



# Florida Teen Safe Driving Coalition

## Meeting Report

December 14 -15, 2021

*Prepared for:*

**Florida Department of Transportation**

*Prepared by:*

**Cambridge Systematics, Inc.**

## 1.0 Attendees

The participants in the December 14-15, 2021 Florida Teen Safe Driving Coalition meeting are listed below.

Name	Organization	Attendance
Chief Art Bodenheimer	Lake Alfred Police Department	<input 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"/>
Bill DeMott	The Keri Anne DeMott Foundation	<input checked="" type="checkbox"/>
Sgt. Anthony Palese	Florida Highway Patrol (FHP)	<input checked="" type="checkbox"/>
Carlos Sarmiento	Florida Department of Transportation (FDOT)	<input checked="" type="checkbox"/>
Chris Keelin	St. Johns County Tax Collector	<input checked="" 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 checked="" 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"/>
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input checked="" type="checkbox"/>
Eric Stern	School District of Palm Beach County	<input checked="" type="checkbox"/>
Ginger Regalado	Florida Department of Transportation (FDOT)	<input 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 (FDOT)	<input type="checkbox"/>
Kristi McElroy	Mothers Against Drunk Driving (MADD)	<input checked="" type="checkbox"/>
Leilani Gruener	Florida Department of Highway Safety and Motor Vehicles	<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 type="checkbox"/>
Mark Allen	All Florida Safety Institute	<input checked="" type="checkbox"/>
Matt Nasworthy	AAA – The Auto Club Group/ACG	<input 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-Stanton	Johns Hopkins All Children’s Hospital	<input checked="" 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"/>
Robin Sims	Florida Virtual Schools	<input type="checkbox"/>
Ronda Cerulli	Safe Kids Treasure Coast	<input checked="" type="checkbox"/>
Sharon Hall	Mothers Against Drunk Driving (MADD)	<input checked="" type="checkbox"/>
Tim Roberts	Florida Department of Law Enforcement	<input checked="" type="checkbox"/>
Wendy Grant	Always Wear Your Seatbelt Foundation	<input type="checkbox"/>
Wendy Hughes	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input checked="" type="checkbox"/>
<b>Coalition Support</b>		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in attendance:

- Janice Martinez, LEL D7
- Andy Beymer, LEL D1
- Jon Askin, EL D%

## 2.0 Meeting Notes – December 14, 2021

### Welcome and Introductions

Melissa Valido, Florida Teen Safe Driving Coalition (FTSDC), welcomed participants and thanked them for their attendance. Participants introduced themselves to the coalition. She reviewed the agenda and the meeting followed.

**FLHSMV Driver Education List – Memorandum of Understanding (MOU)**

Melissa gave an update on the MOU for FLHSMV Driver Education List. The goal of the collaboration with FLHSMV is to receive a list of recently licensed teen drivers and formally address their parents/guardians with teen safe driving materials.

*Participants had the following questions and comments:*

- Chris Craig, FDOT, said teen driver data will be obtained through a monthly protected file containing personal information. As soon as FLHSMV signs, the coalition will receive the addresses of recently licensed teen drivers and a copy of the Safe Driving Guide for Teens and Parents will be sent out targeting their parents. Chris said he will continue to follow up with FLHSMV until the MOU is finalized.
- Elise Batchelor, FLHSMV, asked who to connect with to obtain the data.
  - The coalition will obtain all of the back data containing over 200,000 names.
- Sharon Hall, MADD, asked what materials will be sent out?
  - The [Safe Driving Guide for Teens and Parents \(flteensafedriver.org\)](https://flteensafedriver.org) will be sent out. These materials were provided at the previous coalition meeting and are available on the coalition website.

**Teen Driver Safety Week and TikTok Contest Results**

Melissa provided a recap of Teen Driver Safety Week held on October 17-23, 2021. The resource committee developed a resource hub that included traffic safety projects, posters, announcements, social media, the Proclamation from the Governor, and live interview content. Melissa displayed the Governor's Teen Driver Safety Week proclamation, available at [Teen Driver Safety Week Proclamation \(flhsmv.gov\)](https://flhsmv.gov). The proclamation included the FTSDC.

Melissa thanked AAA for sponsoring the prizes in the TikTok Contest in which there was \$5,000 in total prizes. Melissa explained the contest rules for each category of participant (individual and school) as well as the cash prize amount for each winner and runners up. The contest winners and winning video submissions are available at [TikTok Safe Driving Contest Winners - Florida Teen Safe Driving Coalition \(flteensafedriver.org\)](https://flteensafedriver.org). Melissa emphasized the importance of obtaining more entries in sponsored contests.

*Participants had the following questions and comments:*

- Danny Shopf, Cambridge Systematics, asked what marketing is being done to promote the contests?
  - Sponsored ads are run on Facebook and Instagram, and TikTok. An internet banner was also utilized. Melissa said the coalition, Students Against Distracted Driving (SADD) chapters, and School Resource Officers (SROs) were emailed.
- Bill DeMott asked if the coalition can access the videos?
  - The videos are available on the coalition website and YouTube. The majority of submissions came from Wiregrass Ranch High School in Pasco County. The videos are also on the coalition's TikTok account managed by the Student Leadership Council (SLC).

## **Week of Awareness Presentations**

Melissa reviewed the Week of Awareness presentations. She said part of the grant funds traffic safety speakers to visit areas identified by the Highway Safety Matrix as areas with a high volume and high rates of teen driver fatalities and serious injuries, such as Miami Dade, Alachua, Orange, Hillsborough, Pasco, Pinellas, Broward, and Lee counties. She reviewed the presentations scheduled by location and asked for input on contacts to fill out the locations with open speaker slots. She said the only audience requirement is 100 students due to social distancing. She said virtual presentations are also an option. She said four have been booked in the Tampa area. Broward County has only booked one out six available spots. Melissa demonstrated how to navigate the speaker booking page.

*Participants had the following questions and comments:*

- Chris Keelin, St Johns County Tax Collector, said Dakova Batey, Gainesville Bicycle and Pedestrian Program, should know someone in Alachua.
- Elise wondered if FLHSMV Traffic Safety Center would be involved.
- Chris Swinson, Coral Springs Police Department and Eric Stern, the School District of Palm Beach County, said a recent district level hire might be interested.
  - Carlos Sarmiento, FDOT, asked what are the speaking locations in Miami-Dade?
    - The locations are all around the county and were booked through the Miami-Dade Sheriff's Office. A list with all schools with existing programs can be provided.
- Chris Craig said the LELs can suggest contacts. Coalition members will get it out to SROs and the Community Traffic Safety Teams as well.
- Chris Craig asked if any of the schools had issues?
  - Yes, Palm Beach County did not want to host large presentations of any kind, but it varies by county.
  - Chris said he informed NHTSA about the need to be flexible with varying county conditions.
- Bill asked if the presentation be adapted for Mock DUIs at high schools or could part of the presentation be incorporated.
  - It is subject to where the Mock DUIs are available and if the dates are available. The schedule is set based on availability. Melissa will be in Pasco, but not in Broward. She said she would be happy to dovetail the content together.
- Sharon said she had a high school contact in Pasco County that thanked her for the speaking opportunity, but was not available. She will keep the contact in the loop for next year.

## **Teen Driver Fact Sheet Update**

Danny displayed the most recent Teen Driver Fact Sheet. He said FLHSMV has released new data for 2020, and that Cambridge Systematics is already working on next year's update. The one on screen used 2019 data. After the next fact sheet update the coalition will discuss outliers in the 2020 data.

Danny walked through each section of the fact sheet. The introduction identifies safety challenges for teens. The next sections provide a wide overview of the data trend over the past five years nationally and in

Florida. Teen driver fatality trends at the national level are similar to Florida's trend. Serious injuries, overall, are declining significantly and Florida's teen driver serious injuries align with that trend. One of the major reasons serious injuries are decreasing, despite consistent fatalities and increasing crashes, is suggested to be changes in vehicle safety technology. However, teens are more likely to be involved in crashes when other teens are in the vehicle. Teens are more likely to speed and engage in high-risk behavior. Distractions compound these challenges.

*Participants had the following questions and comments:*

- Mark Allen, All Florida Safety Institute, said what leads to a lot of problems is students lack of geographic awareness. Student drivers execute driving maneuvers when GPS or a mobile device say to do so. Can we take the data a step further and see if teens involved in crashes were lost?
  - Danny said that is a limitation of the existing data. He said several studies as well as NHTSA are looking at additional factors. He said Mark brings up a great point suggesting it would be interesting to understand if a teen driver is distracted looking at a map in unfamiliar area or in a construction zone, for example, are they more likely to be involved in a crash?
  - Mark said many of the teen students in his program are lost once the students are greater than half a mile from their house.
  - Danny discussed the data component of the fact sheet. Fatalities, serious injuries, and crashes were visualized. The data show big decreases in serious injuries. He said this is not an anomaly, but a continuing trend. He said it is great news especially as the number of crashes is increasing. The fatality rate is slightly higher than crashes and the serious injury rate is significantly lower. If people want to get a read on Teen Driving in Florida, this fact sheet provides great information. The data is broken down by day of week with the highest number of fatalities on Saturdays and Sundays. This could be due to more dangerous behaviors on weekends, such as driving impaired, speeding, driving drowsy, or teens may just be driving out of boredom.
- Elise asked how teen fatalities are defined.
  - The fact sheet uses the same definition as the Strategic Highway Safety Plan. The plan defines teen fatalities to be when at least one of the drivers involved is a teen.
  - Chris Craig said the SHSP defines it as teens involved, not at fault.
  - The highest number of crashes occur during the week, but fatalities are higher during the weekend. Danny posed the question of why fatalities are higher on Sunday and Saturday, but serious injuries are higher on Friday to the coalition. He said the 100 Deadliest Days of Summer are not necessarily reflected in Florida's data. Similar to other safety coalitions' data, Florida does not always match the national trend. Impaired driving for example has spikes in March. Danny said the data should be looked at in more detail. The data indicates summers in Florida are different than in other places. This may indicate a need to shift marketing resources to months with the highest fatalities such as March and October.

The data is broken down by age. It indicates that teens are more likely to be involved in crashes that will include fatalities and serious injuries as they age. As teens get more freedom and confidence, they make more mistakes due to inexperience. These trends have been fairly consistent and are validating what the coalition already knows: older teens are more likely to be in crashes resulting in a fatality or serious injury.

*Participants had the following questions and comments:*

- Mark said teens are waiting longer to obtain drivers licenses. He said his instructors are seeing more 17 year old's with Learner's Licenses. He said as confidence increases so does speed.
  - Danny said the team evaluated fatality and serious injury rates per licensed driver, but it ultimately saw a similar trend, despite fewer teens being on the road and being involved in less crashes.
- Elise said 15-year old's will be supervised.
- Leilani Gruener, FLHSMV, said 18 and 19 year old's may have their own cars. Teens may be more apt to take risks with their own vehicle, than when driving a family vehicle.

Danny displayed the geographic distribution of where fatalities and serious injuries involving teens are occurring. The population centers in Southeast Florida, Hillsborough, Orange, and Duval counties, around the major urban areas are where the most traffic incidents involving teens are occurring. Danny said to make the biggest impact, the coalition should focus on the most populated areas. He said a 5 percent reduction in Miami-Dade makes a far bigger impact on the total number of crashes than the same 5 percent reduction in a county with only few crashes.

He laid out the time of day that incidents involving teens are occurring. As expected, a large portion of incidents are occurring at night. This is contrasted with the low fatality hours that correspond with when teens are in school. At night is when risky behaviors happen. Nighttime driving is dangerous for everyone, but especially for teens. Serious injuries occur in the late afternoon, largely concentrated in the 4pm-7pm commuter window where the traffic environment is complex and potentially overwhelming teens sensory and navigational capabilities.

*Participants had the following questions and comments:*

- Elise asked for clarification if those injured are not necessarily just teens.
  - No. As mentioned previously the SHSP defines incidents as "teen" when one of the drivers involved is a teen. However, the teen driver may not have been the one that was injured or killed in the crash.
- Danny reiterated that although there are fewer crashes at night, the crashes that do occur at night are more likely to be more fatal.
  - Bill asked why this might be the case.
  - Danny reiterated that is likely due to teens engaging in higher risk behaviors such as driving impaired, drowsy driving, and speeding, at night.

Danny said a new addition to this fact sheet update was analyzing crashes occurring during graduated driver license (GDL) nighttime driving restrictions. The data indicates teens are obeying nighttime driving restrictions. He noted an outlier in that midnight is highest for 17-year old's.

*Participants had the following questions and comments:*

- Melissa said she reviewed the GDL definition. Despite challenge with enforcement, GDL is the number one countermeasure. She said the countermeasure's biggest weakness is enforcement on behalf of parents. Law enforcement agencies think it is the parents' responsibility, but parents may not know. Teens waiting to obtain a driver license until after a GDL is required also poses a challenge.
  - John Bolen, Treasure Coast Driving School, said parent approval is still necessary.
  - Elise said anyone over the age of 21 can sign for teens. It also depends on the tax collector's office.
  - John emphasized that parents should be more aware of GDL requirements and materials and additional information should be available when they sign off on a teen's learner's permit or driver license.
  - Elise said the MOU is a great idea to make up for the difference in tax collector's office processing.
  - Melissa said that is relevant for utilizing communication channels and existing materials in reference to driver education.

Danny returned to the next section of the fact sheet. The Contributing Factors section discusses the same teen driver crashes, that also involve another Strategic Highway Safety Plan emphasis area such commercial motor vehicles, motorcycle, impaired, and pedestrian and bicycle. He reiterated that the incidents are defined as teen if a teen is involved, not just the one fatally or seriously injured.

Total fatalities numbers are highest in the emphasis areas of pedestrian and bicyclists, unrestrained, impaired, and speeding and aggressive driving. Many of these were suspected, but pedestrian and bicycling stands out. He asked coalition members if more teens are walking and biking or if teens have trouble navigating complex urban environments where there are more pedestrians and bicyclists?

*Participants had the following questions and comments:*

- A participant asked to clarify that the data is not showing that teens are involved in crashes as pedestrians and bicyclists?
- Danny said that would be worth looking into, but is not presented here.
- Sharon asked if speeding and aggressive driving includes racing?
  - Yes, racing is included in the speeding and aggressive driving definition. The full definitions are included in the SHSP and related to the codes in crash reports.



Distracted driving has a high number of serious injuries and a remarkably high proportion of crashes when compared to the other emphasis areas. These crashes may not be resulting in hospital visits, but are a significant problem. Speeding and aggressive driving is the emphasis area that is the second highest for crashes involving teen drivers.

The gender breakdown indicates males are overrepresented in teen fatalities. Males drivers are engaging in dangerous behaviors. Teen male drivers are a key target audience.

Comparing rural to urban areas shows that incidents are overrepresented in urban areas. Rural areas are seeing higher rates of fatalities and serious injuries despite having fewer crashes. This is due to the type of roadways in rural areas that are especially dangerous at night. Urban areas are where resources should be focused overall to eliminate the most fatalities, serious injuries, and crashes.

The vehicle type breakdown is limited by the crash report. Teens fatality trends generally align with Florida's vehicle registration trends (i.e. most fatalities occur in a passenger car or van, the most commonly registered vehicle type). In terms of motorcycle crashes 1 percent of the total crashes involve teens, 2 percent of serious injuries, but 4 percent of fatalities.

The next section of the fact sheet compares data of Florida residents vs non-residents. It is often an assumption that Florida's traffic incidents are related to the amount of annual visitors. The data shows this is not the case in that 90 percent of teen fatalities, 91 percent of teen serious injuries, and 96 percent of teen crashes involve Florida residents.

*Participants had the following questions and comments:*

- Mark asked if other states have similar resident and non-resident breakdowns
- John asked if the fact sheet was discussing teens from other states? Not visitors crashing into non-teen resident?
  - This is just looking at teens. The overall breakdown is the same at 90 percent or more are residents.

The next section of the fact sheet highlighted potential solutions that include marketing and outreach, enforcement, and advancing laws and policies to strengthen GDL.

The fact sheet concludes with a resources section that links to the SHSP, the FTSDC website, Traffic Safety Dashboard, and FLHSMV dashboard. The fact sheet is available at the following link: [Florida Teen Driver Fact Sheet - 2021 - Florida Teen Safe Driving Coalition \(flteensafedriver.org\)](https://flteensafedriver.org).

### ***Recent Teen Driver Trends and S4 Dashboard Data Teen Driver Safety Week***

Danny led a discussion concerning recent teen driver trends using the Signal Four Analytics (S4) dashboard. The dashboard is the public facing section of a data tool repository from FLHSMV. The tool is useful for high level analysis. It enables users to filter by county, emphasis area, and by law enforcement agency. He said he compared teen driving data to other emphasis areas. Serious injuries continue to decline, 2021 numbers are preliminary, but are indicating a slight increase. Fatalities have increased slightly in 2020 and 2021 despite less travel.

There was a drop in fatalities during March 2020. However, the drop was short lived as the number of fatalities increased in April, exceeding the preceding April. This was followed by the greatest increase in of the year in May. Serious injuries in March 2020 were consistent, followed by a significant drop in April, but stayed low through May.

A National Safety Council study looked at the highest fatalities. The study found there was a perception of less vehicles on the road that may have encouraged faster driving. The increase in speed was suggested to influence the increase in fatalities and decrease in serious injuries.

*Participants had the following questions and comments:*

- John said tax collectors' offices were not conducting driving tests at all. Total number of teen drivers is less. There is something that happened during this time period related to decreasing serious injuries that is worth investigating further.
- Mark said maybe the increase in May is tied to school breaking for the summer and seniors graduating.
- Daphne Lampley, Operation PAR, Inc. said the increase in fatalities indicates that teens driving has gotten worse.
- Chris Craig said if parents are home teens can drive the family car more.
- Depression among teens increase also increased
- Are teens not adhering to social distancing?

The takeaways from the data trends are that fatalities are slowly increasing, and serious injuries are declining. Fewer fatalities occurred in March 2020, with a greater increase in May 2020. Serious injuries were lowest in April 2020.

The Vehicle Miles Traveled differs significantly in 2020 compared to other years. The long-term data will vary significantly. It will be interesting what it does to the trend. Updated data is being analyzed and will be reported back before next meeting.

### ***2016 Strategic Action Plan Progress Review-Goal 1: Membership***

Danny reviewed the objectives, strategies, and actions steps for goal 1 of the FTSD Strategic Action Plan.

Strategy 1.1 aims to maintain the appropriate membership and partnerships in the coalition.

Action Step 1.1 is to develop a member agreement. This action step marked as complete by the coalition.

Action Step 1.2 includes updating and maintain a Membership and Friends roster. The coalition marked this action step as ongoing.

*Participants had the following questions and comments:*

- Sharon asked if Friends of the Coalition are considered active resources?
  - Absolutely. Friends are a great starting point for the Week of Awareness involvement, for example.

Action Step 1.1.3 Includes identifying like-minded coalitions and organizations. The status of this action step is ongoing. Although many of the identified organizations were marked as complete by the coalition, the Department of Education was identified as a consistent challenge. All Florida Safety Institute was also identified as a collaborative partner. Melissa gave an update on SROs. She said SROs are under tremendous pressure to be in every school. She said Andy Johnson is coordinating with SROs. The consensus is that the SROs will amplify the coalition's messaging, but it is unlikely SRO involvement on the coalition will be consistent, especially since there is already such substantial law enforcement involvement on the coalition. She noted that the membership list was developed five years ago. Between now and next meeting, the coalition should identify membership gaps and what perspectives are missing.

*Participants had the following questions and comments:*

- A participant asked how to work with an agency like the Florida Department of Law Enforcement, (FDLE), that does not work with Traffic Safety.
  - Melissa said Law Enforcement Liaisons (LEL) provides access, but not active participation.
  - Chris said FDLE toxicology is involved the Florida Impaired Driving Coalition (FIDC), but our understanding is the law enforcement side is not actively participating in traffic safety. He said FDLE has collaborated on legal aspects with intoxilizers, alcohol and, drugs. Melissa asked if there is a difference between DMVs and Tax Collector Offices and is there a benefit in getting a representative from each tax collector?
  - Elise said there is an association. The St John's County Tax Collector is passionate about teen driver safety. *The Tax collector association does have a conference.*
  - Chris Keelin said he presented at the conference recently and said it would be a good opportunity.
  - Bill said he thought of presenting at Institute of Policy Technology and Management conference to reach RSOs as part of training.
- Mark asked if the coalition should focus on individual school boards and districts.
  - Danny said the driver education curriculum comes from the DOE.
  - Melissa partnered with DOE on an updated curriculum last year. She said the coalition should think about how to move the materials forward given that curriculum update. She said district contacts would not be helpful since the coalition would need 67 for each county and district.
  - John said that not all 67 counties and districts provide driver's education anymore. He said the commercial aspect is critical.
  - Mark said to identify safety contacts in each district.
  - Danny said to identify school districts throughout the state as champions as part of a network.

- Chris Craig said curriculum collaboration with FLHSMV and DOE should be part of the new strategic plan as there is a disconnect between the two. Commercial schools are doing well, and schools are still doing driver education, but it is not a priority. Are there opportunities for the coalition to build a PowerPoint or materials to cover the appropriate content?
  - John said it takes longevity to be a driver education instructor in public schools. One of the reasons driver education in public schools is going away is from the lack of support. He said he could see presentations playing more of a role as current instructors retire.
  - Melissa said driver education needs to be affordable and road testing must be part of driver education.
  - John said three school districts have worked with All Florida Safety to have discounted partial school and partial parent funding. Driver's education needs to be more prioritized across the board.
  - Elise asked if the Dori Slosberg Foundation is used to fund driver education?
  - Melissa asked if bigger wealthier school districts have better driver education?
  - Melissa asked if Slosberg dollars feasible to fund driver education?
    - Eric said Slosberg dollars make up most, but not all of the funding for driver's education in the School District of Palm Beach County. He said there was a Legislative Bill that allocated every five dollars from moving violations to a the fund with 30 percent dedicated to behind the wheel driving. He said this funding adds to, but does not supplant or replace other funding. It can go towards curricular and behind the wheel training.
    - Melissa said it was good to know financial stability of the county is not definitive.
    - Mark said the counties All Florida Safety works in do not have enough to provide for the demand.
    - Melissa said due to the lack of ticket writing it can vary. She said FDOT awards subgrants for law enforcement, but it varies across the state
    - Danny said driver education should be incorporated into the next action plan. He posed the question of what opportunities are there for increased driver education participation and programs related to school districts? How can the coalition bolster existing and support the creation of new programs? Are there other opportunities for partnering education materials? What can NHTSA provide through grant funding? Education materials are limited, but presentations, handouts, videos, are some of the other tools available to the coalition.
    - Mark said part of driver education is enhancing the time behind the wheel.

- Danny said what does an ideal circumstance look like?
- Mark said there is no answer to that question. Most of the education is pre licensure.
- Danny said the coalition will discuss what NHTSA says concerning pre and post license education. Post driving education is critical, yet not enough states have implemented it.
- Sharon asked if teens should be members of the coalition?
  - Melissa said she identifies teens through Students Against Destructive Decisions (SADD) for the Student Leadership Council (SLC). Those students are the sounding board. She said ten leaders are actively involved. Attending coalition meetings poses a challenge because the meetings occur during a school day and parental permission is required for travel and attendance during school hours. The perspective teens provide are a valuable asset. *She said a facilitated discussion of teens' input and perspective in regard to driver education should be an item on the next coalition meeting agenda.*
- John asked why there is no legislative outreach?
  - Danny said the coalition does not advocate or lobby for legislative action. The coalition identifies model language, rewrites Florida's law to national standards and best practices, and posts the model language on the coalition website. The information is then available and open to the public.
  - Chris said the Florida Police Chiefs and Sheriffs Association look at model language every year.
  - Eric asked if coalition members can identify bills, work in a subcommittee, champion legislators, and file appropriations bills?
  - Chris said NHTSA funding prohibits all of these things. The coalition can provide materials, but the coalition action stops there.
  - Danny said the next strategic plan will identify legislative priorities. The subcommittee will conduct background research and draft model language.
- A participant asked if the coalition provided materials for the SROs meeting? He identified the driver education conference as a venue for materials to be sent to. He asked if SRO meetings and driver education conference are still meeting? PTO and crossing guards provide a valuable perspective.
- Elise said 300 DLAP materials for Class E exam are contracted with FLHSMV and appreciated receiving education materials.
- Melissa said Cheryl Palmer talked about driver education materials at a Miami-Dade event. She indicated she wanted to see an expansion.

- Elise said it is also encouraging to share USB drives with lessons on it. The backup lesson plans, PowerPoints, and worksheets could be used in variety of classes by substitutes.

Strategy 1.2 consists of identifying and recruiting individuals for a Student Leadership Council. The coalition marked the action steps for this strategy as complete.

*Participants had the following questions and comments:*

- Melissa asked if there were other items the coalition should consider, noting that the SLC is new. The SLC has started being utilized this year, previously the coalition was only identifying students. The groundwork is only as strong as the SADD chapter members. She said she supports getting the opinion of students, but sometimes it is more just soliciting their opinion. She noted the students involved are above and beyond the average student, not the coalition's target audience of young males. She said the SLC may need to be reorganized to reach the average student and target audience.
- Mark asked if the coalition provides community service hours that can be applied to Bright Futures and other scholarship programs?
- Melissa said the coalition does not, but the SADD chapter lead would. SADD is part of a community service governing body with an active advisor that incentivizes with hours. SADD does community outreach, presentations, and webinars in every state. There is no lack of hours available, but students have to follow through on their commitments. Melissa said she is delegating to the students.
- Sharon noted that the group of teens engaged for service hours are likely to be college bound. She said there are multiple approaches, but this would be a better topic for a small group discussion. She said the student groups have high turnover.
- Rachel Silber, Hollywood Hills High School, shared a program book created by her students that was given to the City of Hollywood as exemplary student based work.
- Sharon asked if the coalition conducted outreach to pediatrician's offices.
- Melissa said yes contact was made with the governing body, but the governing body declined active participation, but affirmed its interest to stay informed of the coalition's activities.

Danny said revising the Strategic Action Plan is ongoing. The discussion will continue at multiple meetings to identify gaps.

### **Wrap Up and Next Steps**

Melissa provided an overview of the agenda for Day 2. She charged the coalition with generating other membership targets. She also told the coalition to think of various ways to impact driver education and strategic ways to engage. Tomorrow's agenda includes Respect the Rig and Ground Your Parents presentations and a discussion of teen driving focused countermeasures found in NHTSA's *Countermeasures That Work* in addition to the remaining Strategic Plan Update.

Melissa thanked attendees for their participation and said the meeting would continue tomorrow morning.

**Adjourn-** Day One of the coalition meeting adjourned at 4:00pm

## **3.0 Meeting Notes – December 15, 2021**

### **Welcome and Day 1 Recap**

Melissa welcomed attendees back and thanked them for their participation. She reviewed the agenda for Day 2 of the meeting.

### **2016 Strategic Action Plan Progress Review- Goal 2: Outreach & Education**

Danny reviewed the objectives for Goal 2. He reviewed the status of Action Steps 2.1.1-2.1.5. The coalition marked actions steps 2.1.1-2.1.5 as complete.

Action Step 2.1.3 includes reviewing results of the survey created to develop a marketing and outreach approach for the coalition's information and materials distribution by topic area.

*Participants had the following questions and comments:*

- Eric suggested developing a better relationship with Leon County schools.
  - Danny said that could be included in Goal 1.
- Petra Vybiralova-Stanton, Johns Hopkins All Children's Hospital, said the coalition should have autonomous vehicles impacts as a topic area for materials production.
  - Danny said the Florida Occupant Protection Coalition Strategic Plan includes a strategy to research impacts and develop education materials for new technology. He suggested the coalition could adapt that language to use in the Teen Driver Safety Strategic Action Plan.
- Elise said that since the first place students learn is home, the coalition should dig deeper to provide resources to parents and to find more ways to reach teens through other outlets.
  - Danny said better connections to parents is a huge step in right direction and among NHTSA's Proven Countermeasures that Work recommendations.
- Chris Craig asked if drowsy driving is included.
  - Melissa said no, but that it should be. She said there is no safe options for teens besides do not drive. As a group the coalition should reach consensus on a unified voice given limited options.

- Dekova said community churches, social groups, and other influential community groups can help with guiding parents.
  - Danny said parents will be the target of the materials.
  - Andre asked at what age will parents start talking to children about driving. Would it start in middle school?
- Eric said he can help with DOE. He said 17 of 67 districts have active PTA councils consisting of boards and presidents. There are individual school PTAs, health and safety chairs at the county and school level. Those individuals can provide information to the Florida PTA office which will then send to the county councils and boards.
  - Danny said developing materials for Eric to distribute will be a future action item.
  - Eric said he will make a list of social media accounts to hold group accountable for periodic messaging. Some agencies are more restrictive than others, but personal accounts pose few challenges.

Danny said all materials for each topic area will be on the Traffic Safety Resource Center with no maximum orders.

Action Steps 2.1.6: develop a tool mechanism to test efficacy of TSDC activities is to be determined and ongoing. Danny asked if the coalition will be evaluating by volume of materials distributed? Will the coalition be analyzing data over years in the form of a pre/post analysis? He said it is time to start measuring the coalition's effectiveness to see where and how to shift the coalition's focus and resources.

*Participants had the following questions and comments:*

- Melissa asked if the coalition should adapt materials for drag racing?
  - Chris Craig said absolutely. He said street racing is the common term, but FLHSMV says racing in streets.
  - Chris Keelin said there are materials for street racing.
- Melissa asked how does the coalition provide educational materials on motorcycle, e-bikes, e-scooters, and other mobility trends? She said the coalition should partner with universities, but technology changes so fast.
- Elise said the coalition should track how supply chain issues are affecting older teens' driving and vehicle purchases.
- Melissa asked if there are helmet law for the other mobility options?
  - Petra said motorized bicycle and scooter education should start in middle school.
  - Dekova said the coalition should identify measures to eliminate younger kids using these devices.



- Andy Johnson said there are safety materials for e-scooters. He noted that in Pensacola scooter availability policies changed since there were so many incidents.
- Petra said SROs can issue “fake” tickets that must be signed by a parent or legal guardian to discourage unsafe use.
- Dekova said AAA had a partnership with police departments and Ben and Jerry’s where officers would give free ice cream to those who wore a helmet.
- Chris Craig said golf carts could be an additional topic area.
  - Melissa asked what is the coalition’s goal on teens and golf carts?
  - Elise said the perspective should be to educate parents about the differences between legal and illegal uses of golf carts.
  - Melissa asked if materials should advise that children should not be in golf carts? FLHSMV has materials on what makes a low-speed vehicle.
  - Elise said teens require licenses to operate low speed vehicles.
  - Petra asked if parents and teens know the risks?
  - Melissa said the primary risk is overturning the vehicle.
  - Anthony Palese, FHP, said there are a significant number of fatalities in The Villages, due to overturning. The reason is based on the dynamics of the crash. Operators know the risks of low-speed vehicles, but the vehicles are perceived as toys.
  - Danny said there is opportunity for the FOPC to develop golf cart educational materials as well.
- Chris Craig said FDOT is focused on rail crossings.
  - Carlos asked who is getting killed and hurt in South Florida on railroad tracks? Is it Teens or older adults? He added that many of the bicycle and pedestrian, motorcycle, and e-scooters are primarily in business districts.
  - Bill asked can materials be incorporated in the scooter rental apps?
  - Elise said it depends on the company and pilot programs. The state gave local governments the authority to determine how to approach micromobility programs like these. Some municipalities require safety messaging, but it varies in strictness for age, and helmet messaging. E-scooters are legally considered bicycles, but does the coding vary in the crash report? Is it a bicyclist or a pedestrian?
- Mark said he had not seen rail materials for several years, despite Brightline’s activity. Could the coalition partner with Brightline on safety messaging?
  - Chris Craig said he will double check on rail messaging.

- Melissa asked if it was known if the deaths happening on Brightline tracks are suicides or actual crashes?
  - David Summers, Trauma Agency- Health Care District Palm Beach County, said there is not publicly available information. He said it is not teens though. Lately it has been drivers making poor decisions at gates or stopping on the tracks.
  - Melissa said Elise suggested a call box at railroad crossing that includes do's and don'ts materials.

Strategy 2.2 is focused on determining program effectiveness. Danny reviewed the action steps for Strategy 2.2. The status of the strategy is currently on hold.

*Participants had the following questions and comments:*

- Danny said the strategy is an important step in understanding the effectiveness of the coalition's programs.
- Bill said social media should pay a big part in capturing student feedback.
- Chris Swinson, Coral Springs Police Department, asked if there could there be a metric that looks at the effectiveness of paper compared to electronic materials
  - Danny said it depends on the metric. Will it be the number of people reached? What is effective performance measure to monitor?
  - Chris Swinson said digital materials provide more flexibility for when laws change.
    - Chris Craig said the target audience of young males are more digitally focused. From a resource perspective, FDOT is getting asked for both and is providing both. He said Melissa does a great job on social media. NHTSA will fund both, but there might be a return-on-investment question.
  - Petra said possessing promotional materials at event is critical. Attendees may or may not click on a link, but they will look at materials in person.
  - Chris Craig agreed and added that he is seeing QR codes on 3" x 7" materials.
- Melissa said there are objective and subjective ways to measure success. She said the challenge is that no efforts are so concentrated that crash reports should be used. At prior events, she conducted pre and post surveys with clickers. Paper materials are easier to distribute in schools. It is a challenge to extrapolate data in pre and post surveys given that there is such a limited amount of time to pass 165 clickers. The logistics will be time sensitive.
  - Wendy Hughes, FLHSMV, suggested QR codes as a solution.
  - Melissa said the solution she used in the past was a pizza party incentive; whoever did the most pre/post survey would receive a pizza party. She said the coalition has done well creating materials. She can track website visitors which shows the timeline of increased traffic. The website needs a download link tracker on the back end of the website. She can

tell how many visitors, but not where the visitors navigate or what materials the visitors downloaded.

- Derek Stewart, FLVS, said this is a challenge. He suggested that instead of looking at statewide measures, to focus resources in a couple of counties to move the needle on a smaller scale. Consider focusing on a few counties for an entire year to establish a baseline.
- Chris Craig said the coalition has done that to some extent. There was not a drastic change in numbers. Putting resources all in one place poses another set of challenges as well.
- Melissa said there could be a pilot program that can utilize synergies between coalitions and among partners in the top 25 percent of counties in the Highway Safety Matrix.

Strategy 2.3 focuses on educating teens, parents, caregivers, and law enforcement about safe driving behavior and Florida's teen licensing laws. Danny reviewed the action steps. The status of action step 2.3.1-2.3.13 were marked as complete. The website is online with materials posted. It is functionally well and consistently updated. The outreach plan is complete. Although ambiguous overall, the strategy had 25 specific campaign strategies. She suggested creating a known template or action plan. She said having an action plan really helped once the topic was identified. The ultimate success was in networking. Over time it brought necessary partners to the table.

*Participants had the following questions and comments:*

- Melissa asked if the process could be more streamlined?
- Danny asked Chris Craig if the coalition needs a formal communications plan? Does the coalition need a communications framework? What is the best tool?
  - Chris Craig said he does not think the coalition needs a formal plan since there is no paid media. The coalition needs something less formal that organizes the materials development and network sharing of those materials.
  - Danny said the proper tool would be more of a framework than plan, but with a formalized process. The content audience and partners will vary based on the topic.
  - Melissa said there were a litany of posts developed that were not shared through the FDOT social media channels. She said she will continue to follow up.
  - Melissa said that the coalition should identify new champions for sharing materials and content.
- Melissa identified Graduated Driver's License (GDL), as a topic for discussion. She presented a two-fold question: Should the coalition develop more GDL materials? Or does the coalition need to develop new ways of engagement or both? When the coalition develops new materials, how does the coalition make the materials visually appealing?
- Danny asked how much of the GDL focused engagement is through social media?

- Melissa said every awareness week has at least one GDL message that is shared on social media. The coalition offers various resources that includes stickers and magnets, as well as education in the folder. The GDL message will also be included in the mail out for FLHSMV.
- Dekova asked if the coalition is sending the GDL message to parents?
  - Melissa said the goal of the MOU is to send to parents, be in all tax collector's offices, and be in every driving education group.
  - Dekova asked about peer to peer and community groups as additional options.
- John said it is important to distribute the message to teens, but teens are reluctant to listen. The focus should be on educating the parents.
- Michael Zinn, D7 Community Traffic Safety Team (CTST), implemented geofencing to target aggressive driving at colleges. During that project he learned teens do not use Facebook, but the project had almost a million impressions with a survey attached and a prize. It created an electronic fence over a selected area for targeted ads on Facebook for parents, Twitter, Instagram, and the Next Door app.
  - Carlos said that requires vendors that do programmatic advertising.
  - Danny said that is usually based on the vendor's audience (i.e. Facebook has a different user demographic than TikTok).
- Melissa asked about law enforcement GDL education. She said there are two schools of thought on the issue. The GDL license plate from the New Jersey example is largely successful. However, without the identification on the car, it becomes a profiling issue. Previous administration at FDOT opposed GDL identification on teen vehicles, but we are not sure of the current administration's position?
  - Chris Craig said he was not sure about the current administration, but the previous was opposed to identifying teens in vehicles due to safety concerns.
  - Melissa said there are only so many tip cards that can be made. If the coalition explores the topic of GDL, the coalition should explore new ways of engagement.
  - Danny said GDL is identified in *Countermeasures that Work*, specifically noting the success of GDL in New Jersey.
  - Chris Craig said the coalition should charge Cambridge Systematics with developing a GDL white paper. Chris asked if GDL was mandated in New Jersey?
  - Melissa said she believes so and noted that Pam Fischer spearheaded it.
  - Chris Craig said New Jersey is a small state with different politics.
  - Elise said Florida has a GDL law, one of a few states, but Florida is ranked low. GDL is not the only law pertaining to teens. Parents can rescind driver's privilege due to truancy issues

or many other reasons. If the laws were all incorporated together, GDL could be included to inform parents.

- Derek asked what's the process for updating the parental consent form to include GDL? He said curfews and school attendance are not included on the parental consent form.
- Melissa asked if this would this be a legislative effort?
- Elise said parents and driving education teachers would be key due to the legal nature of it.
- Mark said if the funding is not available to place on the form then it should be made available at tax collector's offices for distribution.
- Melissa asked Chris Craig if variable message boards could be used?
  - Chris Craig said the messages go through a federal approval process. He said operations has a variety of options on hand. He said it would be worth looking into. The downside is that variable message boards are only on major roadways. There are also paid media limitations for billboards.
- Dekova asked how effective insurance agencies are in tracking GDL?
  - Melissa said AAA does push GDL and sponsored the dissemination of the folder.
  - Lindsey Pavlick, AAA – The Auto Club Group/ACG, said they can take it up the chain, but not sure how receptive they would be. There is a AAA drive app where some messaging could be applied as an option.

### **Teens in the Driver Seat-Respect the Rigs Event(s)**

Melissa presented on the Respect the Rig Events throughout the state. The goal of the event was to address what the SHSP identified as high incidents involving teens and Commercial Motor Vehicles (CMV). The events were conducted in partnership with Teens in the Driver Seat. Each event was held over three days, reaching 150 teens throughout the classes. A CMV complete with safety features was brought in so teens could see what is involved in driving a CMV and how vehicles disappear in the CMV driver's line of sight. The event included a review of good driving behavior when interacting with CMVs. There was a table event complete with visuals to show what drivers look like in the rain without headlights. The event provided a three-scenario demonstration: blind spots, distraction-merge lane, and the importance of sharing the road.

The event educated teens about the need to be mindful of trucks at intersections, traffic flow, and why white lines are recessed back. Melissa said it was important to have extra events and games. One of the games aimed to compare response times from a distracted vs a focused participant to highlight the dangers of distracted driving.

*Participants had the following questions and comments:*

- Carlos asked will the coalition do future events in different districts?

- Melissa said Chris and her had a conference call with FLHSMV to make trucks available. The American Trucking Association said hosting a multi-day event prioritizes the coalition in the schedule.
- Carlos said Target Zero should be part of the branding and there should be seven events throughout the state.
  - Melissa said the availability of truck drivers is the main barrier. FHP is willing to help, but cannot do a large number of presentations a year. The next step is making a streamlined presentation that incorporates Target Zero. However, PowerPoint will not help in outside settings.
- Michael said FHP brings trucks to all the high schools.
  - Chris Craig said FHP still has the truck, but data shows teens and trucks were strongly correlated. Melissa is conducting the events with a private partner that will only come to Florida so many times. He said the task team is looking at what FHP can do, since the data is showing incidents involving trucks and teens are spiking. Chris said FHP has a program, but has challenges finding a trooper that can drive the truck. FHP is willing to help, but nothing too extensive at this point in time.
  - Michael asked where FDOT can get involved as the districts have drivers with CDLs.
  - Chris Craig said the truck is ultimately FHP's asset. FHP could assist in content development for a presentation that underlines the experience of the truck driver.
  - Melissa said the coalition could collaborate on a curriculum framework and plan for interactive activities for student engagement.
- Petra asked if the trucks going to priority counties.
  - Chris Craig said the first step is figuring out a program. The American Trucking Association has a national charge.
  - Melissa said multi-day events are prioritized. FHP also says it has to do with location of their officers.
- Carlos asked if the students participating have licenses?
  - Eric said some do, but some do not. Since the event is during class time, the students enjoy a change of scenery.
- Elise said Florida Trucking Association could be involved.
  - Melissa said Florida Trucking Association was also on the call with Chris. She said the national organization has outreach materials such as posters, illustrations, and supplemental field materials that could be included.
- Sharon asked if the coalition will form another subcommittee for a focused topic area? She said the coalition has not discussed local sports teams as an opportunity to reach the coalition's target

audience. She said it has been suggested over the years, but high school booster clubs tend to be focused on their own activities.

- Danny said local sports teams engagement should be considered further.
  - Sharon said it is a captive audience.
  - Carlos said to provide a template and incorporate the branding of the booster organization.

### **2016 Strategic Action Plan Progress Review-Goal 3: Public Policy & Advocacy**

Goal 3 intends to improve teen driving safety laws through advocacy and public policy. Danny reviewed the objectives, strategies, and their associated action steps. Action steps 3.1.1 and 3.1.2 are complete. Action Step 3.1.3 consists of drafting model language that aligns Florida's GDL law with the national model. Danny said that other coalitions illustrate why the existing law needs to change. He said GDL is straightforward and provided by NHTSA. He said the coalition should identify a subcommittee to continue drafting the model language.

*Participants had the following questions and comments:*

- Melissa asked if there is an opportunity to draft the model language as a group saying the subcommittees have not made progress. Is there a resource we can bring in?
- Danny said he will work with Chris Craig to develop a draft for the coalition to review at an upcoming meeting.
- Melissa said to send an overview document.
- Chris Craig said to incorporate highway safety.

Strategy 3.2 is to draft model school policies that correlates teen safe driving behavior with student privileges.

Action Step 3.2.1 is to identify code of conduct for athletes and student driving privileges.

Action Step 3.2.2 is to develop model school policies for teen safe driving and student privileges.

*Participants had the following questions and comments:*

- Danny said the coalition has flexibility to model best practices to consider for students to embrace.
- Rachel said Hollywood Hills High school does this and she will share the form. It says parking is a privilege and that students cannot drive more than 5mph on campus. She said parents and student must sign.
- Danny said that example would serve as a model starting point.
- Melissa said finding someone to champion it is the challenge.
- *The coalition identified a future action item to engage Rachel as an SME, partner with AAA for timeline, and to use a three-touch approach to the parking pass conversation. The coalition wanted to incorporate it into the Prom process, as well.*

- Chris Craig emphasized finding the champion is key.
- Rachel said an effective initiative not only provides community service hours, but also a certificate, proclamation, and/or other low cost, but effective incentives.
- Melissa said the strategy for making champions is through making it easier.
- Chris Craig said there should be a focus on kits for champions.
- Melissa said since the entire folder is finished, the collation can create a different cover and change one of the inserts for a parking pass.
- Eric said it could be part of senior privileges. There could be an opportunity to enhance recommendation that students have to watch a video before signature. He said to push it out to schools in Palm Beach for senior privileges.
  - Bill said seniors often paint a parking space, including the kit could be part of the paint a space ritual.
  - Tim Roberts said schools could make it a competition.
  - Melissa titled the competition, “Want a Space? Educate.”
- Melissa asked the coalition to consider creating a subcommittee for hands free driving. She said parents are the biggest influence. What is the coalition doing to influence that change? The coalition has not gotten to the point of drafting model language, but there is research.
- Danny asked Chris Craig if the TSDC is the right forum for discussion of hands free?
  - Chris Craig said there is a private coalition focused on legislative action to make Florida hands-free. The FTSDC could draft language, but that language needs to be geared towards teens. He said it is hands-free in school and work zones. The goal is to expand hands-free to everywhere. The coalition can draft teen-oriented model language and see where it goes.
- Melissa said someone needs to champion this issue and that the model probably already exists. She also noted that parents are the number one influencer which is why this topic is related to all drivers, and not just teens.
- Danny said to add *an item in the action plan for a hands-free discussion*.
- Eric said Florida PTA helped make distracted driving a primary offense. As leadership transitions at PTA, it can be a priority. He said the National PTA also has a position paper.

### **Ground Your Parents Campaign Overview**

Melissa provided a presentation on the Ground Your Parents Campaign. She provided the background that parents are the biggest influence on teen driving behavior: 74 percent of teens say parents are the leading influence on decisions related to drugs and alcohol, 41 percent continue to engage in unsafe driving behavior, and 28 percent justify unsafe driving behavior.



The Ground Your Parents kit came through a partnership with State Farm. The kits will be shipped to high schools in January. The kit is a peer led, train-the-trainer model. It aims to give teens the resources to educate their parents. Melissa shared the Ground Your Parents PSAs. She said the kits are meant to be interactive and fun where teens and parents switch roles. She displayed the infographic poster. Five of the displayed infographic posters were shown at each high school.

The kit includes tip cards on starting a dialogue and preparing for parents that get defensive. The back of the document provides different scenarios and styles of conversation. All tip cards have keys that correlate to the top of the box, which denotes what each material is. The kit enables the teens to grade parents driving behavior on a pass/fail basis. It also identifies potential punishments for parents that fail such as taking away the keys for an hour, losing phones privileges for an hour, playing baby shark on repeat three times in a row, or a shame sign video on TikTok. Conversely, the kit also provides ways to educate about and encourage safe driving behaviors. The intent is to bombard parents with safety messages then provide safe driving affirmations. The design is a gamified education area effort.

The kit was promoted extensively starting in November, registration occurs in January, the campaign launches in March, and then awards are given in April. State Farm grants award for schools a total of 20 winners. The winners will be students who write about how they would you use \$1,000 to implement traffic safety at their school. First goes to the best essay, then superlative prizes of most creative reminder, best recognition, best punishment chore, among others.

*Participants had the following questions and comments:*

- Daphne asked if the kits are available for recreation centers?
- Melissa said yes, but an adult must administer it and the availability is dependent on the number of students involved. Currently 30 are signed up, 170 are still needed. Adults are required because they fill out part of the essays. The goal is to get people to register.
- David asked if the kits will only be available in high schools?
  - Yes
- Petra said why are there are only 200 kits? What about large schools?
  - If high school has 1500 students, the school would need to order multiple kits or reuse some materials. It is unlikely all 1500 will participate so they likely wouldn't need to order eight kits. This information is all available for digital download on [Ground Your Parents - Florida Teen Safe Driving Coalition \(flteensafedriver.org\)](https://www.flteensafedriver.org).

### **Countermeasures That Work, Other Best Practices, Next Steps**

Danny provided a presentation on research from outside of Florida concerning teen driver safety best practices.

He reviewed the items that NHTSA identifies as hurdles to young driver safety. Young drivers are distracted, inexperienced, inexperienced driving impaired, distracted by other passengers, have had lowest self-reported safety belt use rate, and use cell phones higher than other groups

He reviewed the countermeasures that NHTSA recommends:

- GDL
- Driver education
- Parents
- Law Enforcement

### GDL

He said most of the proven countermeasures are tied to GDL in some way.

In regards to GDL, he asked the coalition if there is anything related to GDL the coalition needs to push that the coalition is not already doing?

*Participants had the following questions and comments:*

- Petra said to target non-drivers in preparation of obtaining licenses and to focus on high school freshmen, not additional materials.
- Danny said that can be part of education, both pre and post licensure. All states have some form of GDL, none of which meet the national standard.

### Driver Education

Best practices consist of pre and post licensure education that include 30 hours of classroom and 6 hours behind the wheel. Since this is not used consistently there is not a long-term benefit in formal capacity. There is a difference between post-driving courses and advanced driving courses. There is not consistent data that demonstrates the efficacy of classroom hours with behind the wheel time. The takeaway is that the benefits of driver education are not conclusive, however driver education can be effective in increasing experience and level of supervision. The longer teens are supervised, the less likely to be involved in fatalities, serious injuries, crashes.

### Parents

Parental roles in teaching and managing teens driving behavior poses challenges to measure effectively. Studies show there is some promise through more awareness increasing the likelihood that teens will take on safer driving behaviors.

Electronic technology for parental monitoring is somewhat controversial, but it is more effective than just anecdotal evidence would suggest. When teens know they are being monitored, they are much safer drivers. Privacy concerns and technology concerns are prevalent, especially after market equipment, what apps are doing in terms of personal privacy. There is a reluctance to incorporate broadly, due to potential insurance impacts. It is effective despite the controversy.

*Participants had the following questions and comments*

- Melissa asked if NHTSA's *Countermeasures That Work* are things NHTSA funds?
  - Chris Craig said not necessarily.

- Melissa asked what is the monitoring technology?
  - Danny said some is in vehicle technology. There are also aftermarket options such as a dashcam or mobile app. He noted there is no difference between video and non-video monitoring according to NHTSA research; the key is that teens behave better when monitored. The sources for this discussion did not provide a sense of what other states are doing.
  - Melissa said driver report card vendors say they cannot tell the difference between passenger or driver. Are the apps effective?
  - Danny said the idea is that parents gets notification that teen is driving and when they are undertaking dangerous behaviors, like speeding or driving distracted.

### Law Enforcement

GDL and Zero Tolerance enforcement poses challenges. GDL enforcement is often thought of as parent responsibility or can turn into profiling. Both GDL and Zero Tolerance enforcement are not actively promoted. If a driver under 21 has any alcohol or drugs in their system they lose their license.

*Participants had the following questions and comments:*

- Melissa asked where FHP draws the line. Are they in zero tolerance zone or over the DUI limit? It goes down one road or the other. She said the license is automatically revoked for a year, but then there are teens that are multiple offenders. She asked how is it zero tolerance if they reoffend after a year? Is this another legislative conversation?
- Danny said the Florida Impaired Driving Coalition (FIDC) is talking about multiple offenders. He said it is worth mentioning to Ray Graves to determine what impairment under 21 looks like in his data analysis focusing on multiple offenders.
  - Chris Craig said he would definitely have Ray look, but cautioned that the data may not be consistent due to diversion programs. He said it depends on the legal side of things, but he definitely will look at things on the crash side.
- Melissa asked how does the coalition anticipate using this?
  - Danny said teens are not concerned about being pulled over and cited for GDL and Zero Tolerance Laws because it is difficult to enforce. The coalition can focus on officer and teen education on the importance of these laws.
- Melissa asked if there is any opportunity to have specific overtime enforcement for GDL enforcement?
  - Chris Craig said there are subgrants for general teen enforcement, but noted that law enforcement is struggling because it is profiling. The subgrants are shifting towards more education.

- Melissa said Juanita has done a great job collaborating with law enforcement. How can the coalition collaborate with law enforcement to overcome the profiling issue?
  - Chris Craig said the focus for teen enforcement is speeding in school zones, but not GDL. Chris Craig asked what is the curfew fine? It could be selective enforcement if officers pull over the wrong people. He asked if GDL violations are a primary offense?
  - No. Melissa asked if the position of the coalition is to educate law enforcement on GDL?
  - Danny said NHTSA says parents are most important to enforce GDL. Noting that GDL citations did go up in New Jersey.
  - Andy Johnson from Pensacola said it does not matter if it is a secondary offense.
  - Melissa said no one is going sign up for a target on their car.
  - Petra asked if other states done something besides New Jersey and had success?
    - No.

Danny provided other ideas for consideration:

- Reduce time needing learner's license if taking approved course. This could incentivize taking courses, but runs into the challenge of legislative action.
- Youth engagement is discussed often in the research. It may be worth forming a subcommittee to do better youth engagement.
- Best practices for peer-to-peer engagement.
- Local program practices on a \$0 budget, ground your parents is great example.

*Participants had the following questions and comments*

- John discussed the differences between Florida and Ohio. In Ohio commercial driving schools are extremely regulated while Florida's regulations are far less rigid and allow for greater flexibility across driving schools.
  - Danny said the first step would be to model standard for driving schedules, then reduce minimum driving requirements.
  - Melissa said the licensure process is when it really matters.
  - Elise said there is a variety of reasons different driving schools have different criteria. The first idea is far beyond 5-year plan, but if the coalition is interested we can start looking at it. She asked if there is data of having learner's license less?
  - Danny said the idea is incentivizing students to take an education course. Schools or programs would need to be approved and accessible.

- Mark said that the last legitimate study is the Dekalb study, it said there was a decrease in safe driving behavior from those that took drivers education courses. There are significant number of states that have mandated driving education. Driver education needs to be means tested.
- Elise said it was cancelled four years ago because it wasn't universal. DOE has vague bullet point list.
- Mark said a consistent program mandated for driver education would be better to educate underprivileged students. The process needs to be standardized then made affordable.
- Danny said as the next action plan will include research for driving education best practices and what a model program should look like.
- Melissa said the takeaway is that there is an obvious problem with driver education. There is a problem with accreditation and standardization, potentially requiring legislative action. There needs to be a framework before standardization.

Danny asked if the coalition had other innovative topics and ideas?

- Carlos said something is still missing. School board police whose primary mission is securing the school, now they are designating to county police. From a CTST standpoint the coalition should try to get school board police on board with educational materials. The school board police can obtain materials through LELs, but needs a change in mindset because they keep saying no. The coalition should get the Chiefs Association to say the school board police need to get on board. Law Enforcement is not always active in different regions throughout the state. SROs are frustrated because school boards determine what they can and not do. So much of what they want to do is limited.
  - Tim Roberts, LEL, said he will discuss it at the January meeting. The Florida Police Chief's Association would need have contact with the principal and parent committee, similarly to texting in the bus lane campaign.

### **Public Comment Period**

There were no comments from the public.

### **Wrap Up and Next Steps**

Melissa thanked attendees for their participation and said she looks forward to seeing everyone again.

Meeting dates:

- March 29-30 2022(Q2)
- June 21-22 2022 (Q3)
- August 30-31 2022 (Q4)

### **Adjourn**

The meeting was adjourned at 1:26 PM.

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