



# FLORIDA TEEN SAFE DRIVING COALITION

## MEETING REPORT

March 29-30, 2022

*Prepared For:*

*Florida Department of Transportation*

*Prepared by:*

*Cambridge Systematics, Inc.*

# ATTENDANCE

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 DeMott Foundation	<input checked="" type="checkbox"/>
Sgt. Anthony Palese	Florida Highway Patrol (FHP)	<input 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 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 checked="" type="checkbox"/>
Leilani Gruener	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<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"/>
Mark Allen	All Florida Safety Institute	<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"/>
Michelle Harris	AAA	<input checked="" type="checkbox"/>
Petra Stanton	Johns Hopkins All Children’s Hospital	<input checked="" type="checkbox"/>
Rachel Silber	Hollywood Hills High School	<input checked="" type="checkbox"/>

<b>Ray Graves</b>	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input type="checkbox"/>
<b>Robin Sims</b>	Florida Virtual Schools	<input checked="" type="checkbox"/>
<b>Ronda Cerulli</b>	Safe Kids Treasure Coast	<input checked="" type="checkbox"/>
<b>Sharon Hall</b>	Mothers Against Drunk Driving (MADD)	<input checked="" type="checkbox"/>
<b>Steve Leavitt</b>	Florida Sheriff's Association	<input checked="" type="checkbox"/>
<b>Tim Roberts</b>	Florida Department of Law Enforcement	<input checked="" type="checkbox"/>
<b>Coalition Support</b>	<b>Coalition Support</b>	
<b>Danny Shopf</b>	Cambridge Systematics	<input checked="" type="checkbox"/>
<b>Alan Amidon</b>	Cambridge Systematics	<input checked="" type="checkbox"/>

### ***Others in Attendance***

- › Karen Morgan, AAA
- › Shaina Finkel, SADD

## **MEETING NOTES – MARCH 29, 2022**

### 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. She reminded the coalition that April is distracted driving awareness, alcohol awareness, work zone awareness month. She reviewed the agenda and the meeting followed.

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

Melissa provided 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 deliver teen safe driving materials directly to their parents/guardians.

Participants had the following questions and comments:

- › Carlos Sarmiento, FDOT, asked if Target Zero branding will be incorporated in the materials distributed to parents?
  - When new materials are printed, the American Academy of Pediatrics, AAA, FTSDC, FDOT, and Target Zero branding will be incorporated into the materials, however the current round of materials were developed prior to the Target Zero branding and it is not included. Melissa will provide a status update on the paper mailout development at the FTSDC June meeting.

### ***Ground Your Parents Campaign Update***

Melissa shared updates on the Ground Your Parents campaign. She reviewed the campaign's timeline. The Ground Your Parents kit was promoted extensively starting in November, registration occurred in January, the campaign concludes in March, and awards will be given in April. State Farm sponsored grants that will be awarded to schools with a total of 20 school winners. The winners will be schools who write about how they would use \$1,000 to implement traffic safety at their school. 20 prizes will be awarded to the best essay, then superlative prizes of most creative reminder, best recognition, best punishment chore, among others will also be distributed (3 student winners total).

Participants had the following questions and comments:

- › Mike Zinn, District 7 Community Traffic Safety Team (CTST), asked if school clubs can help disseminate information about the essay contest and broader campaign?
  - Melissa said yes.
- › How would a school go about starting a Students Against Destructive Decisions (SADD) Chapter?
  - Building a SADD chapter requires a student leader and an adult to oversee. The adult sponsor is where the traction slows down. Finding the champion in a teacher or the administration is critical.
  - SADD is there to introduce our materials to our target audience. The five-dollar fee can be prohibitive for some, especially at schools with high at risk populations.
  - Is the \$5 fee per student or per SADD chapter.
    - The \$5 fee is per student/and \$5 per advisor.
- › Carlos recommended a special virtual meeting to attract school boards to create SADD chapters, suggesting that the FTSDC coalition could facilitate.
- › Melissa said Miami-Dade County Schools have Students Together Against Negative Decisions (STAND) chapters which are similar to SADD. The key is engaging youth peer organizations.
- › Chris Craig, FDOT, said that is why the focus of the grant shifted.
- › Melissa recommended that the SADD logo should be included on FTSDC materials that are going into schools.
  - Melissa referred the coalition to a form that interested students can fill out.

Melissa reviewed the Weeks of Awareness events. There have been four events so far (Miami-Dade, Alachua, Orange, Jacksonville). Unfortunately, she said there have been several declines. She reviewed the Broward, and Lee County available speaker spots. She emphasized the need of filling the remaining speaker spots in each county, noting Lee County particularly.

## ***Legislative Update on Traffic Safety Items***

Karen Morgan, AAA, gave a legislative update on traffic safety items. The Florida legislature’s regular session adjourned on March 14th. There will likely be a special session solely dedicated to redistricting but that discussion shouldn’t impact traffic safety. Karen discussed the key traffic safety issues before the Florida legislature. She said the topic of automated traffic enforcement (such as red-light cameras) continues to be popular. She noted that every year since 2010 a bill to repeal the authority to deploy automatic traffic enforcement is introduced every year. She noted that AAA similarly opposes that bill every year as well.

A bill requiring speed cameras in school zones moved in a committee, but ultimately did not make it out of committee. Another example related to automated traffic enforcement were the deployment of automated cameras in school buses to identify drivers illegally passing buses when stopped. She referenced the example of a committed constituency that were instrumental in implementing such a program in Tennessee. She said a key strategy to passing legislation in Tennessee was providing the opportunity for legislators to step into the shoes of school bus drivers and experience drivers illegally passing stopped busses first hand. The Florida version of the school bus camera bill did not pass.

A “super speeder” bill that would levy additional fines on drivers exceeding the posted speed limit by more 40 miles per hour or more did pass the Florida Senate but did not pass in the Florida House of Representatives.

The effort to expand definition of impaired driving did not get a hearing.

Karen reviewed other legislative items related to teen drivers. She said Florida has poor teen driver safety laws compared to NHTSA’s national standards. She reiterated AAA’s support for strengthening the Graduated Driver’s License (GDL) law, the cell phone ban, restrictions on the number of passengers teens are allowed to drive with, raising the minimum age for acquiring a

learner's permit, and nighttime driving restrictions. She said the challenge is agreeing on one issue to dedicate time and resources to educate legislators about. She contrasted the openness to banning cell phone use with the hesitancy to restrict carpooling for example. Education and awareness campaigns take time to be effective, even with the difficulty in changing legislation. She said there is little appetite for much beyond GDL and occupant protection enhancements and even then, Florida has had difficulty passing legislation requiring rear seated passengers wear a safety belt.

*Participants had the following questions and comments:*

- › Eric Stern, School District of Palm Beach County, wondered if the legislators that supported this sessions' traffic safety items would return next year. He added that new legislators provide a great opportunity for education. He suggested that the Florida Senate is supportive, but the Florida House of Representatives could be more supportive. He commented that driving has become a complacent activity, emphasizing the importance of education within the system. He suggested that there are other priorities and traffic safety advocates must fight for legislators' attention.
- › Melissa thanked Karen for attending the meeting and providing her update. She emphasized the coalition is prohibited from lobbying or advocating for legislative policy change but has the capacity to develop educational materials and provide those materials to the coalition's contacts. She asked if Karen had any insight or opinions related to the GDL action steps in the coalition's Action Plan.
  - Karen said distracted driving should be included if it is not already.
- › Sometimes legislators often need to hear information from local stakeholders such as their county's Sheriff or the Florida Police Chief's Association.
  - Steve Leavitt noted that often legislative change tends to follow tragic events that demand the public's attention, noting Dori Schlosberg as an example. Often an event has to affect someone that knows the right people.
  - Michele Harris, AAA, said that unfortunately the numbers are trending in wrong direction. A no hands law was passed in Georgia in the aftermath of four nursing students dying in a crash.
- › What is the impetus for the focus on automated enforcement?
  - It is partially vendor driven. It is being pushed since law enforcement is spread so thin.
  - Chris Swinson, Coral Springs Police Department, cautioned that increases in automated traffic enforcement systems in school zones, for example, could negatively impact high-visibility enforcement activities and cause law enforcement agencies to rely less on their motor units. Andrew Johnson, LEL, echoed his concerns, suggesting resources at most law enforcement agencies are already limited and increased automated enforcement may lead to agencies reassigning motor unit personnel essential for high-visibility enforcement activities to other divisions within the agency.
- › Chris Craig said that at the federal level the Bipartisan Infrastructure Law incorporates parts of automatic speed enforcement and hints at automated enforcement efforts.

## 2022 Teen Driver Safety Fact Sheet Update

Danny Shopf, Cambridge Systematics (CS), provided an update on the 2022 Teen Driver Safety Fact Sheet. He said the fact sheet has been updated with the latest available data. He guided the coalition's attention to the asterisk next to the 2020 data which indicates that 2020 will vary from prior and subsequent years due to the Covid-19 pandemic. He said CS will continue to track the data to ascertain whether the 2020 data is the start of a new trend or an outlier. He emphasized that the current approach is to not read too much into 2020, but to take it into account, nonetheless.

He said fatalities spiked over the last five years, hitting a peak in 2020. It is speculated that speeding and aggressive driving on emptier roads could be a significant contributing factor. This pattern is in line with what is happening for all crashes at the state as well as federal levels. However, serious injuries continue to trend downward, with crashes declining significantly in 2020. In summary there were fewer people on the road, fewer occurrences of crashes, but the crashes that did occur were often more severe.

The fatalities, serious injuries, and crashes involving teens analyzed by the day of week stayed relatively similar to the trend. More crashes occurred during the week, but crashes on the weekend were more severe, involving a higher rate of fatalities and serious injuries. This coincides with teen drivers engaging in more dangerous behaviors, continuing same trends from previous years.

March, October, and November were the months with the highest fatalities, serious injuries, and crashes involving teen drivers. These months roughly correspond to the prom and spring break seasons when more teens are likely engaging in higher risk behaviors, like impaired driving. The big takeaway from the monthly breakdown is that the 100 deadliest days of summer are not as deadly in Florida as they are in other states. This follows a consistent trend that flattens out for serious injuries and crashes.

As teens age they are more likely to be involved in crashes, including fatal and serious injury crashes. This indicates that the increase of traffic crashes involving teens could be attributable to teens' overconfidence in their driving abilities, rather than inexperience. Younger teens are also required to drive with an adult in the vehicle, likely leading to safer driving behaviors than when teens are driving alone or with other teens in the vehicle. The coalition recommended comparing teens driving alone with teens driving with passengers by age.

Among the Strategic Highway Safety Plan's Emphasis Areas, fatal teen driver crashes involving impairment, a pedestrian or bicyclist, or an unrestrained occupant were most common. Danny noted the unrestrained teen fatalities were particularly high in 2020, suggesting unrestrained teen fatalities will be worth tracking beyond 2020.

For serious injuries, teen drivers involved in distracted driving incidents were highest compared to other SHSP Emphasis Areas. Teen distracted driving cases are not typically severe enough to result in a fatality, but many are serious enough to involve an ambulance and hospital trip. Crashes involving teen drivers and distraction were less severe, but the quantity of distracted driving crashes dwarfs the number of crashes in the other emphasis areas. In summary, the most serious crashes involving a teen driver by emphasis area are impaired, bicycle and pedestrian, and unrestrained. The less serious crashes are overwhelmingly concentrated in the distracted driving emphasis area.

The gender breakdown is consistent with the overall trend with male teen drivers overrepresented in fatal crashes while serious injuries and crashes in general are more evenly split, although still skewed toward teen males.

Comparing the data based on urban and rural areas the data indicates that the greatest volume of fatalities, serious injuries, and crashes are concentrated in urban areas where vehicle miles traveled (VMT) and population are higher. He noted that there are slightly higher rates of fatalities in some rural areas likely due to higher speed facilities such as interstates and two-lane highways combined with lower population and VMT rates.

The vehicle type breakdown reflects the nature of vehicle registration. Passenger cars are what teens are mostly driving reflecting the type of vehicles teens have access to. SUVs are the next most popular category. Motorcycles are slightly overrepresented of the teens that are killed, seriously injured, or in a crash based on registration rates. Despite the law requiring riders under the age of 21 to wear a helmet, roughly a quarter of teens are not wearing a helmet when involved in a crash.

Of teens involved in fatalities, serious injuries, and crashes, a small portion are visitors. The overwhelming number of teens involved in traffic crashes are Florida residents.

Danny asked the coalition to provide additional resources not listed in the resources section to the CS team. Leilani suggested adding links to coalition websites. Danny asked if there were major data points the fact sheet missed. He noted it is difficult to capture the breakdown of distracted driving due to the limits of the crash reports. The coalition suggested checking if there were new NHTSA and AAA surveys that were timely enough to be included in the fact sheet.

*Participants had the following questions and comments:*

- › How would the top 15 counties for fatalities, serious injuries, and crash look if done by rate rather than by total numbers?
  - It changes somewhat as more rural counties with a low population and low VMT rise to the top as individual incidents have a much bigger impact on their overall rates.
- › Leilani Gruener, FLHSMV, asked what is the source of the time-of-day data?
  - When it happened or when it was listed on crash report. Typically, when emergency vehicle shows up.
  - What was the cause of the nighttime crashes?

- The data team did not analyze it from that perspective. However, they are likely to be impairment, drowsy, and sometimes speeding and aggressive.
- › The data team can revisit the source data and update prior to the next FTSDC meeting.
- › Elise Batchelor, FLHSMV, asked if the graphic depicting teens involved in motorcycle crashes wearing a helmet are the ones riding the motorcycle?
  - Yes, this data includes the motorcycle operator, rather than teens that were driving a vehicle that was involved in a crash with a non-teen motorcycle operator.
- › Dekova Batey, Gainesville Bicycle and Pedestrian Program, asked if the vehicle type is further segmented by make and model. As an example if a teen has a mustang compared to a caravan are they more likely to be involved in a car crash? Is there data on there?
  - The data is limited to what is on the crash report
  - Danny asked Elise and Leilani if there is a way to segment the data to identify specific types of vehicles?
    - FLHSMV does this with motorcycles. It's done by category (sport bike, etc.). Elise can ask data department if it's worth tracking if there's a breakdown.
    - Chris asked Elise if the Motorcycle Safety Coalition is digging into difference by engine category? He indicated that data presented at the last Motorcycle Safety Coalition meeting showed that three-wheeler fatalities are spiking due to many older riders flipping them.
- › Bill DeMott, the DeMott foundation, asked about the difference between 21 and older and under 21 teen motorcycle rider crashes.
  - Elise said motorcycle tags indicate whether the rider is over or under 21. If over 21 riders are not going to get pulled over since a helmet is not required.
  - Bill asked what is the incentive to keep wearing the helmet? Does the data show that those wearing a helmet are less likely to be involved in crashes?
- › The coalition suggested adding a bullet that notes the proportion of crashes that motorcycle riders over 21 are involved in.
  - Mike Zinn asked about non-endorsed drivers.
  - The data team pulled data on non-endorsed riders but did not tie it to this number.
    - Leilani noted that the Motorcycle Safety Coalition did an endorsement mailout.
- › Elise said an important step is education of riders about the need for a motorcycle endorsement. Some retailers will require an endorsement before a user test drives a bike but private sales, for example, will not likely involve the same requirement and riders may not know they need to have one.
  - Melissa asked if that would be a legislative change to require endorsement to tie it to insurance.

## 2022 Strategic Action Plan Progress Review

Danny led a discussion through each component of the FTSDC Strategic Action Plan. He reviewed the Action Plan goals and its associated objectives, action steps, and performance measures. He emphasized members should make notes about where they can be plugged in as action step leaders. He noted that the objective for the Action Plan Progress Review is to make sure the conceptual components are acceptable to the coalition. Appendix A includes an updated draft action plan that includes changes suggested by the coalition during this discussion.

## Public Comment Period

There were no comments from the public.

## Wrap Up and Next Steps

Melissa provided an overview of the agenda for Day Two. She told the coalition to identify areas for their expertise to be plugged into for the Action Plan report out.

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

## Adjourn

Day One of the coalition meeting adjourned at 4:00 pm.



# MEETING NOTES – MARCH 30, 2022

## 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.

## Target Zero Campaign

Brenda Young, FDOT, gave a presentation on the Driver Safety Initiative to develop new safety campaigns. She discussed the challenges and approach of the program. The team did an evaluation of all Florida Safety Campaigns, an industry scan of best practices, a crash data analysis, a road user analysis, and Target Zero concept testing. She discussed the Paid, Earned, Owned, and Shared (PESO) media plan, the evaluation of the initiative’s effectiveness, ongoing partner engagement, and the Target Zero Ambassador Program.

She provided context of the Target Zero campaign. She said 94 percent of crashes nationally involve driver behavior as a contributing factor. She said there are 8 daily fatalities and 49 daily serious injuries on Florida’s roads, emphasizing that even one is too many. She reviewed the recently updated Florida. She focused on the vital few emphasis areas of lane departure, intersections, and pedestrian and bicyclists calling out that 9 out of 10 fatal crashes and 3 out of 4 serious injury crashes involve a vital few emphasis area. The plan incorporates the safe system approach, acknowledging that humans make mistakes and that mistakes make us vulnerable. The safe system has five elements: road users, vehicles, speeds, roads, and post-crash-care. She praised the efforts being conducted in each of these areas. She said this campaign initiative falls in the category of safe road users. Citing the SHSP she stated that crashes rarely have a single contributing factor. She cited the strategies in the SHSP to address high-priority issues facing the transportation system around:

- › Roadways:
  - Lane departures
  - Intersections
- › Road users
  - Pedestrians and bicyclists
  - Aging road users
  - Motorcyclists and motor scooter riders
  - Commercial motor vehicle operators
  - Teen drivers
- › User behavior
  - Impaired driving
  - Occupant protection
  - Speeding and aggressive driving
  - Distracted driving

Brenda then discussed the approach to the initiative. The approach aims to identify behaviors contributing to serious injuries as well as the reasons for those behaviors. The initiative takes human factors approach to better understand the motivations behind behavior, how behavior changes, and how to encourage behavior change. Utilizing social marketing approaches, the initiative intends to minimize pain and maximize gain to encourage behavior change. The campaign approach is utilized by a multi-disciplinary team investigating data, marketing, human factors as well as building off of the University of South Florida’s (USF), College of Public Health’s social marketing research applications to transportation safety. The team is starting to analyze behaviors. The team conducted a global scan of behavioral research as well as research supported by FDOT and NHTSA. Using this literature review, the team formed focus groups. Human factors experts developed a questionnaire for the focus groups. The questionnaire is continually being adjusted as it is tested and measured.

The team also evaluated Florida’s existing Traffic Safety Campaigns. Comparing each campaign based on the number of impressions and what a reasonable cost per impression for various campaign markets would be. The actual spending and the cost per impression were compared for each campaign. Each campaign was compared using the marketing term cost-per-thousand (CPM) to denote the price of 1,000 advertisement impressions. She noted that the highest cost of impressions are television advertisements, which vary on the time slot purchased. She noted that the television costs of impressions are well in line with

industry averages and represent the best way to reach the public with available funds. She dug deeper by posing the question to the coalition, if targeted audiences are seeing the advertisements are they effective? She said it is important to measure outcomes not just for education, but for engineering, enforcement, and emergency response. She said declining serious injuries are due to the collective efforts of the four E's, not just engineering. Fatalities are staying steady or increasing, however, noting that severity should be addressed.

She provided examples of successful behavioral change initiatives from around the world. The commonalities of these initiatives were as follows:

- › Emotional engagement through sympathy and humor to engage a sense of connection
- › Humanization through facial recognition and external motivation through socialization, family, and culture
- › Consequences that make clear how behaviors effect themselves and others
- › Call to action with actionable steps

The marketing industry scan analysis identified best practices for campaign development. The best practices identified include: identification of trends and crash types,

- › utilizing additional data from Census and other demographic sources,
- › assessing behavior and attitudes through surveys and focus groups,
- › establishing a name brand as an umbrella,
- › continual evaluation of refined and improved as program evolves,
- › areas that commit to zero deaths for several years see a decrease in fatalities as education takes time.

Brenda then discussed the data analysis process conducted by the team. The team reviewed crash data from the Signal Four database, Crash Analysis and Reporting (CAR) database, and State Safety Office Geographic Information System database. The team analyzed demographic and consumer data from the US Census and by ESRI market segmentation. The team also analyzed law enforcement traffic stop data from the Florida Highway Patrol. From the data analysis, the determinants of crashes were driver ability, skill, experience, style and personality, and behavior. The top three driver behaviors contributing to fatalities and serious injuries were aggressive and reckless driving, distraction, and impairment. The crash data shows these crashes are happening between 2pm and 9pm, with the highest number of crashes between these hours occurring on Friday's. She noted that the months with the highest crashes vary by emphasis area. Those most likely to be in these crashes are males between the ages of 17 and 44. The Center for Urban Transportation Research (CUTR) recommended further age segmentation within this age group. Marketing and communications recommended focusing on males between ages 22-27 as this age group is more receptive to messaging due to increased life experience, maturity, and financial responsibilities related to driving, compared to males ages 17-21.

Brenda then discussed why these road users behaved this way. The team broke down demographic information further via census data by zip code, ethnicity, market segmentation information, gender and age range, ethnic enclaves, generation x, retirement communities, typical income levels and employment, job, consumer spending, and car-ownership. Despite this detailed data backed understanding of the target audience, changing behavior is complex. Using human factors scan, the team focused on precursors that increase the risk of a crash that were then further broken down by market segmentation, noting that influential messages are not one-size fits all. The purpose of the focus groups was to find the target audience's motivations and trusted information sources. There were four focus groups per region in Tampa Bay, Central Florida, Southeast and Southwest Florida, and South Florida made up of young male Floridians. Brenda reviewed the focus group recruiting efforts. The team made 445 phone calls, sent approximately 1,000 emails, reached out to 800 organizations, and received 283 denials to receive the participation of 65 recruits. There were 17 focus group sessions focused finding the "why" behind driver behavior. The precursor behaviors leading to distracted, reckless and aggressive, and impaired driving were as follows:

- › Running Late, Rushing
- › Thrill, Adrenaline rush
- › Phone, Apps, Food, Music
- › Multi-tasking, Overcommitted
- › Stress, pressure, Anxiety
- › Confidence in Abilities
- › Personality, Emotions
- › Less care of Own Safety
- › Lack of Empathy

Brenda said impairment, distraction, and aggressive and reckless driving together result in speeding. Using the information gained from the focus groups and combining it with research and crash data, regional focus areas were developed. Distracted driving will be the focus in Central Florida, reckless and aggressive in Tampa Bay, and speeding in South Florida. She said the campaign is developing and testing new campaigns before finalization.

The initiative will take a Phased approach that consists of:

1. Formative research
2. Statewide campaign
3. Behavior campaigns
4. Evaluation

Brenda then discussed the campaign deployment’s PESO plan and the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and Florida Highway Patrol (FHP) focus group that met to inform initial concept development. She then talked through the statewide awareness campaign pretesting occurring in Miami-Dade and Volusia counties and the Cities of Tampa and Fort Myers. She displayed an example. There were 61 respondents to the team’s on-street survey. Top suggestions received included:

- › liking family imagery,
- › integrating driving related imagery,
- › brighter colors for visibility,
- › driving focused,
- › distinct from COVID messaging,
- › and why aren’t people getting home.

Brenda said the Phased approach is being utilized to set up partners for success. The campaign is focused on earned, shared, and owned media, with a soft social media launch on January 20, 2022. She then reviewed the schedule of the PESO Plan and the initiative evaluation criteria recommendations from CUTR.

## **Next Steps**

Brenda said the next steps for the campaign included the evaluation team gathering their baseline, AV testing of second round of materials with the creative team. She said approval has been granted to create a microsite geared towards young men that does not look like a state website.

She said that initially the team wanted to release media messaging earlier, but it has been postponed until July. All the initial messaging was English speaking and other cultures, provides an opportunity to incorporate cultural element.

### *Participants had the following questions and comments:*

- › Brenda said updating fact sheets on website to continually reflect changes and they are updating some of the talking points from local public information offices. Based on interactions with media the team is trying to develop better description of Target Zero compared to Vision Zero and how each supports each other.
- › Andre said that the observation numbers say 17–21-year old's won't listen, but 22-27 will listen. He said that is a reactive approach that could be missing key demographics.
  - The target audience is only the initial target audience. The other safety messaging provides a significant cobranding opportunity.

## 2022 Strategic Action Plan Progress Review & Action Step Leader Identification

Danny led the identification of Action Step leaders for each Action Step in the Strategic Action Plan. The results of this exercise can be found at the end of this meeting summary in Appendix A.

## Underage Teen Drinking Presentation

Shaina Finkel (SADD National President) gave a presentation on the cold hard facts of underage drinking.

She praised the coalition's efforts, particularly its awareness of the issues. Her presentation focused on combining the numbers with unique insight from a teen perspective. She provided her background growing up in the Tampa, Florida region, her typical school day schedule and her involvement in SADD. She reviewed the milestones from when her father started a SADD chapter at her high school to becoming Florida SADD President, the SADD National President, sitting on the SADD Board of Directors, and the multiple hats and responsibilities she manages that allow her speaking opportunities to spread awareness. She praised the receptiveness of the coalition as an audience of subject matter experts.

Shaina broke down the issues teens typically experience on the road. She began with a focus on alcohol impaired driving by posing the question of why underage drinking has been persistent over time? To answer this question, she surveyed 275 high school students. 64 percent of the students surveyed said they have had an alcoholic beverage. 75 percent of students surveyed said that their peers have tried alcohol. 80 percent of students surveyed said they have not bought alcohol for underage consumption, while 20 percent of students surveyed said they had. When asked how most teens obtain alcohol, survey respondents answered fake IDs and stealing most commonly. Shaina said stealing indicated a level of desperation and need developed through harmful self-medicating with alcohol. 92 percent of students surveyed said they have not driven under the influence of alcohol. However, 60 percent of students surveyed said they knew someone has driven under the influence of alcohol. When asked if respondents had had the opportunity to wear impaired vision goggles, 62 percent said no. Shaina said this last question emphasizes the importance of hands-on learning and highlights some of the many challenges with virtual learning. She noted that teens feel invincible unless their perspective changes based on a sensory experience.

She shared her thoughts on the Target Zero Campaign's target audience. Although 17–21-year-old aren't being targeted those age groups still need to be hit in a different way since teen brains are so malleable at that age. She emphasized the importance of delivering traffic safety messaging with hands on learning.

When asked if they had a fake ID 54 percent of students surveyed said yes. This highlights the importance of fake ID education. It is important to focus on fake ID education because that is the starting point that, for many students, ends with underage drinking and impaired driving. She posed the question of how can that progression be stopped? She highlighted the number of fake ID arrests at Florida Sate University from August-November 2021 with 33 arrests. She said how stores and bars check for fake ids is entirely subjective. She then presented a series of pictures of young people for the coalition to guess if the person pictured was underage or not. The results of this exercise underscored the importance of reducing the subjectivity of checking for IDs at stores and bars. The coalition identified developing model language for grocery stores and gas stations for fake ID checks as a potential future action item.

Shaina said the big question is why are students making destructive decisions? She shifted the coalition's attention to the role parents and media play in developing attitudes and norms related to alcohol consumption. She emphasized that it starts at home, noting that law enforcement should never be the first line of education. She said video games, sports advertisements, and even children's movies desensitize youth to alcohol's prevalence in society.

Next Shaina discussed distracted driving by focusing on the recent TikTok trend, "Drive with Me," where content creators' record themselves driving. She lamented the popularity of this trend, and noted TikTok trends can be lucrative, potentially incentivizing bad behavior.

Shaina then discussed speeding and aggressive driving. She said this destructive behavior often arises from the mental state of the driver and noted that children grow up playing racing games and seeing speeding glorified in movies and video games. She provided examples of movies and games that glorify speeding.

In conclusion she discussed what Wiregrass Ranch High School SADD is doing to make a difference on these issues. She said safety fairs with hands on learning, talking to crowds, the Parent Teacher Association, among others to spread awareness. She emphasized that it takes a community committed to addressing these issues. She reviewed SADD's resources and campaigns such as the Contract for Life and Passport to Safe Driving.

She ended her presentation by posing the question of whether we as a society are ready to change. She said what is being produced needs to be evaluated by teens, noting its easy for professionals to develop materials that do not necessarily resonate. Ensuring materials are on the social platforms is critical to reaching teens with effective messaging. Messaging and materials need to be legible and engaging while also applicable to present day issues. Resources also need to be updated regularly to stay relevant.

## Q&A Discussion with Shaina-SADD National President

*Participants had the following questions and comments:*

- › Bill asked what can be done to emphasize the .02 alcohol law for underage drivers in Florida and its ramifications?
  - Shaina said many teens are not familiar with law restricting blood alcohol levels at .08 is, let alone the law restricting underage blood alcohol levels while driving to .02. She said driver education and HOPE classes should include that information, but that the challenge barrier is that HOPE is a one-year course and can only cover so much. There needs to be a way to figure where health and safety fits in the school curriculum. Law enforcement and State Resource Officers need to have programming they can use. In person content needs to be relatable. Before we can do more, we must start doing something.
  - John Bolen, Treasure Coast Driving School, asked how discussion of .02 and .08 discussion is not in the four-hour drug and alcohol class required to obtain a license. How are teens supposed to know about those laws if not in that class?
    - Shaina said cheating often happens with online courses, meaning course content does not necessarily stick. Although the programming is there in the course, she said sitting on a screen incentivizes rushing through the class without retaining the content. Fully virtual education in 2020 negatively impacted learning, from her perspective. Virtual school is great for certain students, but not the entire student population.
- › David asked what survey platform Shaina used?
  - Google Forms so it could be easily shared with friends, and enabled printing a QR code so more students could access the survey.
- › John asked if teens in want to do drivers education by their own choice or forced by their parents?
  - Shaina said it varies. Some kids want to be in it, but some administrations refer them to online options despite open slots in in-person classes. She said some parents force their kids to take driver's ed because they want the insurance benefit.
- › John asked what major takeaway from driver's ed that still resonates?
  - Don't be distracted or rush. Use your turn signal, but do not trust other driver's use of their turn signal.

- › Andre asked for Shaina’s thoughts on driving simulators.
  - Shaina said they are better than notes or a video on a screen and if schools choose to not teach behind the wheel driver’s ed, driving simulators are necessary.
- › Chris Craig asked what kind of apps besides TikTok are teens using?
  - Teens are not on Facebook. A Snapchat filter, may work but a state agency presence on Snapchat likely won’t be well received. Instagram reels due to its similarity to TikTok makes it a viable avenue. Most teens are not on twitter either.
  - Chris Craig asked if teens watched YouTube videos.
  - Shaina said YouTube video advertisements need to be short and sweet, due to truncated attention spans. She also said Netflix, Hulu, Spotify, and Apple Music, are the streaming services she personally uses, but said she is not experienced in the video game space and can not speak to teen usage or engagement in that category.
  - Andre said Discord and Twitch are utilized by a significant number of young males.
- › Mike Zinn asked where teens were stealing alcohol from
  - Shaina said gas stations and grocery stores where teens know there are “no-chase” policies.
- › Petra Stanton commented that Door Dash can now deliver boxes of alcohol with varying consistency in checking IDs. SADD partnered with door dash since they recently started delivering alcohol. This could be a gap the coalition and other advocates are missing.
- › Rachel asked how prevalent is usage of other substances besides alcohol.
  - Shaina said vaping and cannabis consumption are the most prevalent, but that there are spikes in usage of prescriptions such as Adderall around exams.
- › Dekova asked if celebrity-oriented messaging is impactful for teens?
  - Somewhat, but celebrities’ bad decisions get more traction than their recovery.
- › Elise recommended Shaina give her presentation to the Florida Impaired Driving Coalition.
- › John asked what the consensus about the Florida driving test itself among teens?
  - It’s way too easy. Doesn’t test everything, done on ranges, 10–15-minute test is not a realistic test of what driving is like in the real world. Private driving lessons help. Friends are just happy to have licenses so easy is good from their perspective.

## 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. She said the goal for the next meeting will be to get a firmer handle on the Action Plan. She encouraged the coalition to think about to approach tackling their actions. Then the coalition will start moving back into subcommittees and working towards goals.

She displayed the future meeting dates:

- › June 21-22, 2022 (Q3)

› August 30-31, 2022 (Q4)

## Adjourn

The meeting was adjourned at 12:15.

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

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# FLORIDA TEEN SAFE DRIVING COALITION STRATEGIC ACTION PLAN

UPDATED MARCH 30, 2022

## Action Plan Goal 1: Program Management

### Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
1A.1	Melissa Valido	Quarterly	Conduct quarterly Florida Teen Safe Driving Coalition (FTSDC) meetings.	Number of meetings conducted annually				
1A.2	Cambridge Systematics	Quarterly	Update progress on Teen Safe Driving Strategic Action Plan strategies to include recent implementation activities and challenges with implementation.	Action Plan progress updated quarterly				

### Objective 1B: Data Analysis and Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
1B.1	Cambridge Systematics	Annually	Develop an Annual Teen Safe Driving Fact Sheet.	Fact sheet developed and posted on FTSDC website and publicized				
1B.2	Cambridge Systematics David Summers	Annually	Review Florida's teen related traffic records data annually, determine if target audiences have changed, and make adjustments if needed.	Data analyzed, and target audiences adjusted (if applicable)				
1B.3	Ronda Cerulli	Annually	Increase the number of available teen driver data sources.	Information for all applicable data sources available on FTSDC website and publicized (i.e., Signal Four, etc.)				



### Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
1C.1	Leilani Gruener Melissa Valido Lakeisha White		Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas.	Number of new or existing initiatives coordinated with other traffic safety coalitions (annually)				

### Objective 1D: Maintain a Robust and Active FTSDC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
1D.1	Melissa Valido	Quarterly	Update and maintain a Membership, Friends, and Youth Peer Organizations roster that includes contact information and tracks member participation, where applicable.	Member and Friend roster updated quarterly				
1D.2	Melissa Valido	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended at least two meetings annually to determine if they still intend to participate as a member or prefer to be included on the Friends roster.	Members contacted; meeting attendance increased				
1D.3	Melissa Valido	Medium-Term	Expand FTSDC membership to include: <ul style="list-style-type: none"> <li>– school resource officers, <i>(Carlos Sarmiento)</i></li> <li>– Florida business leaders, <i>(TBD)</i></li> <li>– tourism leaders, <i>(TBD)</i></li> <li>– civic organizations, <i>(TBD)</i></li> <li>– trade and medical associations, <i>(TBD)</i></li> <li>– Florida Department of Education, <i>(Eric Stern)</i></li> <li>– Florida and County School Boards, <i>(Eric Stern)</i></li> <li>– Florida Parent Teacher Association, <i>(Eric Stern)</i></li> <li>– Driver education programs, <i>(Derek Stewart)</i></li> <li>– disadvantaged communities, <i>(Petra Stanton)</i></li> <li>– traditionally underserved populations, <i>(Daphne Lampley)</i></li> <li>– and others deemed to benefit the Coalition’s mission and objectives</li> </ul>	Potential members identified and contacted; number of new members participating				

**Objective 1E: Maintain a Robust and Active Student Engagement Board**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
1E.1	Melissa Valido	Quarterly	Conduct quarterly Student Engagement Board meetings.	Number of meetings conducted annually				
1E.2	Melissa Valido	Quarterly	Update and maintain a Membership roster that includes contact information and tracks member participation.	Member roster updated annually				
1E.3	Melissa Valido Lakeisha White Sharon Hall	Annually	Use Youth Peer Organizations (like Florida SADD, STAND, LiveFree Coalitions, Impact Teen Drivers, Teens in the Driver Seat, Florida Informed Families, SGA, etc.) to increase student engagement across Florida	Number of new organizations and new chapters of existing organizations added to partner list annually				

## Action Plan Goal 2 - Teen Driver Safety Communications and Outreach

### Objective 2A: Expand Catalog of Teen Driver Safety Digital and Print Resources and Materials

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
2A.1	Elise Batchelor Dekova Batey Chris Swinson Lindsey Pavlick	Annually	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) and the FTSDC website to identify potential gaps or revisions needed to existing materials.	FTSRC reviewed; FTSDC website reviewed; materials updated or replaced annually				
2A.2	Leilani Gruener Mark Allen Mike Zinn	Medium-Term	Create new digital and print materials related to outstanding gaps in teen driver safety, including: <ul style="list-style-type: none"> <li>- distracted driving, (<i>Chris Keelin</i>)</li> <li>- new technology, (<i>Leilani Gruener</i>)</li> <li>- street racing, (<i>Andre Jamison, Anthony Palese, Chris Keelin</i>)</li> <li>- electric scooters and micro-mobility, (<i>Carlos Sarmiento, Elise Batchelor</i>)</li> <li>- golf carts, (<i>Leilani Gruener, David Summers</i>)</li> <li>- drowsy driving, (<i>Lakeisha White</i>)</li> <li>- peer pressure, (<i>Petra Stanton</i>)</li> <li>- mental health, (<i>Lakeisha White</i>)</li> <li>- psychology of driving, (<i>Andre Jamison</i>)</li> <li>- safety belt (<i>Petra Stanton</i>)</li> <li>- and railroad crossings. (<i>TBD</i>)</li> </ul>	Number and type of new materials created and posted for distribution annually				

### Objective 2B: Provide a Written Communications Strategy which Details how to Develop, Promote, and Distribute Digital and Print Materials

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
2B.1	Cambridge Systematics Amanda Throndsen	Short-Term	Review existing digital and print education and outreach campaigns conducted by the FTSDC, safety partners, and other states to identify and document best practices.	Best practices identified				

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
2B.2	Cambridge Systematics	Short-Term	Develop a standard template outlining best practices for developing, promoting, and distributing digital and print materials.	Standard template developed and distributed to FTSDC members				

**Objective 2C: Increase Distribution Network**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
2C.1	Chris Craig Juanita Williams Melissa Valido	Quarterly	Coordinate with the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) to obtain addresses of recently licensed teen drivers and distribute key education and outreach materials to these addresses.	Materials sent quarterly, as allowable through funding and continued assistance from FLHSMV				
2C.2	Carlos Sarmiento Eric Stern Mike Zinn Mark Allen John Bolen Rachel Silber	Medium-Term	Coordinate with the Florida Department of Education, County School Boards, and high schools to distribute key education and outreach materials to Florida's high school students.	Materials distributed biannually				
2C.3	Eric Stern Sharon Hall Rachel Silber Melissa Valido	Medium-Term	Coordinate with the Florida Parent Teacher Association to distribute key education and outreach materials to parents and caregivers.	Materials distributed quarterly				
2C.4	Steve Levitt Andy Johnson Art Bodenheimer Chris Swinson Anthony Palese	Short-Term	Coordinate with the Florida Police Chief's Association (FPCA), Florida Sheriff's Association (FSA), and the Florida Highway Patrol (FHP) to distribute key education and outreach information to law enforcement officers and the public.	Materials distributed quarterly				
2C.5	Chris Keelin	Medium-Term	Coordinate with Florida Tax Collector offices to distribute key education and outreach materials to drivers receiving/renewing their license.	Materials distributed quarterly				

**Objective 2D: Participate in Teen Driver Safety Events**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
2D.1	Melissa Valido Sharon Hall Lakeisha White Carlos Sarmiento Petra Stanton Mike Zinn Eric Stern David Summers Melanie Brocato Andy Johnson	Annually	Conduct an annual Weeks of Awareness campaign.	Weeks of Awareness conducted annually				
2D.2	Melissa Valido Lakeisha White Robin Sims Andre Jamison Chris Swinson Michele Harris Lindsay Pavlick	Annually	Participate in Teen Driver Safety Week.	Teen Driver Safety Week conducted annually				

## Action Plan Goal 3: Driver Education

### Objective 3A: Determine the Feasibility of a Standardized Driver Education Curriculum in Florida

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
3A.1	Derek Stewart Mark Allen John Bolin Eric Stern	Short-Term	Establish a subcommittee to explore the feasibility of developing a standardized novice driver education curriculum in Florida.	Subcommittee established				
3A.2	Derek Stewart Mark Allen John Bolin Eric Stern	Medium-Term	Identify and document novice driver education curriculum and driver training best practices.	Best practices documented				
3A.3	Derek Stewart Mark Allen John Bolin Eric Stern	Long-Term	Develop recommendations for establishing a standard novice driver education curriculum and the proposed next steps.	Next steps identified.				

### Objective 3B: Expand Materials to Support Driver Education

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
3B.1	Chris Keelin Derek Stewart Elise Batchelor Leilani Gruener Steve Leavitt	Short-Term	Identify and document all relevant Florida pre- and post-licensure driver education programs and resources and post to the FTSDC website.	List of driver education programs and resources posted online				
3B.2	Derek Stewart Mark Allen John Bolen	Medium-Term	Identify gaps in existing pre- and post-licensure driver education program options and resources.	List of cities/counties with little or no access to driver education developed				

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
3B.3	Leilani Gruener Lakeisha White Carlos Sarmiento Eric Stern	Long-Term	Coordinate with schools and community groups in areas with little or no access to driver education programs and resources to provide driver education resources and educational materials.	Number entities receiving resources/materials and number of resources/materials distributed				

## Action Plan Goal 4: Teen Driver Safety Policy

### Objective 4A: Support Enhancement of Florida's Graduated Driver License Law

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4A.1	Karen Morgan	Short-Term	Develop model legislative language to align Florida's Graduated Driver License (GDL) laws with national standards and best practices.	Model legislative language developed and posted online				
4A.2	Chris Craig Elise Batchelor	Annually	Annually review GDL model legislative language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; adjustments made as needed				

### Objective 4B: Support Enhancement of Florida's Distracted Driving Law

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4B.1	Karen Morgan Leilani Gruener Melissa Valido	Short-Term	Review distracted driving laws from other states and related literature, and identify best practices that could be applied to Florida's distracted driving law.	List of best practices developed				
4B.2	Karen Morgan Leilani Gruener Melissa Valido	Medium-Term	Develop model legislative language to align Florida's distracted driving laws with best practices.	Model legislative language developed and posted online				
4B.3	Chris Craig Elise Batchelor	Annually	Annually review distracted driving model legislative language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; adjustments made and posted online as needed				

**Objective 4C: Evaluate the Feasibility of Vehicle Decals for Teen Drivers**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4C.1	Bill DeMott Melissa Valido	Short-Term	Coordinate with New Jersey to understand their approach, challenges, and successes in implementing a vehicle decal to identify teen drivers for more effective GDL enforcement.	New Jersey's approach, challenges, and successes in implementing a vehicle decal documented				
4C.2	Bill DeMott Melissa Valido	Medium-Term	Evaluate feasibility of conducting a similar program in Florida and identify potential challenges.	Feasibility of New Jersey's approach evaluated based on Florida's existing statutes and funding availability; document adjustments to fit Florida, as needed				
4C.3	Chris Craig Elise Batchelor	Medium-Term	Review approach and potential challenges with FDOT and FLSHMV management to determine if vehicle decals for teen drivers aligns with agency priorities.	Approach discussed with FDOT and FLHSMV management; adjusted as needed to align with FDOT and FLSHMV priorities				
4C.4	Andy Johnson Steve Leavitt Art Bodenheimer	Long-Term	Determine if legislative change is necessary to support the implementation of vehicle decals for teen drivers	Review Florida's existing statute and determine if changes are needed to implement vehicle decals for teen drivers				

**Objective 4D: Support the Implementation of Teen Driver Safety Policies in High Schools**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4D.1	Rachel Silber Leilani Gruener Dakova Batey Robin Sims Daphne Lampley	Short-Term	Develop model student code of conduct policy language that references commitment to safe driving behaviors	Model language developed and posted online				



Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4D.2	Dakova Batey Robin Sims Amanda Throndsen Ronda Cerulli Daphne Lampley	Short-Term	Develop model student driving/parking privileges guidelines and best practices for high school students using school parking lots	Guidelines and best practices developed and posted online				

**Objective 4E: Track Legislative Proposals that Could Impact Teen Driver Safety**

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Jun 2022	Aug 2022	Q1 2023	Q2 2023
4E.1	Karen Morgan Chris Craig Leilani Gruener		Annually review Florida’ legislative proposals to identify opportunities to improve teen driver specific legislative language.	Florida legislative proposals reviewed, opportunities documented, and posted online				