



# Florida Teen Safe Driving Coalition

## Meeting Report

December 1, 2020

*Prepared for:*

**Florida Department of Transportation**

*Prepared by:*

**Cambridge Systematics, Inc.**

## 1.0 Attendees

The participants in the December 1, 2020 Florida Teen Safe Driving Coalition meeting are listed below.

Name	Organization	Attendance
Chief Art Bodenheimer	Lake Alfred Police Department	<input checked="" type="checkbox"/>
Amanda Throndsen	Florida Department of Health	<input checked="" type="checkbox"/>
Andre Jamison	Drive Trainer	<input type="checkbox"/>
Andrew Johnson	Florida Department of Transportation, Law Enforcement Liaison	<input checked="" type="checkbox"/>
Sgt. Anthony Palese	Florida Highway Patrol (FHP)	<input checked="" type="checkbox"/>
Barbara Lee	Florida Department of Transportation	<input type="checkbox"/>
Carlos Sarmiento	Florida Department of Transportation	<input checked="" type="checkbox"/>
Carmen Puccio	Florida Department of Transportation	<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	<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 type="checkbox"/>
Derek Stewart	Florida Virtual School (FLVS)	<input checked="" type="checkbox"/>
Edith Wong	Florida Department of Transportation	<input type="checkbox"/>
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input type="checkbox"/>
Elizabeth Willis	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input type="checkbox"/>
Eric Stern	School District of Palm Beach County	<input checked="" type="checkbox"/>
Ginger Regalado	Florida Department of Transportation	<input checked="" type="checkbox"/>
John Bolen	Treasure Coast Driving School	<input checked="" type="checkbox"/>
Jose Soto	State Farm Insurance	<input type="checkbox"/>
Juanita Donaldson	Florida Department of Transportation	<input checked="" type="checkbox"/>
Lindsey Pavlick	AAA – The Auto club Group/ACG	<input checked="" type="checkbox"/>
Lorisse Garcia	Always Wear Your Seatbelt Foundation	<input type="checkbox"/>
Lynn Glover	Twin Visions	<input checked="" type="checkbox"/>
MaryRose Sirianni	AT&T	<input checked="" type="checkbox"/>
Mark Allen	All Florida Safety Institute	<input checked="" type="checkbox"/>

Matt Nasworthy	AAA – The Auto club Group/ACG	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input checked="" type="checkbox"/>
Michael Zinn	D7 Community Traffic Safety Team (CTST)	<input checked="" type="checkbox"/>
Petra Vybiralova	Johns Hopkins All Children’s Hospital	<input checked="" type="checkbox"/>
Peter Hsu	Florida Department of Transportation	<input type="checkbox"/>
Rachel Silber	Hollywood Hills High School	<input checked="" type="checkbox"/>
Ray Graves	Florida Department of Highway Safety and Motor Vehicles (FLHSMV)	<input checked="" type="checkbox"/>
Renee Napier Lord	The Megan Napier Foundation	<input type="checkbox"/>
Robin Sims	Florida Virtual Schools	<input checked="" type="checkbox"/>
Sharon Hall	Mothers Against Drunk Driving	<input type="checkbox"/>
Wendy Grant	Always Wear Your Seatbelt Foundation	<input type="checkbox"/>
<b>Coalition Support</b>		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Nusrat Sharmin	Cambridge Systematics	<input checked="" type="checkbox"/>
Maya Taylor	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance:

- Andrea Atran, Florida Department of Transportation (FDOT)
- Felicia Dixon, Orange County
- Gamal Mack, Orlando Fire Rescue
- Janice Martinez, D7 Florida Law Enforcement Liaison (LEL)
- Jon Askins, D5 Florida Law Enforcement Liaison (LEL)
- Larry Coggins, Mothers Against Drunk Driving (MADD)
- Melanie Brocato, Broward Sheriff Fire Rescue
- Taaka Fields Moore, Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Wendy Hughes, Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

## 2.0 Meeting Notes – December 1

### Welcome and Introductions

Melissa Valido, FTSDC welcomed participants to the December 1, 2020 Florida Teen Safe Driving Coalition Meeting and asked them to introduce themselves.

## **FTSDC Housekeeping**

### ***LifeSavers Virtual Conference***

- Melissa said the Lifesavers conference will be held virtually on April 26-28, 2021. She noted the teen and distracted driving tracks are being merged this year. She identified three workshops specifically to consider:
  - Changing the Culture of Driving Distracted
  - Making Lemonade out of Lemons: Using Lessons Learned from the Pandemic to Virtually Reach Teens and Underserved Populations
  - Drive to Wellness: Incorporating Distracted Driving into School-Age Health Education Curricula

### ***FTSDC Web Traffic Data***

- Melissa provided an update on the FTSDC website activity data since October 2019. The website saw an increase in traffic after implementing advertising through Google. She also highlighted a spike in the FTSDC web activity due to the announcement of the Safe Driving Starts with Meme campaign announcement.

### ***State Farm: Ground Your Parents Campaign***

- Melissa reviewed the three new PSAs related to the Ground Your Parents Campaign. These PSAs are focused on encouraging Teens to educate and inspire their parents to make safe driving decisions.
- Melissa said production will occur between December 2020 and January 2021. She will provide an update at the meeting scheduled for March 1-2, 2020.

### ***Teen Driver Fact Sheet Update***

- Danny Shopf, Cambridge Systematics, gave an overview of the Teen Driver Fact sheet. The fact sheet covers topics related to Florida's Teen Traffic Safety Challenges during the period from 2014-2018.
- Danny provided a high-level overview of the latest fact sheet and highlighted key trends. The fact sheet includes teen fatalities, serious injuries, and crashes broken down by age, gender, rural vs urban, county, time of day, day of week, monthly, and annually. He said the fact sheet will be updated annually.

*Participants had the following questions and comments:*

- David Summers, Trauma Agency, asked how the teen time of day fatalities and serious injuries data compares to the state data for fatalities and serious injuries.
  - Danny said the teen and state time of day fatalities and serious injuries data are fairly consistent. He said the highest numbers of fatalities and serious injuries occur during the evening.
- Petra Vybiralova, Johns Hopkins All Children's Hospital asked if there was location specific data for Manatee County.

- Danny said staff only looked at county wide data and did not look at any specific location. He said FLHSMV has the official record of the crash data. Chris Craig, FDOT said FDOT can assist Petra with the data analysis for specific locations. Melissa will work with Chris and Juanita Donaldson, FDOT to get the information to Petra.
- Daphne Lampley, Operation PAR asked if there was data for crashes that involved substance use.
  - Danny said there are graphs in the fact sheet that highlight impaired driving. He said the current data can be broken down for drug and/or alcohol. Melissa asked Daphne to send her an email outlining her data needs. Melissa said she will work with Juanita to get the information to Daphne.

#### **FDOT Strategic Highway Safety Plan Update**

- Juanita gave an update on the FDOT Strategic Highway Safety Plan (SHSP). She said the Emphasis Area sections are being expanded from one page to two pages. She said the coalition would have another opportunity to review the revised content before the SHSP is published.

#### **FTSDC Website Resources Tab**

- Melissa provided an update on the content available on the resources tab of the FTSDC website.

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

Melissa opened the conversation for member updates.

- David Summers said he would typically present at in-person driver education classes. Now that those courses are conducted virtually, he has adapted his presentation and is presenting virtually to these students. He said it is difficult to do outreach as only about 30 percent of students in Palm Beach County are attending classes in person.
- Andy Johnson, Florida Law Enforcement Liaison (LEL) Program, said that law enforcement has scaled back across many agencies due to impacts of COVID-19. Many agencies are more focused on reactive enforcement rather than proactive enforcement to reduce contacts.
- Chris Keelin, St. Johns County Tax Collector said funding for his driving school program (funded through traffic enforcement) has declined significantly. He said most students participate in the lecture portion of the program virtually and new sanitation practices have been implemented to clean the vehicle between each student driver.
- Art Bodenheimer, Lake Alfred Police Department asked if the decline in revenue to the driving school is consistent with the decline in citations?
- Matt Nasworthy, AAA, said they have hosted a few COVID-friendly events throughout 2020 to provide safe driving information. He said AAA is working on making programs and information available virtually and expect to have driver education and teen driver safety materials available in early 2021.
- Larry Coggins, MADD, said MADD is working virtually where they have to and working in-person (following safety protocols) where welcome.
- Carmen Puccio, FDOT, said Community Traffic Safety Teams (CTSTs) aren't able to get into the schools but are working with other organizations, such as Safe Kids and the County Health Departments, to

get outreach information to teens. CTSTs continue to meet virtually. Social media has become much more important for communication in a virtual environment.

- Andrea Atran, FDOT, said District 2 has been busy. She said District 2 is continuing to do education and outreach using social media. Andrea said the virtual meeting platform allows for greater participation at meetings particularly for fire and rescue.
- Melissa noted that all FDOT Safety Coalition leaders/program managers met collectively and will continue to meet quarterly. She said there were mixed feelings from other coalition leaders on the effectiveness of virtual meetings and asked the coalition to provide their suggestions on continuing to meet virtually.

Melissa said she would like to meet in person as soon as that can be done safely. She asked members to share their thoughts on offering both virtual and in-person meeting options for the coalition, assuming that the travel restriction is lifted.

The majority of participants liked the option to have meetings in-person and virtually. They said it allows members to stay involved even at a distance.

*Participants had the following questions and comments:*

- Some community meetings, especially those for aging road users are not well received in a virtual format. We are doing outreach to schools both virtually and in person.
- I think personal interaction at in person meetings generate more creative interaction and less distractions. Having an option to attend virtually for those that can't attend in person is beneficial, but a majority of participation should be in person.
- Daphne shared her experience with conducting meetings with both in-person and virtual options. She said offering both options will require additional support staff to manage the digital platform, while one person facilitates the in-person portion of the meeting.
- I like the virtual option. I think that it would be difficult to offer a hybrid meeting that is not hosted at an FDOT location.
- Are there FODT grant funds available to support CTSTs with equipment such as cameras?
  - Chris said NHTSA funding does not allow FDOT to fund that type of equipment and it is very limited on what can be done with the equipment. He said FDOT buildings are fully equipped with everything necessary to facilitate virtual meetings and staff should be able to provide a room for virtual meetings. Equipment and bandwidth issues are the main problems for CTSTs.

### **FTSDC Strategic Action Plan Update**

Melissa gave an update on the FTSDC Strategic Action Plan Update. She said many of the membership addition suggestions have either been added to the coalition already or are being coordinated. She also said the coalition has done extensive work on developing outreach and educational materials for almost all of the categories identified in the action plan. She said an additional strategy related to organizing Teen Driver

Safety Week was added to the action plan and has been completed. She said the coalition was able to update the Florida Driver Education Curriculum Framework.

### Subcommittee Member Roster Review & New Member Signups

Melissa reviewed the focus of existing subcommittees and current subcommittee membership on-screen with participants, making membership updates throughout the discussion. She outlined the responsibilities of an Action Group Leader as follows:

- Action Group Leader
  - Schedule meetings with your subcommittee group when necessary, and notify participants
  - Provide information or designate a member at each coalition meeting on what is being accomplished
  - Seek assistance from coalition members to help implement a task or project to overcome a barrier

The subcommittee roster determinations are as follows:

Aging Road Users	Bike/Ped	Car Dealership Outreach	Commercial Motor Vehicles	Distracted Driving Education	Distracted Driving Policy Group
<b>Taaka Fields Moore</b>	<b>Dekova Batey</b>	<b>Andre Jamison</b>	<b>Chris Craig</b>	<b>Matt Nasworthy</b>	<b>Mary Rose Sirianni</b>
Carlos Sarmiento	Amanda Thronsen	<b>Carlos Sarmiento</b>	Anthony Palese	Andre Jamison	David Summers
Carmen Puccio	Carmen Puccio	Andy Johnson	Art Bodenheimer	Carlos Sarmiento	Mark Allen
Gail Holley*	Edith Wong	Mark Allen	Larry Coggins	Carmen Puccio	
Lynn Peterson-Glover	Jon Askins (Point of Contact)	Petra Vybiralova (As a Friend)	Mike Zinn	David Summers	
Sharon Hall	Petra Vybiralova (As a Friend)			John Bolen	
	Taaka Fields Moore			Melanie Borcato	
				Petra Vybiralova	
Graduated Driver Licensing	Impaired Driving	Impaired Driving - Law Enforcement	Motorcycle	Policy Group - (Driver Education + GDL Model Legislation)	School District Mailing List
<b>Elise Batchelor</b>	<b>Sharon Hall</b>	<b>Art Bodenheimer</b>	<b>Andy Johnson</b>	<b>Chris Craig</b>	<b>Mark Allen</b>
Dekova Batey	Chris Keelin	Andrew Johnson	Edie Peters*	Derek Stewart	Andrea Atran
John Bolen	Daphne Lampley	Chris Swinson	Carmen Puccio	Elise Batchelor	Chris Swinson
Juanita Donaldson	Matt Nasworthy	Anthony Palese	Chris Swinson		Daphne Lampley
Petra Vybiralova	Robin Sims		David Summers		Derek Stewart
Robin Sims			Elise Batchelor		Eric Stern
Wendy Hughes					

School Orientation Packet Outreach	Speed/Aggressive	Teen Driver Safety Week	Unrestrained (Seatbelt)	Work Zone / School Zone	
<b>Mark Allen</b>	<b>Chris Keelin</b>	<b>Carlos Sarmiento</b>	<b>Petra Vybiralova</b>	<b>Juanita Donaldson</b>	
<b>Lynn Peterson-Glover</b>	Andre Jamison	Carmen Puccio	Andrea Atran	Amanda Throndsen	
John Bolen	Anthony Palese	Juanita Donaldson	(AWYS Foundation)	Chris Keelin	
Rachel Silber	Carlos Sarmiento	Mike Zinn	Carmen Puccio	Chris Swinson	
	Juanita Donaldson	Petra Vybiralova	David Summers	Edith Wong	
	Lindsey Pavlick	Rachel Silber	Leilani Gruener*	Elise Batchelor	
	Mark Allen (Point of Contact)	Robin Sims	Lindsey Pavlick	Mike Zinn	
	Mike Zinn	Wendy Hughes			

**\*Action Group Leader** \*Action Group Leader's Assistant

Melissa said she expects the School District Mailing List and School Orientation Packet Outreach subcommittees to have an overlap of roles and responsibilities.

### Group Updates – Recap of Action Plan Group Progress

#### **Action Step 1.1.3: Identify and collaborate with other like-minded coalitions and organizations.**

- Eric Stern, School District of Palm Beach County said Nicole Wilder, Florida Department of Education is supportive of the recommended changes to the driver education course. The changes will be implemented in the 2021-2022 school year.
- Considering removing FDLE from this action step and adding the School Resource Officer Organization.

#### **Action Step 2.1.5: Create and or Adapt needed Outreach and Educational Materials.**

##### Distracted Driving Subcommittee

- Unsure Florida will make much progress with distracted driving legislation due to additional legislation priorities related to COVID-19.

##### Motorcycle Subcommittee

- Andy shared a recently developed educational poster about appropriate motorcycle safety gear.
  - Chris suggested creating a similar poster for scooters.

##### Parent Teen Safe Driving Guide

- Safe Driving Guide is being finalized. Working on identifying printing solutions.

### Outreach Strategy: Progress Updates and Action Areas

#### MOU with FLHSMV

- Chris said there may be an opportunity to get the list of new teen drivers from FLHSMV so the coalition can distribute educational materials directly to new teen drivers.



#### School Orientation Packets

- Melissa said the school orientation guide subcommittee will take the lead on distributing the school orientation packets.

#### Teen Driver Safety Week

- Melissa reviewed the social media content used during Teen Driver Safety Week

#### Public Comment Period

There were no comments from the public.

#### Upcoming Meeting Dates

Melissa reviewed the upcoming FTSDC meeting dates:

- March 1-2, 2021 (tentatively in-person in Orlando)
- June 15-16, 2021 (TBD)
- August 10-11, 2021 (TBD)

#### Adjourn

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

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