

2015 FLORIDA CLICK IT OR TICKET MOBILIZATION

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FLORIDA'S SPECIAL TRAFFIC ENFORCEMENT PROGRAM FIVE STAR PLAN

Most successful enforcement programs have incorporated the following: political consent, community partnerships, media support, training, state, county and municipal law enforcement agencies. These components have proven to be reliable elements of a winning strategy known as the Five Star Plan. This proposed plan contains the following elements:

1. **Political Consent**: Florida's regional law enforcement liaisons (LEL) use local area law enforcement network meetings to gain political consent for implementing strict enforcement strategies and also to stimulate plans to increase safety belt and child restraint use. Law enforcement agencies (LEA) will be educated on recent accomplishments of **Florida's Click It or Ticket (CIOT)** efforts and encouraged to participate in the grant funded **2015 Florida Law Enforcement Challenge (FLEC)** that includes the **Florida's 2015 CIOT Wave**.
2. **Community Partnerships**: Community support is critical in making a difference. Mobilizing the community to establish partnerships can be influenced through area meetings, public information and education campaigns, and law enforcement efforts. Political leaders, business leaders, and the community are being educated on the issues and advantages of increasing safety belt and child restraint use within their area. The establishment of ongoing and effective partnerships is key to developing and disseminating the safety message to the public. Florida's network of 57 Community Traffic Seat Teams (CTST) is a critical element in this endeavor. The contact information for the seven (7) Florida Department of Transportation's (FDOT) District CTST Coordinators that manage the 57 CTSTs is listed on page 11.
3. **Media Support**: Studies have shown that one of the most effective mechanisms to increase safety belt and child restraint use is a high visibility seatsafety belt enforcement campaign combined with an extensive media campaign.

During the Fiscal Year 2015 Grant Cycle, FDOT awarded a traffic safety paid media grant to the University of North Florida's Institute of Police Technology and Management (IPTM) to develop **Florida's 2015 Click It Or Ticket Paid Media Campaign**. IPTM executed a contract with St. John and Partners, a media and marketing contractor that will formulate a comprehensive paid media/marketing campaign plan encompassing safety belt and child restraint enforcement initiatives. The plan will include television, radio media spots, and social media to identify and match programming audiences with the demographic groups known to have low safety belt usage rate as well as marketing tools (i.e. males 18-34; pickup truck drivers and minorities). The FDOT Central Office will have high visibility Click It or Ticket displays in the lobby and parking lots. The District offices are encouraged to do the same.

St. John and Partners, FDOT's Traffic Safety Office, FDOT's Safety Office Public Information Officer (PIO), Florida Highway Patrol's PIO, and the LELs will work closely with the 57 CTSTs to disseminate campaign information/materials.

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4. **Training:** Training is the cornerstone in implementing any effective traffic enforcement program. The LELs will continue to provide training to law enforcement officers to promote awareness and encourage strong participation in the 2015 FLEC. This training may include:

- the importance of safety belt use
- the specifics of Florida's safety belt and child restraint laws
- the importance of strong and consistent enforcement in increasing usage rates
- the goals, activities, and enforcement waves of this program
- attendance at state and national workshops and conferences concerning occupant protection

5. **State, County, and Municipal Law Enforcement:** The most important component of the Florida Five Star Plan is the enforcement of safety belt and child restraint laws. It is clear that a high visibility traffic law enforcement program is critical to gain compliance with established traffic laws. LELs strategically located throughout the State will work closely with more than 400 state, county and municipal law enforcement agencies to facilitate and encourage participation.

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ENFORCEMENT WAVE ACTIVITIES AND PROCEDURES

The Law Enforcement Liaison Coordinator (LELC) and LELs will be responsible for soliciting and coordinating the participation of LEAs to take part in the **2015 Florida Law Enforcement Challenge (FLEC)**.

The FLEC was implemented to encourage active LEAs and officer participation in the approved FDOT enforcement waves for incentives, training, and recognition. Law enforcement equipment will be made available to LEAs that actively participate in the program and its enforcement waves. Individual agencies and officers will be recognized for their outstanding efforts and accomplishments throughout the program. Saturation patrols will be used extensively during each enforcement period to impact desired results and goals. The agencies must agree to aggressively enforce Florida's primary safety belt and child restraint laws during the enforcement periods.

Special enforcement will be concentrated in areas identified as having low safety belt use, child restraint use, and high crash/injury rates. Statewide dates of participation will coincide with **Spring Break; CIOT; Hands Across the Border; Labor Day Weekend; the Thanksgiving Holiday** and other established statewide safety campaigns.

Each of the campaign waves will include the following elements:

- Public Information and Education
- Regional and Local Earned Media Announcements
- Digital and Social Media
- Law Enforcement Training
- Enforcement Efforts
- Reporting of all Activities and Enforcement to the LELC
- Program Evaluation

➤ **Public Information and Education**

A public information and education program (PI&E) will be conducted in each region prior to enforcement activities. The PI&E Program shall be accomplished by disseminating materials and information to the media and community as provided by FDOT, the CTSTs, or the LELs, with approximately 100% of the population being reached. (**NOTE: pages 10, 11, & 12 contains the contact information for the FDOT CIOT Staff, FDOT District CTSTs and the Regional LEL Coordinators**).

➤ **Regional and Local Earned Media Announcements**

FDOT District PIOs will be asked to issue at least two news releases for the CIOT enforcement wave. The first news release will be a pre-wave release announcing the upcoming enforcement wave of increased enforcement. The second release will be a post-wave release and will provide results of the increased enforcement.

Additional efforts may be made to conduct a media news event when resources are available and will include other law enforcement agencies within the region in order to send a strong message to the public about increased enforcement of Florida's occupant restraint laws.

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➤ Digital and Social Media

Use the “Open Hyperlink” command for the following web-address and you’ll be redirected to Florida’s 2015 CIOT Mobilization Plan, CIOT PSAs and CIOT printed resources: <http://www.dot.state.fl.us/safety/2A-Programs/Occupant-Protection.shtm>. Social Media will be captured using #BuckleUpFL. Analytics measuring digital and social media to be provided following the campaign.

➤ Law Enforcement Training

The LELs will continue to provide training to law enforcement officers to promote awareness and encourage strong participation in the 2015 FLEC. This training may include:

- the importance of safety belt use
- the specifics of Florida's safety belt and child restraint laws
- the importance of strong and consistent enforcement in increasing usage rates
- the goals, activities, and enforcement waves of this program
- attendance at state and national workshops and conferences concerning occupant protection

➤ Enforcement Efforts

The efforts of participating law enforcement agencies will focus on the following:

- increasing enforcement of Florida's safety belt and child restraint laws (**both day and NIGHT enforcement**)
- increasing safety belt and child restraint usage rates
- decreasing crashes, fatalities, and serious injuries

In addition to statewide enforcement periods, each region may conduct a local or regionalized enforcement wave during FY-2015. These waves may coincide with events, programs, or other activities specific to the location. LELs and the participating LEAs will set the dates of the local or regional enforcement waves.

➤ Reporting of all Activities and Enforcement to the LELC

Each LEA that participates in the 2015 FLEC will be required to report all activities conducted during the enforcement periods to the LELC or her designated representative. All applicable forms will be completed and returned in the specified time frame.

➤ Program Evaluation

The overall success of the program will be measured through the following:

- Florida Department of Highway Safety and Motor Vehicles Traffic Crash Facts;
- Florida Department of Transportation's Safety Belt and Child Restraint Use in Florida Final Report;
- 2015 CIOT Public Opinion/Attitude Survey;
- The number of LEAs participating in the 2015 FLEC;
- The number of safety belt citations written during the 2015 FLEC;
- The number of child restraint citations written during the 2015 FLEC; and
- Analytics measuring digital and social media following the campaign.

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2015 FLORIDA'S CIOT MOBILIZATION FEB – JUN 2015

FDOT's Safety Office will implement a comprehensive high visibility zero tolerance CIOT Enforcement Mobilization from Mid-April – June 11, 2015 (*see timeline on page 8*). The following efforts will enhance the mobilization:

- 2015 Florida CIOT Mobilization Earned Media;
- 2015 Florida CIOT Mobilization Paid Media;
- 2015 Florida CIOT Mobilization Enforcement Period;
- 2015 Florida CIOT Mobilization Pre and Post Observational Safety Belt and Child Restraint Use Survey;
- 2015 Florida CIOT Mobilization Pre and Post CIOT Public Opinion/Attitude Surveys; and
- 2015 Florida CIOT Mobilization Analytics Measuring Digital and Social Media following the Campaign.

➤ **2015 Florida CIOT Mobilization Earned Media**

The 2015 Florida CIOT Earned Media: May 4 – June 11, 2015. This timeframe will be used to announce the 2015 Florida CIOT mobilization enforcement period, as well as the results of the mobilization efforts.

The FDOT District PIOs, FDOT CTST District Coordinators, and the Florida Highway Patrol's PIOs will be utilized to promote the **Florida's 2015 CIOT** message during the mobilization wave. The assistance from the PIOs in Florida will greatly increase earned media coverage for the **CIOT** mobilization. Their responsibilities will be to:

- Disseminate **Florida's 2015 CIOT** materials/information;
- Forward to the FDOT Traffic Seat Office any **Florida's 2015 CIOT** photos taken during an event and/or enforcement effort; and
- Work with their local LELs to encourage law enforcement officers to attend the scheduled press events in order to have a strong enforcement presence.

➤ **2015 Florida CIOT Mobilization Paid Media**

The 2015 Florida CIOT Paid Media: May 11 – 25, 2015. Florida will conduct an intensive paid media campaign, the primary focus of the paid media campaign will be: males age 18–34; pickup truck drivers; African American and Hispanic populations. Special emphasis also will be directed at the geographical areas with the lowest usage rates. The paid media campaign is expected to cover approximately 100% of the state with the **2015 Florida CIOT** message.

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➤ 2015 Florida CIOT Mobilization Enforcement Period

The 2015 Florida CIOT Enforcement Period: May 18 – 31, 2015. During this time LEAs participating in the 2015 FLEC will conduct increased enforcement activities and to stage earned media events (such as traffic safety checkpoints, child safety seat checks, DUI checkpoints, saturation patrols, and/or a ride-along with a law enforcement officer). The enforcement effort is expected to reach 80% of the State's population.

➤ 2015 Florida CIOT Mobilization Pre and Post Observational Safety Belt and Child Restraint Use Surveys

The University of North Florida's Institute of Police Technology and Management (IPTM) contracted with The Preusser Research Group, Inc. to conduct the pre and post observational statewide safety belt and child restraint usage surveys. During mid-April the pre-observational safety belt survey will be conducted and during early-June 2015 the post-observational safety belt survey will be conducted. These surveys are one of the evaluation tools used to determine the effectiveness of the 2015 Florida CIOT Mobilization.

➤ 2015 Florida CIOT Mobilization Pre and Post CIOT Public Opinion/Attitude Surveys

IPTM will work with the University of North Florida's Public Opinion Research Laboratory to conduct the pre and post CIOT public opinion/attitude surveys. During mid-April the pre- CIOT public opinion/attitude survey will be conducted and during early-June 2015 the post- CIOT public opinion/attitude survey will be conducted. These surveys are one of the evaluation tools used to determine the effectiveness of the 2015 Florida CIOT Mobilization.

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2015 FLORIDA CIOT CAMPAIGN MARKETING/PRINTED MATERIALS

Safety belts are the most effective safety feature ever invented and has helped save thousands of lives. Sadly, one in five Americans nationally fail to regularly wear a safety belt when driving or riding in a motor vehicle. By maintaining the "Click It or Ticket" brand and awareness, we will continue to reduce safety belt fatalities on Florida's roads.



Use the "Open Hyperlink" command for the following web-address and you'll be redirected to the **National Highway Traffic Seat Administration's approved 2015 CIOT Campaign Marketing Materials:**

<http://www.trafficseatmarketing.gov/ciot>

The **CIOT** campaign marketing/printed materials are in Word and PDF format, please feel free to localize these materials.

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FDOTs CONTACT INFORMATION

Area of Responsibility	Office	Contact Person	Contact Ph #	Email Address
FDOT Safety Office Occupant Protection Traffic Safety Program Manager	CO	Ralph Salvas	850.414.4008	ralph.salvas@dot.state.fl.us
FDOT Safety Office Public Information Officer	CO	Karen Smith	850.414.4116	karen.smith2@dot.state.fl.us
FDOT Safety Office Traffic Safety Administrator	CO	Chris Craig, CPM	850.414.4009	chris.craig@dot.state.fl.us
FDOT Safety Office Chief Safety Officer	CO	Lora Hollingsworth, P.E.	850.414.4177	lora.hollingsworth@dot.state.fl.us

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CTSTs CONTACT INFORMATION

Area of Responsibility	Office	Contact Person	Contact Ph #	Email Address
Statewide Coordinator	CO	Peter Cohen	850.414.4026	pete.cohen@dot.state.fl.us
Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Lee, Manatee, Okeechobee, Polk, Sarasota	D1	Theresa Myers	863.534.0915	theresa.myers@dot.state.fl.us
Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Gilchrist, Hamilton, Lafayette, Levy, Madison, Nassau, Northeast Florida Multicounty, Putnam, St. Johns, Suwannee, Taylor, Union	D2	Andrea Atran	386.758.3700	Andrea.Atran@dot.state.fl.us
Bay, Calhoun, Escambia, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington	D3	Barbara Lee	850.415.9231	barbara.lee@dot.state.fl.us
Broward, Indian River, Martin, Palm Beach, St. Lucie	D4	Carmen Pullins	954.777.4361	carmen.pullins@dot.state.fl.us
Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia	D5	Joe Steward	386.943.5323	joe.steward@dot.state.fl.us
Miami-Dade, Monroe	D6	Carlos Sarmiento	305.470.5437	carlos.sarimento@dot.state.fl.us
Citrus, Hernando, Hillsborough, Pasco, Pinellas	D7	Rhonda Grice	813.975.6256	rhonda.grice@dot.state.fl.us

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LELs CONTACT INFORMATION

Area of Responsibility	LELs Name	Phone #	Email Address
Statewide Coordinator	Kate Nelson	850.694.1130	coordinator@floridalel.info
Administrative LEL	Diane Maxfield	850.766.1538	admin@floridalel.info
Panhandle	Tim Roberts	850.694.1211	panhandle@floridalel.info
Northeast	Juan Cardona	850.728.2615	northeast@floridalel.info
Central	Thomas Banks	850.363.0531	northcentral@floridalel.info
South Central	Janice Martinez	850.510.7369	southcentral@floridalel.info
Southwest	Larry Coggins	850.728.2813	southwest@floridalel.info
Southeast	Charlie Kane	850.459.5897	southeast@floridalel.info
South	Shaun VanBeber	954.826.2359	south@floridalel.info