkbox"/>
Rachel Silber	Hollywood Hills High School	<input checked="" type="checkbox"/>
Ray Graves	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input type="checkbox"/>
Renee Napier Lord	The Megan Napier Foundation	<input type="checkbox"/>
Robin Sims	Florida Virtual Schools	<input checked="" type="checkbox"/>
Sharon Hall	Mothers Against Drunk Driving (MADD)	<input checked="" type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison (LEL)	<input checked="" type="checkbox"/>
Wendy Grant	Always Wear Your Seatbelt Foundation	<input type="checkbox"/>
<b>Coalition Support</b>		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Nusrat Sharmin	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance:

- Leah Wilson, Broward Sheriff's Office (BSO)
- Robert Wallace, Florida Department of Transportation (FDOT)
- Shaun VanBeber, Florida Law enforcement Liaison (LEL)
- Taaka Fields Moore, Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Wendy Hughes, Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

## 2.0 Meeting Notes – June 15-16, 2021

### **Welcome and Introductions**

Melissa Valido, Florida Teen Safe Driving Coalition (FTSDC), welcomed participants to the June 2021 FTSDC meeting. She thanked everyone for their attendance and asked everyone to introduce themselves.

### **FTSDC Housekeeping and Updates**

#### ***FTSDC Website Updates***

Melissa provided an overview of recent website updates. She said new resources have been posted for 100 Deadliest Days for Teen Drivers, AAA's How to Drive Online, and the 2021 Teen Driver Safety Week Resource Hub. She reviewed the 2021 FDOT Traffic Safety Campaigns calendar and highlighted key dates between June and August 2021 for teen safety outreach opportunities.

#### ***Safe Driving Guide for Parents and Teens***

Melissa shared an update on the Safe Driving Guide for Teens and Parents. She said 5,000 copies have been printed and are being distributed to traffic safety partners. The Safe Driving Guide is also available on the [FTSDC Website](#).

Melissa said the Memorandum of Understanding (MOU) with the Florida Department of Highway Safety and Motor Vehicle (FLHSMV) is still in progress. Once finalized, FLHSMV will be able to provide the list of all registered teen drivers' addresses so the coalition can send the guide to each of them individually.

#### ***Social Media Campaign Updates***

Melissa provided an update on the latest social media campaigns, focused on "You Aren't the Only Driver On the Road." She noted the campaign was conducted in partnership with the Safe Mobility for Life (SMFL) Coalition, and it was very successful across Facebook, Instagram, and Twitter. Similar campaigns were conducted with a focus on impaired driving focus, work zones, and distracted driving. The Global Youth Traffic Safety month conducted outreach focusing on overall safe driving.

Melissa said the 100 Deadliest Days for Teens campaign is currently underway. She reviewed several marketing materials related to this campaign and requested members to reach out if they need any materials.

#### ***Motorcycle Poster***

Melissa presented a motorcycle safety poster developed in collaboration with the Ride SMART Florida Coalition. She said the subcommittee is currently finalizing the poster and it should be available soon on driver education classroom.

#### ***Parent Teacher Association (PTA) Conference Presentation***

Melissa noted the 2021 Florida PTA Conference will be held on July 17, 2021 and she will be giving a presentation during one of the sessions. She asked participants to identify materials and other information that she should bring with her to the conference to share with the conference attendees.

*Participants had the following questions or comments:*

- Petra Vybiralova, Johns Hopkins All Children's Hospital, said she shared the 100 Deadliest Days for Teen Drivers resource page with Safe Kids members as well as posted to their Facebook page.

### **FDOT Strategic Highway Safety Plan (SHSP) Update**

Chris Craig, FDOT, said the Florida SHSP was published in March 2021, and is posted on [FDOT website](#) for download. He thanked coalition members for the input provided during the update process and said the members will be informed when hard copies of the plan are available. Chris noted the SHSP will guide the upcoming update of the FTSDC Strategic Plan.

*Participants had the following questions or comments:*

- Melissa indicated the current Florida Teen Safe Driving Strategic Action Plan is posted on the [FTSDC website](#).
- Are Target Zero and Vision Zero the same? Are they working on the same mission?
  - Vision Zero is a national initiative and many communities around the nation have adopted Vision Zero principals. Target Zero shares the same values and commitment to zero traffic fatalities and serious injuries. These initiatives are well coordinated.
  - Around 15 cities in the state of Florida have adopted the Vision Zero mission.

### **FTSDC Teen Driver Fact Sheet-2021 Update and Discussion**

Daniel Shopf, Cambridge Systematics, said the data team will work on updating the Teen Driver Fact Sheet for 2021. He reviewed the [2020 Fact Sheet](#) and shared an overview of how the data can be presented differently to make this fact sheet more useful for everyone, by adding some more content and narrative to better explain the graphs. He asked coalition members to share their feedback.

*Participants had the following questions or comments:*

- Would be good to identify if there is a statistical significance and difference between the teen rates and overall crash rates.
- Can offer some suggestion in narrative to explain the nuances. Need to consider who would be the audience when drafting the narratives.
- The teen fact sheet is most useful for presentations. Members like being able to use the data or graphs in their presentations.
- Would be good to identify the outreach initiatives taking place in a county/location and check that against the data to see if there is a decrease.
- Would like to see a graph of how impaired driving by teens has increased/decreased. Decern the difference between alcohol and other substance impaired in teen driving.
- It would be interesting to see time of day broken down by age to get a better understanding for graduate driver licensing (GDL). If these crashes are happening after nighttime driving restrictions.

- Could also do this based on impairment. Are there more instances of alcohol at night, drug during the day or both?
- Adjust the color code of the legends to make those clear.
- Modify the crash by age graphs by number of licensed teen drivers, and crash by vehicle types graphs by the number of registered vehicles to teens.
- Focus on number of licensed drivers rather than vehicle miles traveled (VMT) for the fatality and serious injury rates maps.
- In addition to alcohol and marijuana, are there data on teen drivers with anxiety or attention-deficit/hyperactivity disorder (ADHD) medicines.
  - Elise Batchelor, FLHSMV, said the crash report tracks drowsy driving as a condition at time of crash, but the report does not track if the driver took any prescribed medication. She said she would check with her data team to see if there is a way to track this data down.
- Have you done any surveys directly with teens in terms of behaviors?
  - Lindsey Pavlick, AAA, shared a link to [2018 AAA Teen survey](#).

Danny thanked attendees for their input and will present an update on the fact sheet at the next meeting.

### **Open Forum: Updates & Sharing**

Melissa opened the conversation for member updates. Participants had the following updates:

- Matt Nasworthy, AAA, announced he will transition his responsibilities with the coalition to Lindsey Pavlick. Lindsey has been working on traffic safety for many years.
- Sharon Hall, Mothers Against Drunk Driving (MADD), said their program specialists were able to ramp up some social media campaigns. They focused on virtual presentations over the last years and have started working their way back into schools in-person. They conducted an outreach to high school principals in the state and created a parent's program where the parents would watch an online presentation and do a survey. MADD shared information with the principals to email to parents of students at their school.
- Elise said travel is being approved on a case-by-case basis for the FLHSMV Drive with Care Program. Wendy Hughes and Taaka Fields Moore from FLHSMV are attending summer school in driver education program and a new team member is starting in a few weeks. They will start by reaching out to Driver License and Assistance Programs and connecting with high schools around the state.
- Petra reported Manatee County was the top county for teen crashes. They pulled emergency medical service records in Manatee County and connected with the Manatee County School Board on addressing the teen driver safety challenges. Received a grant from AAA for a Battle of the Belts program. They will be working with the school board on the public service announcement.

- Ginger Regalado, FDOT, reported they are doing in-school as well as virtual team presentations. Worked on a PSA for students related to distracted driving and wrapping up a PSA with students on seat belts. They will be doing PSAs on crosswalk usage and speeding/aggressive driving.
- Carmen Puccio, FDOT, noted Community Traffic Safety Teams (CTSTs) in FDOT District 4 are partnering with Safe Kids and Treasure Coast to get into schools to do teen safety programs. Safe Kids are allowing them to do a presentation on traffic safety program.
- Mike Zinn, CTST, said CTSTs in District 7 are similar to District 4. They are considering to start meeting quarterly in-person and two additional meetings virtually to continue to leverage the strong participation from the last year.
- Melanie Brocato, Broward Sheriff's Office Fire Rescue (BSOFR), reported they had a great outreach on teen driver safety program, for teens enrolled in high school. They plan to be back in the schools for the next school year but expect to stay connected via virtual programs too.
- Carlos Sarmiento, FDOT, reported District 6 CTSTs are a little slower to meet in-person. The team will continue to meet virtually but will plan to conduct in-person outreach and education as those events start to occur. He noted Miami-Dade county expressed interest in promoting teen safety week and he is working with Melissa on that.
- Melissa reported they are reinstating Weeks of Awareness for the next fiscal year (starting October 1, 2021). They will be visiting several counties with high teen crash rates based on traffic safety matrix, over the six week period. The priority counties that they will be visiting are- Orange, Miami-Dade, Hillsborough, Pasco, Pinellas, Broward, Palm Beach, Alachua, and Lee. Melissa noted the Teen Driver Safety Week is at the end of October and they are reengaging with partners in doing a face-to-face presentation.
  - Ginger offered to help with Hillsborough, Pasco, and Pinellas County visits. Carmen and Rachel Silber, Hollywood Hills High School, offered assistance for the team visit at Broward County.
  - Consider reaching out to the Hillsborough Sheriff Office to team up in order to get into the school. They have a teen subgrant and they do outreach in those schools.

Melissa also reported that they are working with the Florida Law Enforcement Liaison (LEL) program to display hands free messaging and signage for school zones.

- In some counties, high-schools are not considered school zones. These signs should be near high schools regardless.
- Dekova Batey, Gainesville Bicycle and Pedestrian Program, said Florida Legislation requires middle and elementary schools be designated as school zones, but not high schools.

Melissa shared three videos produced by State Farm focused on teens educating their parents on safe driving behaviors. They plan on creating another hub with teen resources on the FTSDC website, from where teens can download materials and educate their parents.

## **Subcommittee Group Report-Out on Progress**

### ***Occupant Protection (Unrestrained/Seatbelt)***

Petra provided a brief overview of the past Battle of the Belts program which was implemented locally in few counties. The subcommittee shared the idea of conducting a statewide web-based Battle of the Belts program and creating a toolkit as part of the program. The group will draft a program for Florida considering Tennessee's Battle of the Belt program timeline.

### ***Aging Road Users***

Sharon said they will create an educational material for the aging road user and teens on different types of alerts (e.g. amber, silver, purple, missing child alerts etc.) in Florida. The content would include what different alerts mean, color codes, how to pay attention, how can be a helpful assistance etc. They will also do a social media outreach on the alerts.

### ***Commercial Motor Vehicles (CMV)***

Chris Craig said he met with Larry Coggins, MADD, who is coordinating with the No-Zone Education coordinator. The subcommittee is reaching out to contacts to identify what materials they have available on No-Zone program. Melissa will do some research on "Teens in the Driver Seat" – a Texas based pilot program, and report back to the coalition.

### ***Work Zone & School Zone***

Juanita Williams, FDOT, presented some draft rack cards on work zone safety and school zone safety that the team has been working on. Once approved, the materials will be posted to the FTSDC website. They are focusing on producing some materials for school bus safety week campaign, which is in October.

### ***Distracted Driving (Education Group)***

Melissa reported the three areas of education that the subcommittee will focus on are- safety education on vehicle technology (what to be aware of when using technology), education on the dangers of using voice-to-text while driving (why hands free isn't necessarily safe), tip card on how to say no to phones while driving.

### ***Motorcycle***

Andrew Johnson, LEL, reviewed the draft Motorcycle Safety poster produced by the subcommittee. They will make few adjustments to finalize the poster. The subcommittee discussed distribution strategy of the poster and talked about producing a similar poster promoting scooter safety. They would consider creating a template for CTSTs on micromobility rules and laws.

### ***Speed/Aggressive***

Juanita said the subcommittee realized that teens have been overwhelmed with various educational materials, so they are looking for a more interactive approach. Currently considering a contest where teens



can identify ways to better engage with their peers on different traffic safety topics. Also considering options for partnerships to increase awareness of the danger of speeding and aggressive driving.

### ***Impaired Driving (Law Enforcement)***

Art Bodenheimer, Chief, Lake Alfred Police Department, said the subcommittee discussed the distribution of Portable Breath Test (PBT) to the LE officers in coordination with Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) classes. The PBTs can be useful for the SROs as well.

### ***Teen Driver Safety Week***

Melissa provided an overview of last year's Teen Driver Safety Week initiative. The subcommittee will refresh the Resource Hub of the FTSDC website and update some social media content. Last year's meme contest at the safety week was successful. For this year, the subcommittee is considering arranging a TikTok contest and create a supporting toolkit.

### ***Bike/Pedestrian***

Dekova Batey, Gainesville Bicycle and Pedestrian Program, reported the subcommittee will try to get teens engage in a peer discussion on bike-ped related topics. They have received the information on Florida's top ten citation of violation by teens. Also discussed laws related to e-scooter ride and implementation for municipalities. They are looking for trauma data on e-scooter.

### ***Impaired Driving (Policy)***

Sharon reported the subcommittee will coordinate with partners to share their social media campaigns/contents. Mark Allen, All Florida Safety Institute, suggested creating a short video on impaired and distracted driving, and make that as a mandatory part of the driver license testing process. This would be a good opportunity to engage teens and identify important safe driving challenges

### ***Graduated Driver Licensing (GDL)***

Melissa reported the subcommittee discussed last year's GDL video contest for peer education. The technical nature of the GDL makes a video contest difficult. They are considering a new education approach focusing on parents. The subcommittee would like to partner with FLHSMV and FDOT to issue dedicated brochure on GDL and hand it out to the parents when a learner's license is issued to the teen.

### ***Distracted Driving (Policy Group)***

MaryRose Sirianni, AT&T, noted the "Hands-Free" bill did not pass in the prior legislative session and there could be an option to file the bill at the next legislative session. She asked members associated with this coalition to reach out who can support or lobby the "Hands-Free" bill during the next legislative session.

### **Car Dealership Outreach**

Andre Jamison, Drive Trainer, reported the subcommittee will approach the Florida Automobile Dealer Association and start contacting the larger auto dealer groups. They will create a packet of ready materials for the auto dealers and try to get endorsement from the dealership. Will also try to get the materials promoted through the auto dealers' websites.

### **School District mailing List**

Mark will share an update at the next meeting.

### **Public Comment Period**

There were no comments from the public.

### **Upcoming Meeting Dates**

Melissa reviewed the upcoming FTSDC meeting date:

- August 10-11, 2021 (In-Person), Hilton Garden Inn, Lake Buena Vista/Orlando (New location).

Melissa asked members to plan on attending the August meeting considering their agencies travel restriction policies. She asked feedback from the coalition if they want to do future in-person, virtual or hybrid meeting (two meeting in-person, two virtual).

### **Adjourn**

Contact information for Florida Teen Safe Driving Coalition (FTSDC) questions:

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