SECOND EDITION

VERMONT

Governor's Highway Safety Program

2010 Annual Report

VERMONT

CONTACT INFORMATION

James Douglas	Governor
Thomas R. Tremblay	Governor's Representative
Douglas Hoyt	Interim GHSP Chief
Michele Laberge	Grants Manager
Susan Aikman	Grants Manager
Betsy Ross	Public Information Officer

Address: **5 Park Row**
Waterbury, VT 05671-3201
Phone: **802.241.5509**
Fax: **802.241.5558**
Email: **Hhoytd2@dps.state.vt.us**
Web: **Hwww.ghsp.vermont.gov**

2010 Annual Report

INTRODUCTION

An annual report provides the opportunity to review the previous year. Did the organization respond to the goals and objectives for the year? What are the current trends in Highway Safety and can the Governor's Highway Safety Program adapt to a changing environment?

A couple of examples would be Distracted Driving and Ignition Interlocks. The impact from distracted driving is not entirely new in terms of an issue. However during the calendar year of 2010 it has exploded onto the highway safety scene in part due to the tremendous growth of "Smartphones". New strategies will need to be developed in terms of education and enforcement. Beginning in 2011 Vermont will witness the beginning of ignition interlocks. This will be a small first step to address repeat DUI offenders which can be a serious problem.

Vermont Law Enforcement has been very responsive to overall highway safety goals, especially in the area of Click It or Ticket initiatives and DUI task force implementations. We need to be ever mindful of our predominantly rural and small urban nature within the State of Vermont. The joining together of these varied agencies needs to be accommodated in order to preserve the past advances in highway safety and move forward as well.

The continued media presentation of highway safety themes is an integral part of our Strategic Highway Safety Planning. Vermont's efforts to improve traffic related data collection and dissemination will enhance the problem identification process and solutions for the problems.

While we have no special ability to look into the future we have every reason to believe that in Vermont safety belt use will exceed 85% use for the fourth year in a row since 2007. Alcohol involved fatal crashes were the lowest in the nation in 2008 and in 2009. One of the most telling statistics is that the trend of declining fatal crashes will hold true for 2010 with perhaps the second lowest number of fatalities since 2000. Vermont should experience a **decrease** of eight to ten percent from calendar year 2009 to 2010.

A Motor vehicle–related injury and death are preventable. Crashes place an economic and societal burden on the United States. A conservative estimate from 2005 translate to every person in the United States in 2005 paying at $336, or each U.S. licensed driver paying almost $500, for the medical costs and productivity losses associated with these preventable injuries and deaths.

Besides the money there are the real human tragedies that are an additional outcome. This was poignantly demonstrated recently in a Red Ribbon Tree ceremony held on the floor of the House of Representatives in the Vermont State House. To witness the tree covered with red ribbons placed in remembrance of a victim is a strong message and underscores what we are attempting to achieve in our professional endeavors.

The staff at the Vermont Governor's Highway Safety Program looks forward to the many challenges and rewards in the coming year. These accomplishments could not be achieved without the building of partnerships with the various Federal, State, County, Municipal, and Private organizations

Douglas S. Hoyt,

Interim Highway Safety Program Chief

VERMONT PROJECTS

IMPAIRED DRIVING

Vermont follows national trends; nearly 8 in 10 (77.9%) operators taken into custody for driving under the influence are male, and 70 percent of those are first time offenders. About 75 percent of repeat offenders in 2008 were sentenced to some jail time, but like everywhere else, our prisons are over-crowded, and sentences are generally of short duration.

Participation by law enforcement mobilizations is voluntary in Vermont so there is a great deal of pride that the vast majority of the law enforcement community participates in the two impaired driving mobilizations each year. Some agencies receive grant money for our campaigns; however, all those funds are used to pay officers.

PROGRAM OVERVIEW

We continue to run two **alcohol mobilizations** a year; one during the summer and one during the December holiday period. Agencies are adjusting tactics to better target areas and times noted for increased drinking and driving. For instance, checkpoints and saturation patrols along our western border are staying out much later than in the past because bars in New York close two hours after Vermont bars, and agencies noted an increase in crash rates along roadways leading from New York in the early morning hours. We encourage agencies to continue this new approach to combat this problem.

Governor's Highway Safety Program, Vermont State Police and the Vermont Chiefs Association are cooperatively coordinating the start-up of **Drug Recognition Expert** (DRE) program in Vermont.

The DRE program is a growing specialty in law enforcement that has great promise as a means of identifying and prosecuting drug-impaired drivers. The National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP) endorse the DRE Program. Vermont currently has nineteen (19) certified Drug Recognition Experts, an increase of one over the previous year. The Drug Recognition Expert Committee is coordinating this multi-agency program. The committee looks forward to continuing the process and establishing case law in the drugged driving area. The DRE network in Vermont is growing and as it grows, the ability of the police community in Vermont to recognize, identify, and prosecute drug impaired drivers improves. Sixty-nine (69) blood samples were sent to a laboratory for screening in 2010 compared with 28 in 2009. This represents an increase of 146% in one year.

The ENCARE nurse program did not have a grant in 2010.

The **Traffic Safety Resource Prosecutor**, located in the Office of State's Attorneys and Sheriff's, supports efforts to remove and sanction drivers arrested for driving after drinking or while under the influence of other drugs. The Resource Prosecutor provides legal support on appeals with statewide or constitutional impact or in areas where local prosecutors have limited experience. The prosecutor provides informational, training and legal research support to other prosecutors and enforcement officers. The resource prosecutor works with various agencies to improve DUI laws and their applications and the Department of Health to maintain acceptability of the DataMaster infrared breath testing equipment. He also works very closely with the

DRE committee, and will work closely with expert witnesses on any DRE precedent setting cases.

We will continue to use a tried and true method: find the problem areas, devise an effective strategy, dedicate the resources, educate the public, and enforce the laws in the highest visible manner to promote safe behavior on our highways.

PROGRAM RESULT

Vermont continues to be one of the best in the nation in terms of alcohol-related deaths per 100 million miles traveled. Our rate of .98 in 2009 compared to a national rate of 1.13 underscores the fine efforts to maintain a low national ranking. The year 2010 is the eighth year in a row that the alcohol-related traffic death count is 30 or below. The rate was, in fact, 23.0. This is a great accomplishment and indicates Vermont's commitment to reducing DUI deaths.

OCCUPANT PROTECTION

Vermont's occupant restraint use has increased by nearly 30% during the Click It or Ticket (CIOT) Era. In 2001, the last pre-CIOT year, the Vermont use rate was a dismal 67.4%. Vermont currently enjoys an 85.2% use rate. We know this rate contributes greatly to the unprecedented low numbers of deaths on Vermont roadways. We fully intend to continue the program to raise the use rate even higher.

PROGRAM OVERVIEW

Vermont's occupant protection program consists of education and enforcement.

On the education front, the Child Passenger Safety Program (detailed later in this section), which includes the Vermont Occupant Protection and Child Passenger Safety Specialist, promotes use of restraints and proper use of child safety seats. Further, the Agency of Transportation, Workplace Safety Program, Vermont Teen Leadership Program, Vermont Safety Education Center, and the myriad of other traffic safety supporters across Vermont promote the proper use of restraints in all their programs. These community programs described later in this document have a large component related to safety restraint education as part of their programs. Each of the contacts made through this multitude of programs is an opportunity to promote proper restraint use for everyone in a vehicle. We take full advantage of these educational opportunities.

On the enforcement side, Vermont runs two Click It or Ticket mobilizations: the main mobilization in May during the national mobilization to increase belt use and another effort in November over the high-travel Thanksgiving period.

The May 2010 effort involved local departments doing safety checkpoints on their own, § 402-funded projects in various police jurisdictions and a full blown Click It or Ticket task force mobilization for areas of special interest (low use).

The Thanksgiving effort, although smaller and largely voluntarily supported by Vermont law enforcement is effective in reminding drivers of the importance of restraint use mid-year between the big efforts each May.

CHILD PASSENGER SAFETY

The CPS program now rebranded under the new title Be Seat Smart is staffed by a CPS Specialist, Technical Support, CPS Educator and Buckle Up Coordinator and assisted by car seat technicians statewide. The goal of the program is to decrease the number of deaths and injuries of young children on Vermont highways due to motor vehicle crashes. This is achieved by promoting the proper use of child safety seats, safety belts and airbags. Various means are used to reach the public and other CPS advocates. These include car seat inspections,

trainings, displays, law enforcement details, radio and newspaper advertisements and public safety announcements and public events which promote car seat and seat belt safety.

Vermont began the grant year with 121 certified car seat technicians. 72 agencies and 6 individuals were represented. At the close of the year we had 123 technicians. Retention of technicians becomes more difficult with each year as budgets are cut and workloads increase.

Car seats were available through the Vermont Discount Car Seat program. Any Vermont family may be served but special emphasis is placed on reaching low income families through collaboration with the Vermont Department of Health Women, Infants, and Children Clinics. A small donation is requested ranging from $10.00 – $20.00 for low income families. Seats are also distributed for free according to need

All donations are used to purchase additional seats for the program. All seats are purchased in bulk. Warehousing and transportation to fitting stations around the state is provided by Land Air Express of New England. This service is valued at more than $30,000 a year and is a key component to the success of the program. In partnership with Safe Kids Buckle Up, Vermont distributed 540 seats – which included infant, convertible, booster and special needs seats.

Car seats were checked and distributed through various avenues. Large inspections, fitting stations, hospital discharge, and individual appointments were the most common venues. Twenty five sponsored inspections were held in Bennington (2), Berlin (2), Burlington (3), Montpelier (2), Hardwick, Essex, Rutland, St. Albans (2), Bethel, St. Johnsbury, Newport, Williston (2), Randolph, Milton, Morrisville, South Burlington (1), and Springfield (2). 543 inspections were held at these sites. This is an increase of more than 100 from the previous year and attributed to better promotion. The inspection events were publicized with letters to all day care providers, community calendars, the web and flyers handed out to all community service agencies in the towns where the inspections were to be held as well as radio and print advertising the inspections.

The VT Fitting Stations continue to grow and gain public awareness. 1,824 seats were checked at 27 stations around the state and 347 seats were distributed. Two new stations were added in Barre and Williston.

Many technicians serve the public by individual appointment. Individuals CPS technicians completed 366 seat checks or installations. An additional 1,739 seat checks were documented by nine of fourteen hospitals in the state. Total inspections from all our programs totaled 4,472. Expectant parents, newborns, children in safety seats, children using adult seat belt systems, special needs children and unrestrained children and adults attended inspections.

All safety seat inspection forms were checked for proper use by CPS instructors. Misuses were tracked in three categories: selection, harnessing, and installation. The most common misuse in VT continues to be errors in installation. Harnessing follows closely behind. A total of 325 seats arrived correctly installed. The overall misuse rate of checked seating was 83.44%.

Training for Law Enforcement which focuses on VT Child Restraint and Seat Belt laws, crash dynamics, gross misuse and officer belt use was taught by certified CPS instructors to all new officers at the Vermont Criminal Justice Training Academy. A combination of the Tops/Operation Kids curriculum was used. Classes were held in November and May. About 70 recruits received training. Primary focus was on unrestrained children, children too small for seat belt use and gross misuse. Trainings on occupant protection which included car seat use were held for law enforcement officers at Rutland Police Dept. and St. Johnsbury Police Dept.

Law Enforcement agencies were also invited to apply for the Standardized Technical Training course held in June along with fire and EMS personnel, nurses, and childcare and parent child center staff and other VT agencies that transport children. CPS trained officers participated in the Click It or Ticket initiatives and CPS Week Enforcement and ticketed or handed out CPS information.

During CPS Week, 6 sponsored inspection events were held. Using the Click It or Ticket model, Rutland Police Dept. worked with GHSP for an enforcement detail to coincide with Seat Check Saturday. Other events were held in Milton, St. Johnsbury, Barre, St. Albans, Bennington, Springfield and Essex. An ad campaign in newspapers around the state helped to raise awareness for the events.

Forty-seven (47)7 certified CPS technicians worked for law enforcement agencies which included the VT State Police, VT DMV and members from Addison, Chittenden, Caledonia and Grand Isle Sheriff's Depts. Local departments included Bennington, Brattleboro, Bristol, Burlington, Canaan, Colchester, Hartford, Hinesburg, Lyndonville, Milton, Montpelier, Northfield, Rutland, Shelburne, South Burlington, St. Johnsbury, Stowe, University of VT, Winhall, and Waterbury. The other 76 technicians were from hospitals (nurses), rescue, fire, YMCA, Parent/Child centers, healthcare, Public Safety and transportation companies and retail outlets. Every county of the state was represented.

Once again, Safe Kids Worldwide recognized Vermont as one of the leaders in recertification efforts. GHSP reminded CPS technicians about upcoming recertification through emails, mailings, and phone calls. A database of sign offs for each technician, print paper copies of Continuing Education Units (CEU) for Technical Update and car seat inspections was provided to each technician. Instructors were available at all car seat inspections for seat sign offs. Computers were available at all trainings so technicians could go online and enter information on the Safe Kids website.

CPS Technicians attended required Annual Technical Update training in March of 2010 in Burlington, VT. Attendees received three Continuing Education Credits from an approved curriculum presented by the Child Passenger Safety Specialist and Pam Holt, RN and CPS Instructor from St. John's Injury Prevention center in Springfield, MO.

Dr. Marilyn Bull from the Automotive Safety Program at Riley Hospital presented at a one day conference in June entitled "**Oh, The Places You'll Go".** This Special Needs Conference was attended by more than 80 people from various state and local agencies, schools, hospitals, transport agencies and doctor's offices. The School Bus Safety Handbook and the Special Delivery video were distributed to attendees as well as a booklet on **Restraints for Children with Special Healthcare Needs**. A pre-session training was attended by Pediatric and birthing staff and focused on low birth weight babies. The following day Dr. Bull presented Grand Rounds to Pediatric staff at the Vermont Children's Hospital in Burlington, VT. Evaluations identified the conference as necessary and informative for the attendants.

GHSP conducted one Nationally Standardized Child Passenger Safety Technician Training in June. 15 new individuals became certified technicians. Each student participated in two car seat inspections during the course. One recertification class was held.

Two-day CPS Trainings for birthing and pediatric staff were held in Lyndonville, Morrisville and Brattleboro. This course covered Vermont Law, safety seat selection, harnessing and installation as well as testing for low birth weight children and detecting common misuse. Hands on with seats activities were part of the training. Updates are offered annually to all who have been trained.

Safe Transportation for Children in Ambulances was provided at the annual EMS state conference. The training was repeated at 10 ambulance services in Burlington Fire (3) Vergennes Rescue, 45th Parallel Ambulance Service, Hartford Fire, Northern Rescue, Payne Rescue, Colebrook Rescue, and Williston Fire and Rescue.

CPS instructors and technicians reported participating in 80 displays and presentations around the state. Head Start, Parent Child Centers, day care staff, parent teen groups, Boy Scouts, Kiwanis, Refugee Resettlement, birthing classes, bus drivers, service organizations, school administrators, parent teacher organizations and school children were just a few of the many groups that learned about using restraints. Displays were held at health and safety fairs, Kids Days, county fairs, home shows, physician, nurse and educator conferences and other public events.

GHSP received more than 300 requests for CPS tip sheets, law cards, educational brochures, growth charts, 5 step tests, and other flyers all of which were supplied through the GHSP Be Seat Smart program. The toll free line (1-888-TOT-SEAT/VMT-SEAT) received over 600 calls requesting information on fitting station locations, low cost car seat purchases and basic CPS information.

School bus and special needs consultations demanded a great deal of time and effort for the CPS staff. Over 30 consultations were provided to school bus transporters on restraint issues. Special needs consultations increased significantly after the conference held in June.

PROGRAM RESULT

Vermont safety belt use rate slipped from the high of 87.3% in 2008. The slippage was not a surprise but was a disappointment. The highway safety community in Vermont was pleased that the rate stayed above 85% despite Vermont's law being non-standard enforcement. We attribute the sustained high rate to the hard work of the officers on the road and those persons educating the public of the benefits of being belted. The unprecedented media and aggressive enforcement applied in 2008 is not sustainable with current resources. Only the dedication and hard work of all involved has made the high level of belt use maintained in 2009 possible.

2011 CHILD SAFETY AND CHILD BOOSTER SEAT INCENTIVE GRANTS

The Vermont 2010 projects supported with 2011 grant funds and the amount of support provided was:

- CPS Technical Update: $3,474
- CPS Education and Training: $5,246
- Special Needs Conference: $7,673
- CPS Week Paid Media: $5,217
- CPS Week Enforcement: $462.15
- CPS Fitting Stations and Education: $44,402

POLICE TRAFFIC SERVICES

Vermont has direct Police Traffic Services programs and several programs to support those services. The **direct enforcement** grant programs are § 402 funded for general locally identified problems and by § 164 for a DUI enforcement grants to locals program. The VSP also receive § 410 funds for a Holiday DUI Mobilization. These sub grant programs support and compliment the CIOT and You Drink, You Drive, You Lose programs by providing year-long continuing police traffic enforcement presence on Vermont highways. This technique keeps up the pressure between mobilizations and yields Vermont's lower fatalities and increased belt use.

In 2010, GHSP increased enforcement hours by 1,500 hours, accounting for nearly 21,000 hours of enforcement including over 1,500 hours at 318 checkpoints. Officers on these details stopped over 64,000 vehicles, wrote 16,567 traffic citations, and issued 20,250 warnings. These officers administered 2,144 breath tests and arrested 398 intoxicated drivers. 1,746 tickets were also written for seat belts and CPS citations.

Another effort in Vermont included in the above numbers is the **DUI and CIOT Task Forces**. These regionally aligned teams (there are four of them) are comprised of a Team Captain and four officers. They are used as area and issue specific targeted enforcement. In most cases they are used in areas where limited law enforcement resources are available and an identified problem exists. The teams are especially useful during Click It or Ticket mobilizations to reach into areas of Vermont where enforcement is thin and belt use is low. The teams also are active during *You Drink, You Drive, You Lose*, campaigns. Examples of other times the teams have been deployed are Super Bowl Sunday, Presidents Day weekend in ski towns, and Halloween.

Eighty three of Vermont's law enforcement agencies participated in GHSP's direct enforcement programs.

Programs that provide support to the direct enforcement effort are the police liaisons, the Vermont Law Enforcement Challenge, and the crash data analyst.

The **three law enforcement liaisons** are instrumental in coordinating among State, local and county agencies. They plan activities throughout the year, support agencies in planning local activity based on crash history, develop media contact information, train and assist agencies in Vermont Law Enforcement Challenge submittals and run the CIOT and alcohol mobilization Task Forces.

The **Crash Data Analyst** position, created during 2007, is an asset to all law enforcement agencies to identify crash patterns, causes, and locations.

The efforts of the analyst make law enforcement more effective in supporting our goals of reducing death, injury and property damage on Vermont roadways.

This position is currently vacant, but will be filled as soon as possible.

COMMUNITY PROGRAMS

PROGRAM OVERVIEW

Education is an important part of the Vermont Highway Safety Program. Helping people change behaviors and attitudes to form good transportation safety choices is the goal. Our programs look at specific populations and work to tailor the message to the problem areas in that population. Teens, beginning drivers, adults and mature drivers are served by the programs listed below.

The **Vermont Teen Leadership Safety Program** (VTLSP) promotes safe life choices in the high school age population. VTLSP has membership in high schools across Vermont. Each school has adult and teen advisors to mentor and guide the school's activity. Students in these schools conduct peer-to-peer role modeling to promote a wide variety of smart choices. Paramount in these choices is safety belt use and smart choices regarding drinking, speeding, distracted and impaired driving. Students that buckle up and shun drinking and driving as they start their driving careers, are more likely to continue these habits. VTLSP was also heavily involved with promoting the Stop Teen Alcohol Risk Taking (START) program. This program targeted underage drinking parties. With students help through sharing information, teams of enforcement officers are able to intervene with parents and landowners to prevent drinking parties either in a home or on land owned by a consenting adult. If such a party is found to be occurring, these same officers assemble and take action to stop and investigate the party and its sponsors. VTLSP members also created public information campaigns and materials to distribute around the state and promoted the toll free number that is used to report underage drinking. Students of the VTLSP participated in national meetings of SADD, and worked with the National Guard Drug Reduction Unit, the Department of Liquor Control, and School Resource and Dare Officers around the state. Students represented Vermont at the National SADD conference in Washington, DC, along with adult advisors. VTLSP members testified in the legislature regarding graduated license laws and were also participants of the annual Red Ribbon Tree.

The **Vermont Safety Education Center** focused on the 18 to 24 year old beginning driver and also on mature drivers. The Center promoted Dare to Prepare Program, Driving Skills for Life, Alive at 25, and the AARP Driver Safety Program. The Center worked with at risk teens to promote Drivers Education and information on the Graduated Drivers License (GDL). The Center also worked closely with the Strategic Highway Safety Plan on an unsuccessful passage of a Primary Safety Belt Law and stronger language for GDL. VSEC partnered with members of DMV and the Youth Safety Council and assisted in the Teen Texting Program. VSEC hosted the annual Red Ribbon Tree which focused on alcohol related deaths.

The **Community Traffic Safety Program**, a division of Northeast Kingdom Community Action provided traffic safety education in the Orleans county area. This program facilitated meetings for the Traffic Safety Orleans and Essex (O.N.E) to work on county traffic safety issues. 36 classes were held at local high schools on distracted driving, impaired driving, safety belt use and other highway safety issues. These presentations made to driver's education classes resulted in a renewal of a SADD Chapter at North Country High School. This was important to the community because 4 teen and young adult

fatalities occurred in this area in 2010. Displays at open houses and other community events featured highway safety materials. The staff partnered with Vermont Liquor Control to educate area law enforcement on underage drinking laws. These included officers from Vermont State Police, Border patrol, Newport City, Orleans County Sheriff's and Brighton/Canaan police departments. Staff also participated in a bike rodeo and Click it or Ticket check points in the area. This CTSP operates in one of the lowest belt use and highest alcohol use areas of Vermont.

Early Traffic Safety Education program is a magic show which brings the traffic safety message to elementary children. The program was presented to 19 elementary schools and presented the Traffic 2,600 children in 19 schools statewide. The program promoted safe behaviors on bicycle helmet use, safety on and around the school bus, pedestrian safety, bicyclist safety and using good behavior and restraints for every ride in motor vehicles. This presentation is often the first step in helping elementary children understand their role in traffic safety and become safe and responsible motor vehicle users as adults. The show is participatory and received positive reviews.

The **Work Place Traffic Safety Program** is based in the Vermont Department of Labor. This program named Project Roadsafe, encouraged employers to become more aware of the roadway as the work place for their driving staff. By focusing attention on the cost of crashes to businesses, this program helped employers incorporate traffic safety issues into their company accident reduction plans and policies. Bi-monthly newsletters, displays and presentations were used to keep employers up to date. Presentations and displays on Project Road Safe were made at the Vermont Police Academy at the annual meeting of the Vermont Constables Association, the Workplace Safety Conference, VT Business and Industry Expo, the Governor's Award for Workplace Safety, the Vermont League of Towns and Cities Town Hall and Employee Safety seminars. Materials on safe driving were distributed at each event. A consortium that included Vermont Truck and Bus Association, FMCSA, and the Department of Labor presented 10 trainings around the state covering the federal regulations on interstate trucking. Collaboration with the Strategic Highway Safety group which developed a program to target cell phone use by young drivers resulted in a Legislative approval of a bill banning texting by anyone driving a motor vehicle. A pilot program using gasoline Pump Toppers was used to target the message to pick up drivers.

VT Victims Impact Panel is coordinated through the Department of Corrections. This program recruits, trains and supports victims/survivors to speak about their experiences to raise public awareness of the impact of driving impaired and speeding. In this grant year the VVIPP collaborated with the VT Safety Education Center to create a CD of panel members telling their stories. A facilitator's guide was also created to accompany the DVD. Panelists spoke at high schools and to convicted drunk drivers. Training was held for all facilitators statewide and updated materials were provided. "Saving a Place at the Table" event was held during Crime Victims Rights Week and included victims of DUI. New panelists were recruited in Brattleboro, Barre, St.

Albans, and Bennington. DVD's were distributed to all community television access channels in VT for airing throughout the year. VVIPP participated in the conference for Driver Educators in Rutland. Staff served as workshop leaders. Presentations and a display table were set up at the Student Assistance of Vermont Conference and the Governor's Youth Leadership Conference. Impact members spoke at the annual Red Ribbon ceremony to honor victims/survivors of impaired motor vehicle crashes and the coordinator co -hosted the event with VSEC.

The **Local Motion** nonprofit organization focused on Bicycle and Pedestrian Safety in the greater Burlington area. A partnership was formed with area law enforcement, the City of Burlington and other interested advocates to make the greater Burlington area safer for bikers and pedestrians. Intersection awareness and intervention was held in some of the most dangerous areas. Special attention was paid to the large walking/biking college community to bring more awareness to the issues. Materials were developed and handed out to offer incentives and awareness to bike and pedestrian issues.

The **Youth Safety Council of Vermont** is a small non- profit whose primary interest was reducing highway crashes among distracted and young drivers. In collaboration with the State Highway Strategic Plan a public information campaign was designed to address this issue called Turn Off Texting Campaign. DMV developed a curriculum and YSCV developed a web site, logo, brochures and posters and other collateral material which were distributed at 27 Golf Cart events at high schools around the state. These events received national coverage and proved to spectators and teen drivers that texting while driving is a dangerous practice. Students drove a paved course with curves, sharp turns, stop signs and short straight sections. Staying in the lane, swerving, hitting a cone or missing the stop sign were all recorded. Spotters recorded an average of for the first run. Records for the second run which involved actual texting while driving increased the errors 273%.

Press releases and coordinated medial gave this issue state and local attention The Associated Press picked up the story and distributed it nationally. Channel One News which reaches 6,000 students in home rooms, aired a 3.5 minute segment. Questionnaires were developed for all participants. The results showed that some of these students text more than 150 messages a day. The golf Cart Events were also held at Comcast Safety Days and Milton's Night Out. Recorded evidence showed that all the driving population would benefit from this effective training tool since statistics recorded the same percentage of errors for adult drivers.

MOTORCYCLE PROGRAM

The Department of Motor Vehicles staff attended the state Motorcycle Safety Administrators conference held in Columbus, Ohio in August. Manuals were distributed to program instructors

The amount of motorcycle operators signing up for classes has steadily declined over the past three or four years. This has prompted the GHSP to pause and begin looking for alternatives to create the learning and training environment with state and private partners.

TRAFFIC RECORDS

The ***Crash Data Reporting System*** has been the focus of the § 408 Traffic Records Program.

PROJECT DESCRIPTION

The Crash Data Collection Interface project has four phases all serving the same purpose. The phases are: web-based reporting, New World CAD interface, other systems interface and Vermont State Police, Spillman interface. The latter three phases will allow electronic submission from various CAD systems used by police departments in Vermont to the Crash reports repository in Agency of Transportation. Additionally, the system will have both standardized and ad hoc query capability. Agencies will access the tool through the internet.

PROJECT PURPOSE

This project will affect the timelines, completeness, uniformity and quality of Crash data available in the state repository. Police agencies will use the applications/interfaces for submitting police Crash reports. These applications and interfaces will eliminate dual entry of Crash data to the state repository and reduce the time to make Crash event reports available to analysts. Built-in verification protocols will improve the accuracy and consistency of the data. The security module will have user verification so that only those on the user list will be able to access the system.

PROJECT PERFORMANCE

Please refer to the 2010 § 408 Application for performance accomplishments.

In addition, the ***Emergency Medical System*** has through the pilot testing phase.

PROJECT DESCRIPTION

The proposed system is a NEMSIS-compliant web-based database. EMS providers will enter data from EMS calls into the system at the hospital, their headquarters, or any other web accessible site. The data will allow for any number of analyses, providing not only Crash and trauma data but also early detection of epidemiological trends and emergencies. It will support cost recovery for EMS organizations through billing. In a chemical or biological terrorism scenario, the data will provide law enforcement with important clues. A NEMSIS compliant system will allow Vermont to contribute data to a national EMS database and compare Vermont system performance with other states. Finally, the system will afford efficiencies that could reduce the overall cost of health care.

PROJECT PURPOSE

In Vermont, there is no central electronic database that collects ambulance call data. Data from these calls will be very beneficial to law enforcement, highway safety investigations, epidemiological studies, and EMS system QA/QI efforts. The goal of the project is to establish a web-based, statewide EMS information system that is capable of supporting the information needs of EMS provider organizations and other EMS system stakeholders. The system will allow for the analysis of the following, plus any number of other studies:

1) EMS agency compliance with statewide EMS protocols

2) EMS response times: from dispatch to en route; en route to on scene; on scene to departing scene, departing scene to hospital
3) Frequency of use of specified EMS intervention: medications, defibrillator, etc.
4) Correlation of use of lights and siren to patient transport times and changes in patient condition
5) Correlation of response time to patient outcome
6) Correlation of adherence to statewide protocols to patient outcome
7) Correlation of use of seatbelts/airbag/condition of vehicle to patient outcome
8) FARS data will be extractable from the system
9) Demographic information about patients served by EMS will be available (age, sex, chief complaint, etc.)
10) EMS system performance information will be available (calls by time of day, day of week, call durations, patient destinations and dispositions, etc.)
11) The EMS data system will be linkable to other data systems to support CODES type analysis of incidents based on multiple data sources

PROJECT PERFORMANCE

Specific accomplishments have included:

1) Testing of the Pilot website for EMS incident data entry has been completed and approved by the VT EMS Office.
2) The production system that will be used by all ambulance services in VT was deployed and is now available.
3) Pilot testing of the original data entry screens by early adopter services has been completed. Work on adjustments to validity scoring for this version of the data entry screens has been completed.

To date, they are receiving actual incident data from five ambulance services around the State. These organizations volunteered to be early adopters and assist in the refinement of the system prior to statewide enrollment of other EMS agencies. Currently there are over 9000 incidents for the year entered into the system. The participating agencies have been using the data system for various internal management purposes including hospital reporting, electronic billing, quality improvement, community reporting, resource utilization, etc. The system also has capacity to record continuing education activities for EMS personnel. Some agencies have begun using it for this purpose also.

Work that remains to be done as the system matures includes:

1) Enrolling all remaining ambulance services into the system
2) Establishing routines for capture of data from third party software systems currently in use by some EMS agencies
3) Creation of system output reports for various EMS stakeholders
4) Integration of EMS information with other data/information systems for epidemiology, highway safety management, research and similar purposes.

PAID MEDIA

The GHSP Media partnered with the Vermont's Chief Marketing Officer (CMO) who obtained contracts with three marketing agencies. This gives GHSP the advantage of a streamlined process and expertise resulting in a better value for media buys.

The Agency of Transportation joined GHSP into the media paid contract targeting the Vermont driver population.

Although the campaigns have separate creative agendas messages and run at different times, the similarities in target audience and type of media (e.g. emphasis on radio) provides an opportunity to gain efficiency and savings through coordinating the media buying.

MEDIA STRATEGY: *Click It or Ticket*

The campaign objective was to increase seatbelt usage to 85% of the driving population in Vermont. Traditional media was utilized, specifically television and radio, this year additional insert spots were added into the programming/content which draws the highest number of Vermonters. Due to media proliferation, internet advertising was also added to the media plan which increased our reach focused towards male population age 18-34.

PRIMARY TARGET AUDIENCE

Male 18-34 who are least likely to use seatbelts and tend to be:

- Less affluent
- Truck drivers
- Rural Vermonters (emphasis on the Northeast Kingdom and New Hampshire/Vermont border)

CAMPAIGN PARAMETERS

- Timing – May 17-May 31, 2010

- Communication Channels
  Television | Radio | Internet | Social Media

MEDIA TACTICS

- Placed television spots primarily in sports, primetime, and cable programming strongest toward reaching the target audience

- Placed radio spots on stations with country, rock, and sports formats primarily, adult contemporary and alternative secondarily

- Utilized client non-profit status by negotiating additional spots on radio at no charge

- Inserted web banners on local news sites with emphasis on sports pages, as well as the statewide high school sports website

- Utilized social media via Google and Facebook with text ads and banner ads to drive traffic to the Governor's Highway Safety program website for more information on the Click It or Ticket statewide initiative.

NEGOTIATED ADDED VALUE

- *Television:* Spots were negotiated for under-delivery of audience for previous (2009) CIOT campaign equating to an **additional $22,893.00 worth of spot placements on television at no cost.**
- *Radio:* An **additional 725 spots or $10,150 worth of air time** were negotiated and included:

    - Morning & Afternoon news & sports updates
    - Sponsorship of special music hours like the Rockin' Ride Home on WIZN, Racing News on WOKO, Nascar Racing Country Music Hour on WKXH and Happy Hour Request on WFRD
    - 10 radio spots via weather, news, sports, specialty sponsorships that include open and close campaign mentions "billboards" on a number of stations statewide
    - Logo and link inclusions on many station websites
    - Bonus spots due to DPS non-profit status

FREQUENCY OF MESSAGE

The overall campaign garnered an 84.3% reach of men 18-34 statewide, with a frequency representing a very strong media buy. Overall 71.1% of Adults 18+ were reached and saw the message at least 11 times during this campaign.

BUDGET

Campaign Costs *Click It or Ticket*	
Media Vehicle	**Dollars**
Budget	$ 100,000.00
Radio	$ 38,984.30
Broadcast TV	$ 45,302.07
Internet	$ 2,640.00
Social Media (Google and Facebook	$ 997.38
Media Planning Buying & Management	$ 9,356.00
TOTAL	**$ 97,279.75**

MEASURES OF SUCCESS

Campaign performance was evaluated by a post-campaign survey revealing the campaign was successful in driving seat belt usage over the 85% target goal.

MEDIA STRATEGY – *Motorcycle Safety Awareness (May 11 – 31)*

The planning of this campaign was to increase awareness of the safety precautions necessary when driving a motorcycle. Targeting adults 18+ (skewing slightly to younger men).

Traditional radio was going to be utilized statewide as it offered the ability to build the frequency of messaging within the conservative budget allotment.

MEDIA TACTICS

- Country, adult contemporary radio formats.
- Spots were to be inserted in morning drive time to gain the most exposure possible.

MEDIA STRATEGY – *Motorcycle Safety Awareness (June 23 – Sept 6)*

The summer campaign was to increased awareness for the necessity to wear proper safety gear while motorcycle driving. The target audience was adults 18+ (skewing slightly to younger men, statewide). As the most effective mediums to reach the broad target demo statewide, traditional television and radio were to be utilized.

MEDIA TACTICS

- *Radio* – media plan included the top four highest ranking with adults 18" (skewing slight younger male) stations in each of Vermont's designated market areas.
- *Television* – was to utilize the five broadcast stations in the region along with Comcast Cable Systems. The plan included local news broadcasts, late night talk shows, New England specific sports programming, and prime shows that rank well with the target audience.
- *Creative* – :30 spot entitled *"All the Gear"* was produced for television and radio in June of 2009 and was to be aired again in 2010.

MEASURES OF SUCCESS

Unfortunately, due to administrative decisions the motorcycle program was canceled prior to concluding the media buys. However, the Vermont Governor's Highway Safety Program is looking forward to 2011 in resuming the program.

MEDIA STRATEGY – *Driving Impaired Labor Day*

To communicate Vermont's impaired driving laws; increasing the public perception of the risks of detection, arrest, prosecution, and sentencing due to impaired driving.

PRIMARY TARGET AUDIENCE

Vermont Adults 18+ with emphasis on Adults 18-34

CAMPAIGN PARAMETERS

- Timing – August 20 – September 6
- Communication Channels
  Television | Radio

MEDIA TACTICS

- Placed television spots in local evening and late news programs, prime access, prime time, along with specific cable programming to enhance reach and frequency of message.
- Placed radio spots in mid-afternoon through to late night to ensure the greatest likelihood of message reaching those that may be considering driving while impaired.

NEGOTIATED ADDED VALUE

Television: Utilized under delivery of rating points from the DUI Summer 2009 campaign equating to **additional spot placements worth $3,125.**

Radio: Utilized client non-profit status to negotiate 393 **additional spots at no charge including sponsorships for an estimated $4716 worth of air time.**

FREQUENCY OF MESSAGE

The overall campaign achieved the media goal by reaching 74.5% of adults 18-34 an average of 6.0 times.

BUDGET

Campaign Costs *DUI Labor Day*	
Media Vehicle	Dollars
Budget	$ 50,000.00
Radio	$ 19,429.21
Television	$ 25,222.90
Media Planning Buying & Management	$ 5,244.04
TOTAL	**$ 49,896.14**

MEDIA STRATEGY – CLICK *It or Ticket Thanksgiving Campaign*

CAMPAIGN OBJECTIVE

Increase seatbelt usage of the Vermont driving population and to remind drivers of the importance of wearing seatbelts during the holiday.

PRIMARY TARGET AUDIENCE

- 18-34 year old men who are least likely to use seatbelts and tend to be:
    - Less affluent
    - Truck drivers
    - Rural Vermonters (emphasis on the Northeast Kingdom and New Hampshire/Vermont border)

CAMPAIGN PARAMETERS

- Timing – November 15 – November 28, 2010

- Communication Channels
  Television | Radio | Internet | Social Media

MEDIA TACTICS

- Focused media placements within contextually relevant areas, such as rock and country formats on radio, news, and sports programming on television.

- A sponsored Drunk Driving PSA was run on the local FOX channel.

NEGOTIATED ADDED VALUE

- *Television:* Utilized under delivery of rating points from the Thanksgiving 2009 campaign equating to **additional spot placements worth $5,080.00**

- *Radio:* Utilized client non-profit status to negotiate 312 **additional spots at no charge including sponsorships in** weather, news, sports & special programming **for an estimated $4,680 worth of air time.**

FREQUENCY OF MESSAGE

- The overall campaign achieved the media goal by reaching 93.1% of Men 18-34 an average of 7.6 times.

BUDGET

Campaign Costs *Click It or Ticket Thanksgiving*	
Media Vehicle	**Dollars**
Budget Radio Television Media Planning Buying & Management	$ 75,000.00 $ 33,000.30 $ 28,898.42 $ 7,766.59
TOTAL	**$ 73,151.10**

MEDIA STRATEGY - *Holiday Impaired Driving Campaign*

CAMPAIGN OBJECTIVE

To communicate Vermont's impaired driving laws; increasing the public perception of the risks of detection, arrest, prosecution, and sentencing due to impaired driving, especially during the holidays.

PRIMARY TARGET AUDIENCE

Vermont Adults 18+ with emphasis on Adults 18-34

CAMPAIGN PARAMETERS

- Timing – December 16, 2010 – January 2, 2011
- Communication Channels
  Television | Radio | Internet | Social Media

MEDIA TACTICS

- *Radio*: Insert spots on stations targeted to men and purchase afternoon, evening, and weekend time period when there is traditionally more potential for DUI.
- *Television:* Insert spots primarily into prime and sports (football, basketball, hockey) programming to reach target audience utilizing both broadcast and cable.

NEGOTIATED ADDED VALUE

- *Television:* Utilized under delivery of rating points from the Holiday 2009 campaign equating to **additional spot placements worth $3,247.50.**
- *Radio:* Utilized client non-profit status to negotiate 312 **additional spots at no charge including sponsorships** in weather, news, sports & special programming **for an estimated $14,558.50 worth of air time.**
- *Internet:* Negotiated banner ads on all the television stations and Comcast.net for **an estimated value of $2500.00 at no charge.**

FREQUENCY OF MESSAGE

- The overall campaign achieved the media goal by reaching 76.4% of Adults 18+ an average of 8.4 times and 80.2% of Men 18-34 an average of 9.4 times.

BUDGET

Campaign Costs ***Holiday Impaired Driving***	
Media Vehicle	**Dollars**
Budget	$ 75,000.00
Radio	$ 26,850.96
Television	$ 41,534.86
Media Planning Buying & Management	$ 6,440.00
TOTAL	**$ 74,825.82**

Looking Ahead

The Federal Fiscal Year 2010 has been presented a number of challenges for programming and developing goals. Under normal circumstances, factors dictating activities and grant focus are crash data and available funding. Vermont's focus over the last five years has been dedicated to fine-tuning countermeasures designed to increase safety belt use and reduce impaired driving, as well as improving our ability to collect and use data. With generous federal funding, we have achieved more than 85% safety belt use four years in a row, even with a secondary law, and our alcohol-related highway fatalities are lower than the national average and among the lowest in New England. Under normal circumstances, we would be in a position to improve well-established activities, and reach out to new partners to achieve new levels. We have a well-established and wide-ranging cadre of grant managers to reach Vermonters at school, work and in their vehicles. Years of ground work and networking position us to try new ways to reach the remaining 15% resistant public on the safety belt issue, and we are beginning work with new partners on the distracted driving issue.

Our focus continues to be maintaining the infrastructure of highly knowledgeable activists in the field of highway safety. Because it takes many years to develop broad experience and deep understanding of highway safety issues and countermeasures, these are assets not easily replaced. In 2010, we will focus on maintaining the cadre of professionals we have, and improving the knowledge base of those we invest with responsibility for executing our programs. We have a two-year plan for providing training and resources targeted to increase the skill sets of our traffic safety community, and reach out to new partners to align priorities, funding and programs in innovative ways. In this way, we invest in our most valuable resources, and seek new partners with allied funding sources and priorities.

NHTSA has been very supportive in helping us bring these training resources to the state, both in the Regional office and Headquarters, and we are very grateful for this help. In addition, leadership at the Department of Public Safety and the members of the Core Group of the Strategic Highway Safety Planning initiative continue to work with us to strive for continuing improvements in highway safety despite budgeting and personnel issues. All are committed to making the State of Vermont a very safe place to live, work, and drive. We expect to maintain and even increase our safety achievements while adapting to the changing environment of the future.

Progress Measures

Vermont Progress Measures are displayed on the following pages. Measures of Total Fatalities, Seat Belt Use, and Young Adult Fatality belt use, total and young adult Alcohol Related-Fatalities Speed and Motorcycle Fatalities, demonstrate the overall progress in Vermont's highway safety environment. They also indicate areas where challenges exist and opportunities to engage in thoughtful consideration of changes to existing strategies.

We use the 3-year average for most goals because our small state has low numbers for annual counts which cause wide variations in the individual years' numbers. Using a 3-year average smoothes the variability for a better measure of how the numbers are changing over the years.

Of the eleven goals presented in the report we have met or exceeded those goals. One of those that were missed was due in part to an ambitious goal, not that there is anything inherently wrong with that. Another missed goal was by a fraction in numbers.

The one goal which we expect to be significantly exceeded in the 2008-2010 period is the three-year average of roadway fatalities.

The Vermont belt use rate stayed above 85% for the fourth year in a row. The 2007 – 2010 three-year average of motorcyclist deaths in Vermont is 5 just under the stated goal of 7.5. This assumes there will be no more such deaths this year. There are other goals that were either met or exceeded and with the available year to date data we expect there will be added goals met.

With the recent arrival of wintery weather, we are confident the motorcycle season in Vermont is over and the seven fatalities recorded through mid-December will be the final number.

We, in Vermont, are convinced these successes are attributable to highly visible enforcement activity, aggressive media placement and the sustained increase in belt use rate of over 85% from 2007 through 2010. We would be remiss if we did not recognize all of our partners who helped immensely in this endeavor.

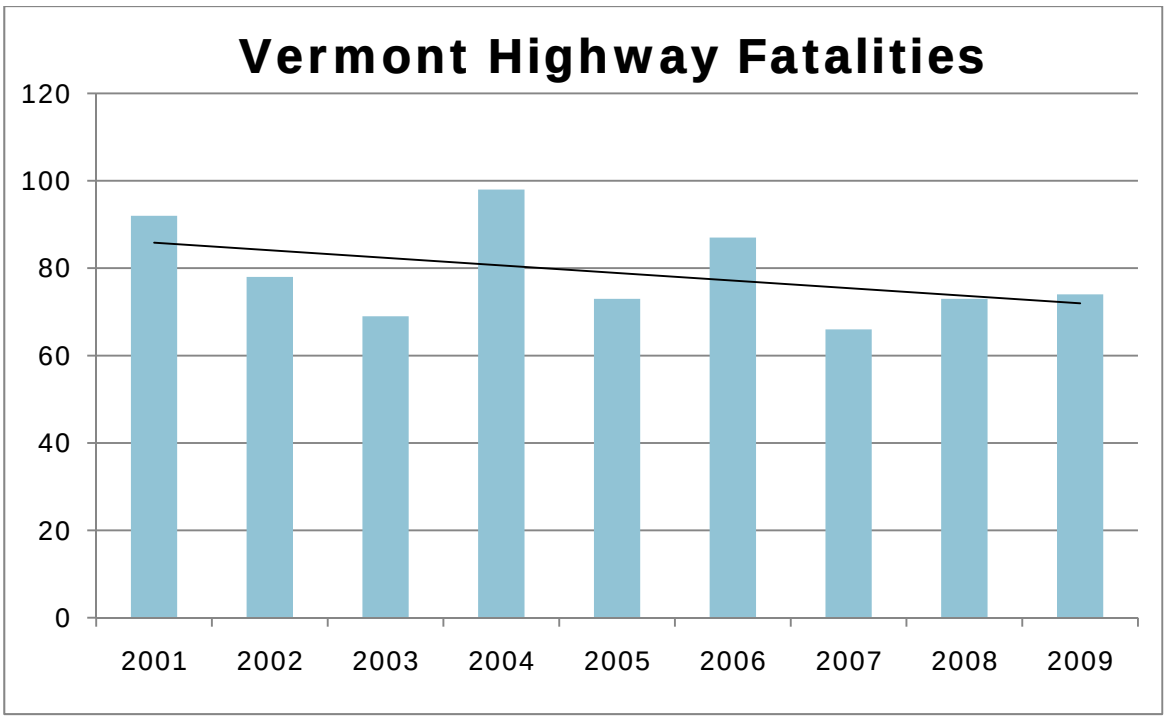
Goal 1: Vermont will decrease by 2.2% the three year average of traffic deaths from 75.3% in 2007 through 2009 to a three year average of 73.6 by December 31, 2010.

ASSESSMENT

GOAL WILL BE EXCEEDED

The trend of fatalities in Vermont has been on decline since 2001. We have every reason to believe that the number of fatalities for calendar year 2010 will be no more than 70. With that figure in mind the goal of 73.6 fatalities will be exceeded by 1.4 % (72.3).

The year 2010 will should be the second lowest number of fatalities recorded from 1992 to 2009, with the year 2007 being the lowest.



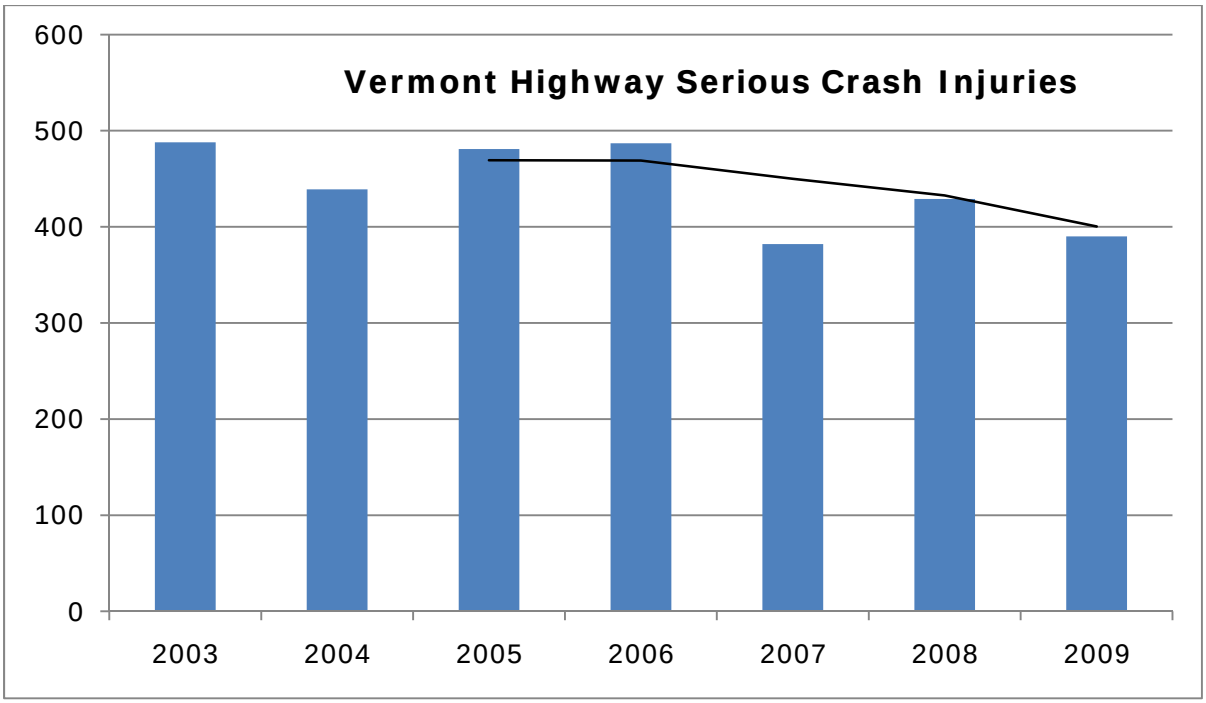
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Annual Number	92	78	69	98	73	87	66	73	74
Three Year Average	86.0	82.0	79.7	81.7	80.0	86.0	75.3	75.3	71.0

Goal 2: Vermont will decrease by 5.3 percent the three year average of serious traffic crash injuries from 432 in 2006 through 2008 to a three year average of 409 by December 31, 2010.

ASSESSMENT

GOAL WILL BE EXCEEDED

This goal will be exceeded based upon the outstanding preliminary data from 2010. There was a total of 318 incapacitating injuries for the year 2010 with only a couple of days left in the reporting cycle. We have a great deal of confidence that the count from 2009 will not be equaled thus assuring a goal met or exceeded.



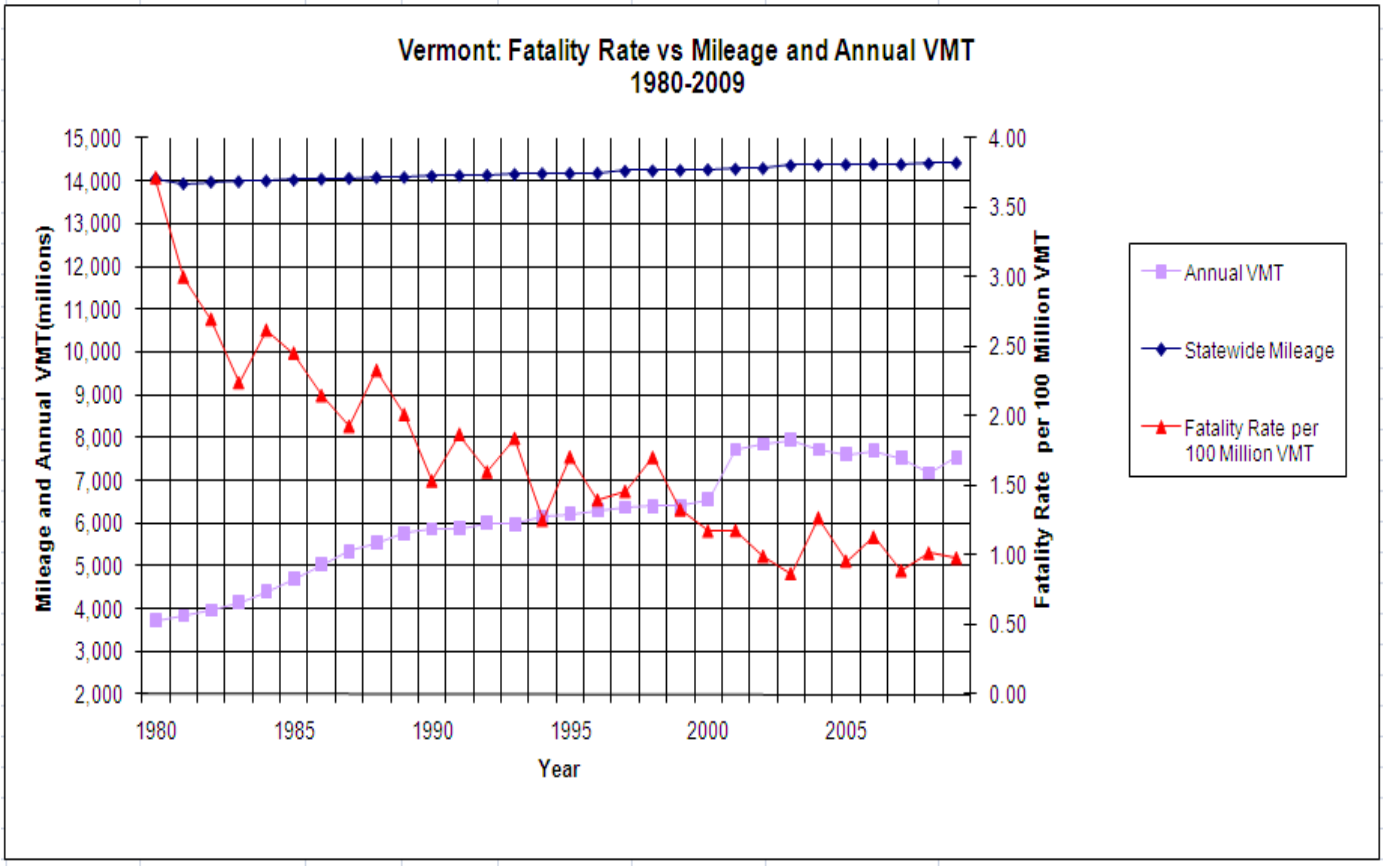
	2003	2004	2005	2006	2007	2008	2009	2010
Serious Crash Injuries	488	439	481	487	382	429	390	330
3-Year Average			469.3	469	450	432.6	402.3	385

- **2010 data as of last week in December**

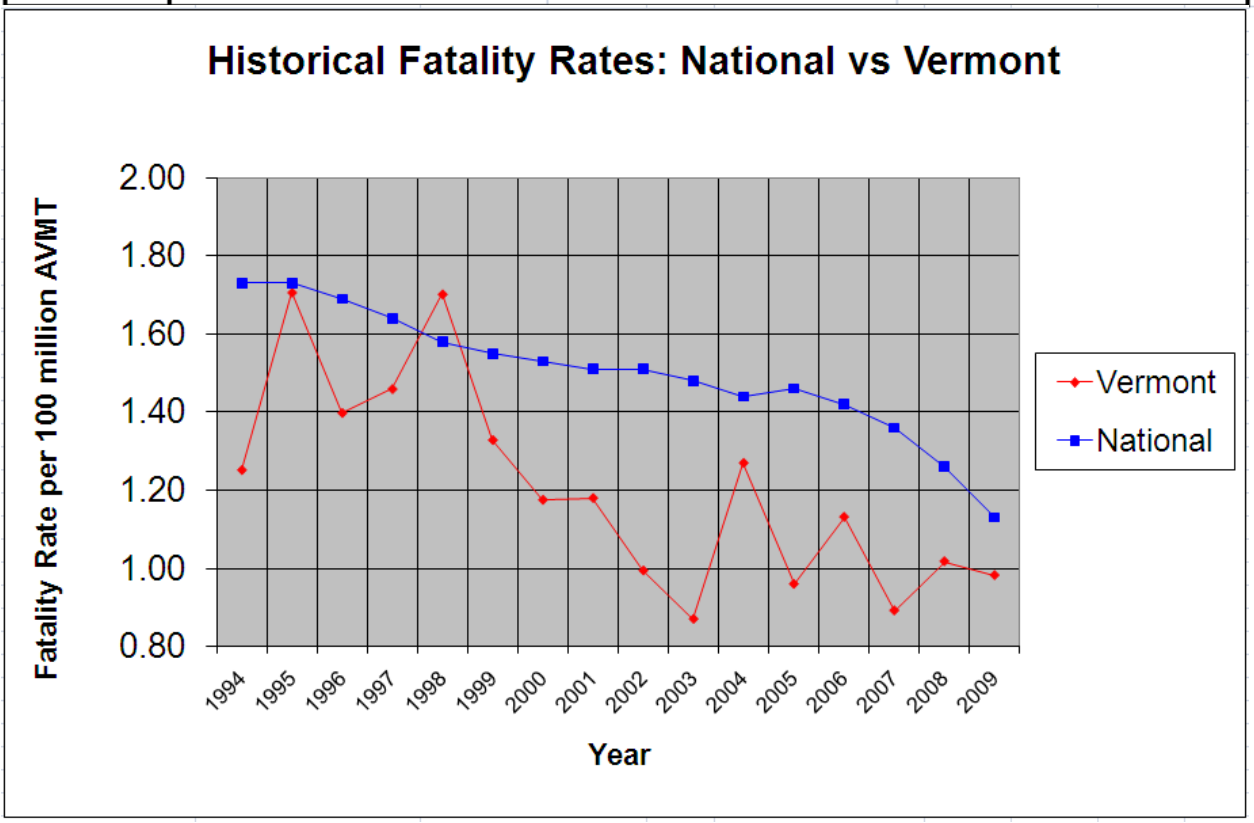
Goal 3: Vermont will decrease by 9.1 percent the three-year average fatality rate of 1.00 per 100 VMMT in 2006 through 2008 to a three-average of .91 by December 31, 2010.

ASSESSMENT

This goal will not be met. Based upon a review of the data the three-year average for 2008 is actually .99. The 2009 data was not fully included in the HSP and for 2009 the rate was .98 giving a three year average of .95. Despite a near record decline in fatalities in 2010 there will be an estimated rate of .90 giving a possible three year average of .96. There has been a steady decline in the rates including the three year average. And the 2010 rate will represent at least a 9% drop in fatal accidents which should validate the ambitious goal.



Year	# of Fatalities (per FARS, does not incl "untimely deaths")	Vermont Fatality Rate per 100 million AVMT	National Fatality Rate per 100 million AVMT
1980	138	3.71	
1981	115	3.00	
1982	107	2.70	
1983	93	2.24	
1984	115	2.62	
1985	115	2.45	
1986	108	2.15	
1987	103	1.93	
1988	129	2.33	
1989	116	2.01	
1990	90	1.53	
1991	110	1.87	
1992	96	1.60	
1993	110	1.84	
1994	77	1.25	1.73
1995	106	1.71	1.73
1996	88	1.40	1.69
1997	93	1.46	1.64
1998	109	1.70	1.58
1999	85	1.33	1.55
2000	77	1.17	1.53
2001	91	1.18	1.51
2002	78	0.99	1.51
2003	69	0.87	1.48
2004	98	1.27	1.44
2005	73	0.96	1.46
2006	87	1.13	1.42
2007	67	0.89	1.36
2008	73	1.02	1.26
2009	74	0.98	1.13

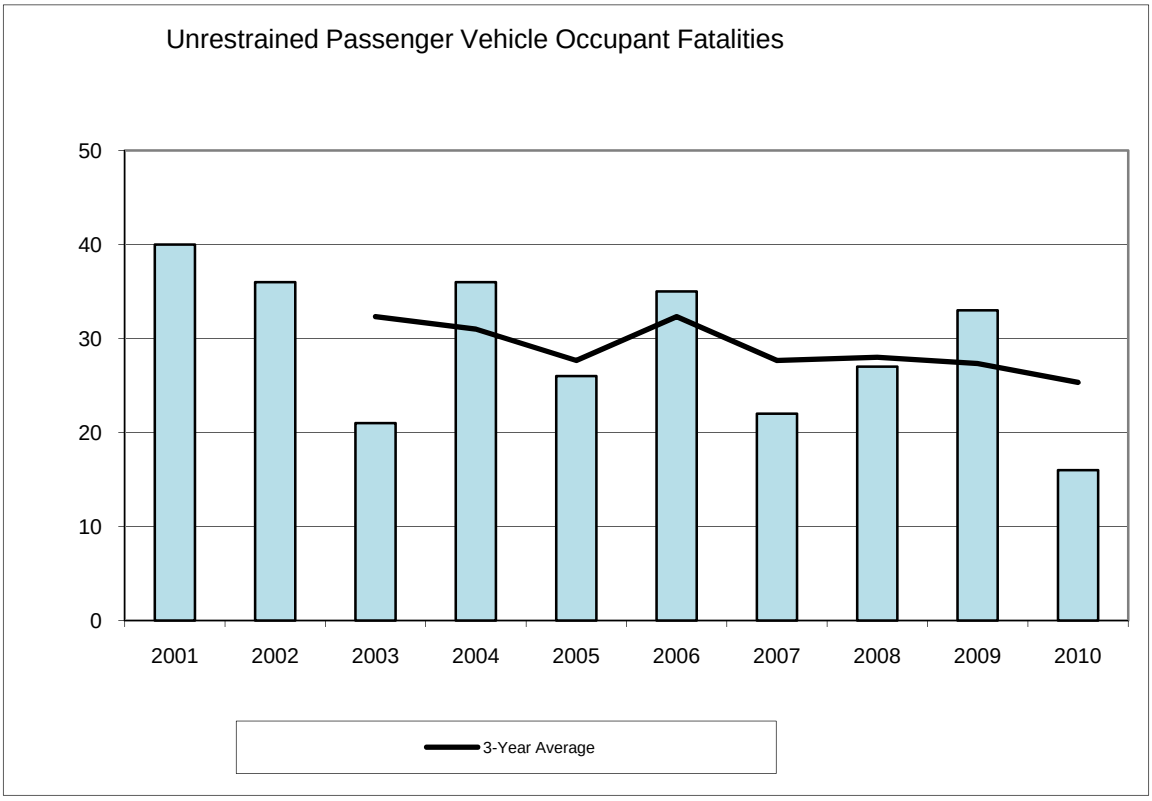


GOAL 4: Vermont will decrease by 5.3 percent the three-year average of unrestrained passenger vehicle occupant fatalities from 28.0 in 2006 through 2008 to a three-year average of 26.5 by December 31, 2010.

ASSESSMENT

GOAL SHOULD BE EXCEEDED

It appears at this time that the number of fatalities for unrestrained persons will certainly be less than 20. Given that assumption the three year average would be 26.6 or less.



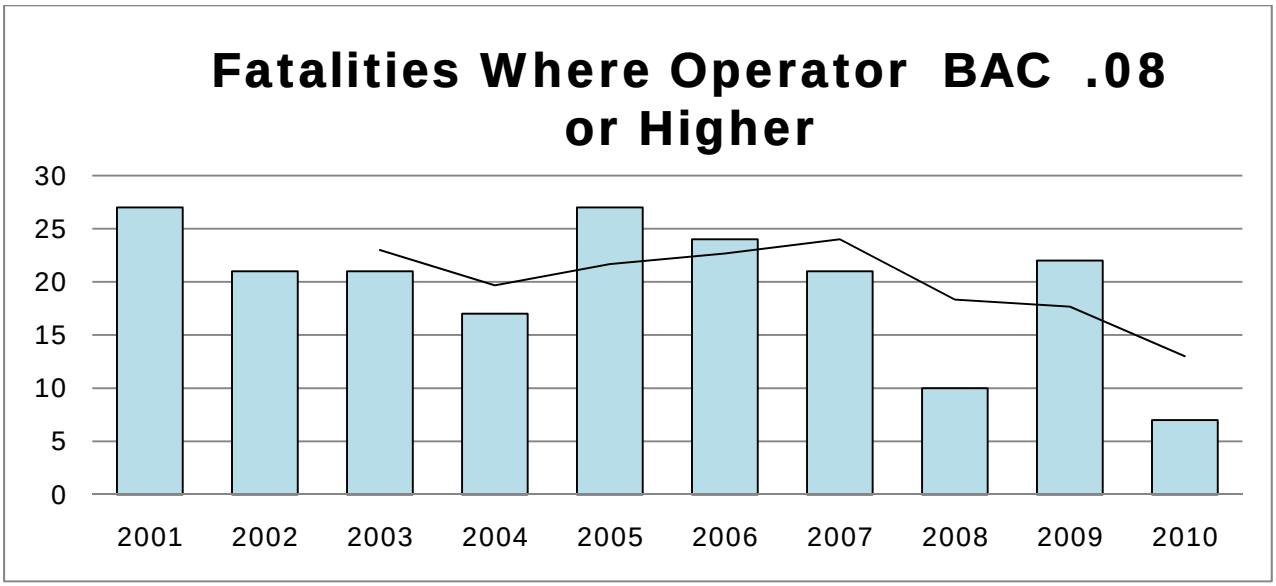
	Unrestrained Deaths	3-Year Average
2001	40	40.0
2002	36	38.0
2003	21	32.3
2004	36	31.0
2005	26	27.7
2006	35	32.3
2007	22	27.7
2008	27	28.0
2009	33	27.3
2010	16	25.3

GOAL 5: Vermont will decrease by 6.25 percent the three-year average fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 20.0 in 2006 through 2008 to a three-year average of 18.75 by December 31, 2010.

ASSESSMENT

GOAL SHOULD BE ATTAINED

While the data for 2010 is preliminary there is every indication that the goal should be attained. The data for 2009 is accurate and the trend for the three year period supports at a minimum a 6.25% decrease. A decrease on the order of 10% is quite possible



	FARS Count	3 Year Avg
2001	27	
2002	21	
2003	21	23.0
2004	17	19.7
2005	27	21.7
2006	24	22.7
2007	21	24.0
2008	10	18.3
2009	9	17.6
2010	7	13

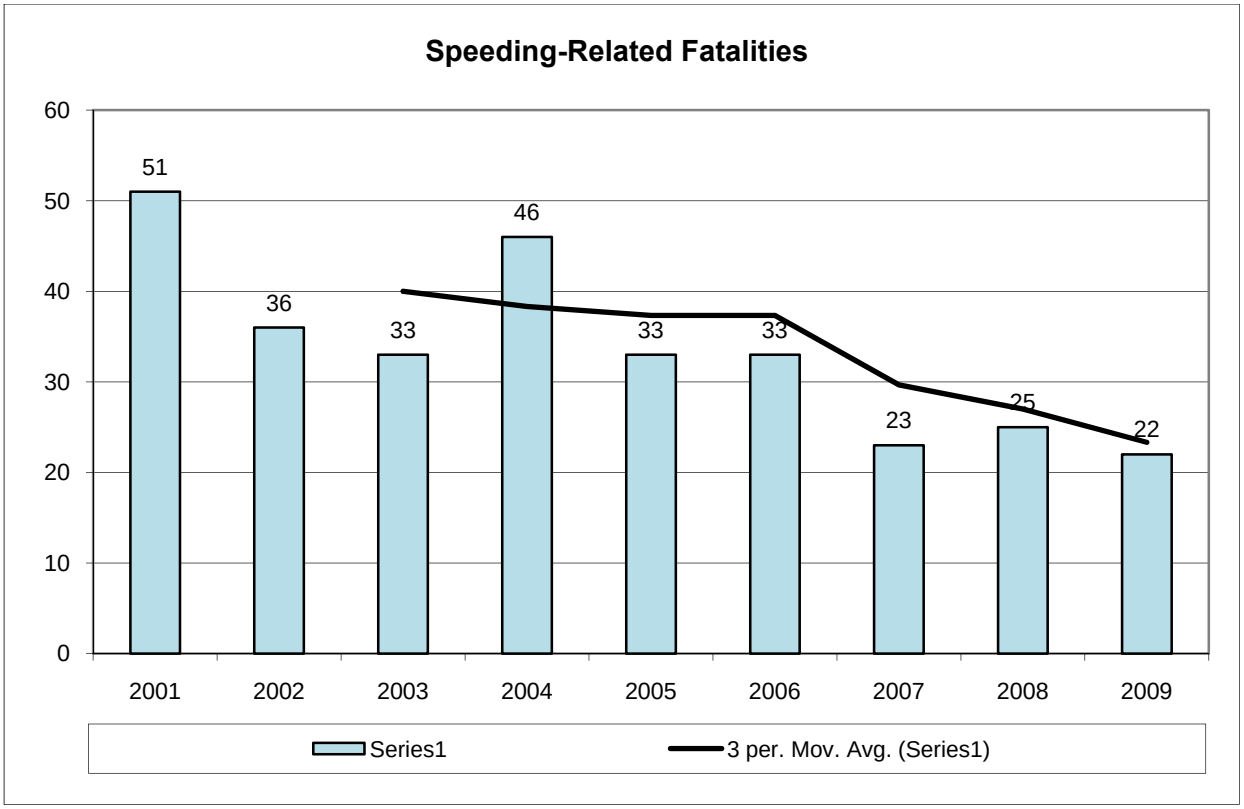
- Preliminary data for 2010

GOAL 6: Vermont will decrease by 13 percent the three-year average of speed-related fatalities from 27 in 2006 through 2008 to a three-year average of 23.5 by December 31, 2010.

ASSESSMENT

WILL BE EXCEEDED

It would appear that this goal will be exceeded by the end of December 2010. In 2009 the goal was met with a three year average of 23.3 speed related fatalities. With the year to date figures available for 2010 it is estimated with a degree of certainty that the three year average will decrease to 22.3 speed related fatalities.



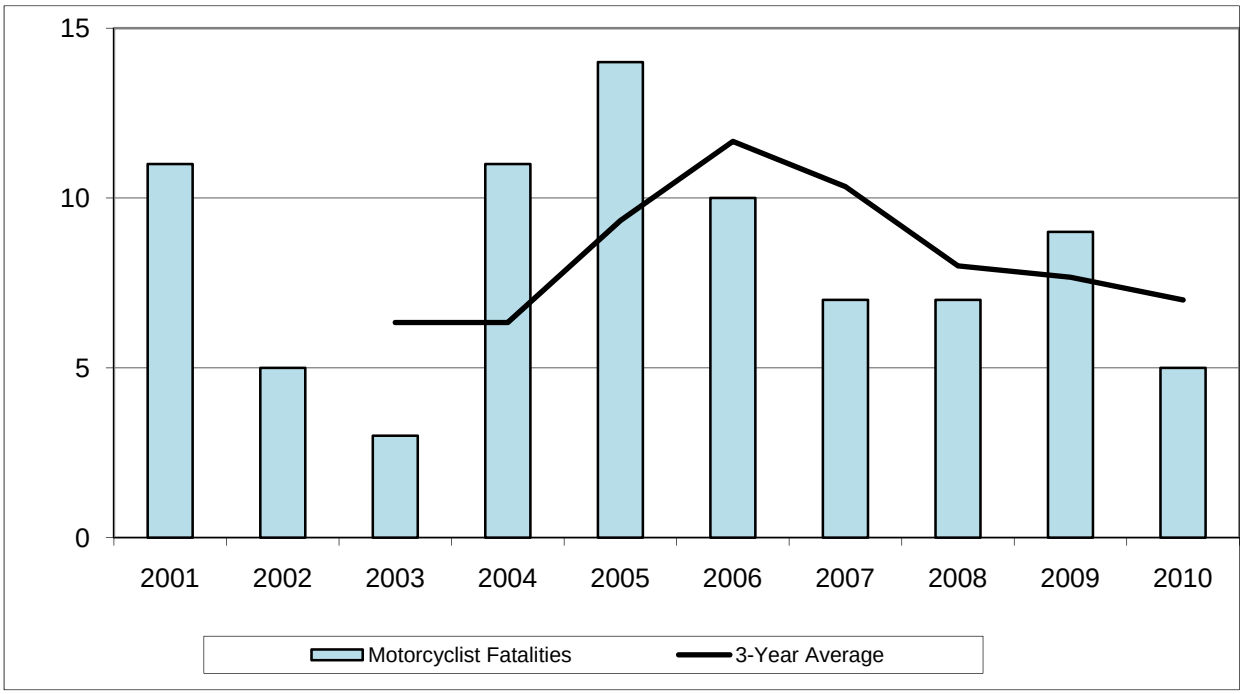
3-Year Average of Deaths in Speeding-Related Crashes								
2001	2002	2003	2004	2005	2006	2007	2008	2009
39.7	39.3	40.0	38.3	37.3	37.3	29.7	27.0	22

GOAL 7: Vermont will not increase the three-year average of motorcyclist fatalities from 8.0 in 2006 through 2008 during the period through December 31, 2010.

ASSESSMENT

WILL BE EXCEEDED

The three-year average will drop by one (1) for this goal. When looking back over the past ten years one can note that there has been a steady decline in the number of motorcycle related fatalities. Elsewhere in this annual report is a goal regarding helmets which contributed to the this goal being met and exceeded.



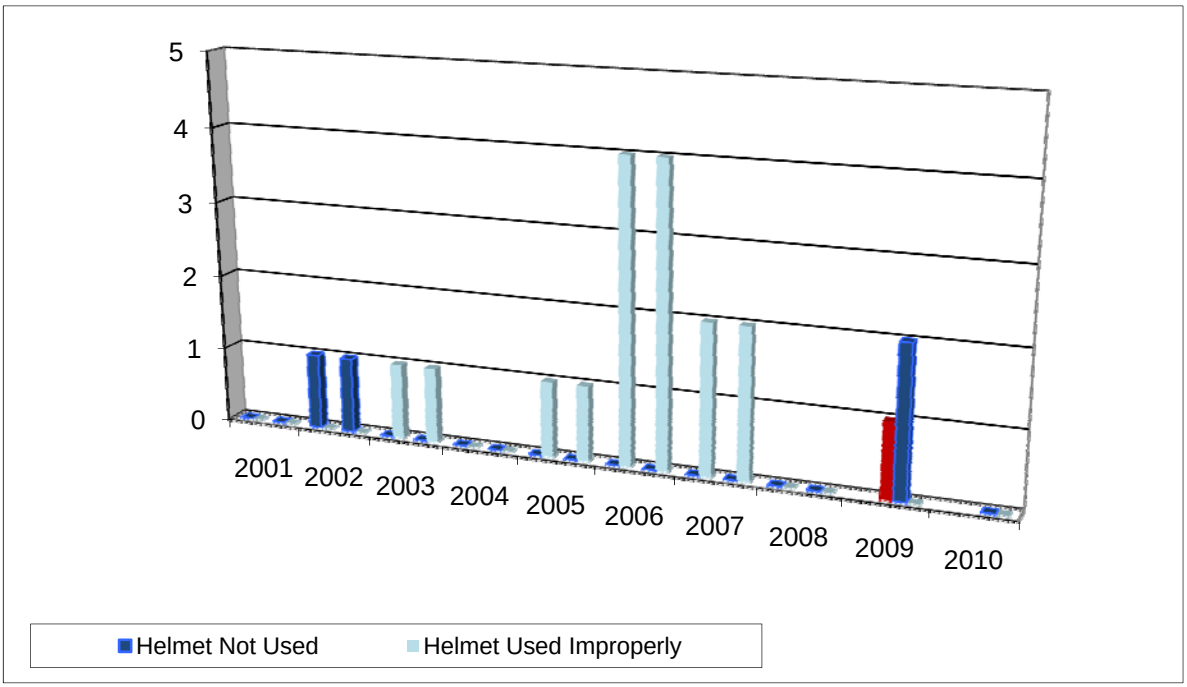
	2001	2002	2003	2004	2005	2006	2002	2003	2009	2010
Annual Number	11	5	3	11	14	10	7	7	8	5
Three-Year Average	8.0	7.3	6.3	6.3	9.3	11.6	10.3	8.0	7.3	6.6

GOAL 8: Vermont will decrease by 50% the three year average of unhelmeted motorcyclist fatalities from 2.00 in 2008 to a three-year average of 1.00 by December 31, 2010.

ASSESSMENT

WILL BE EXCEEDED

This goal will be met and exceeded with a three year average of .66.



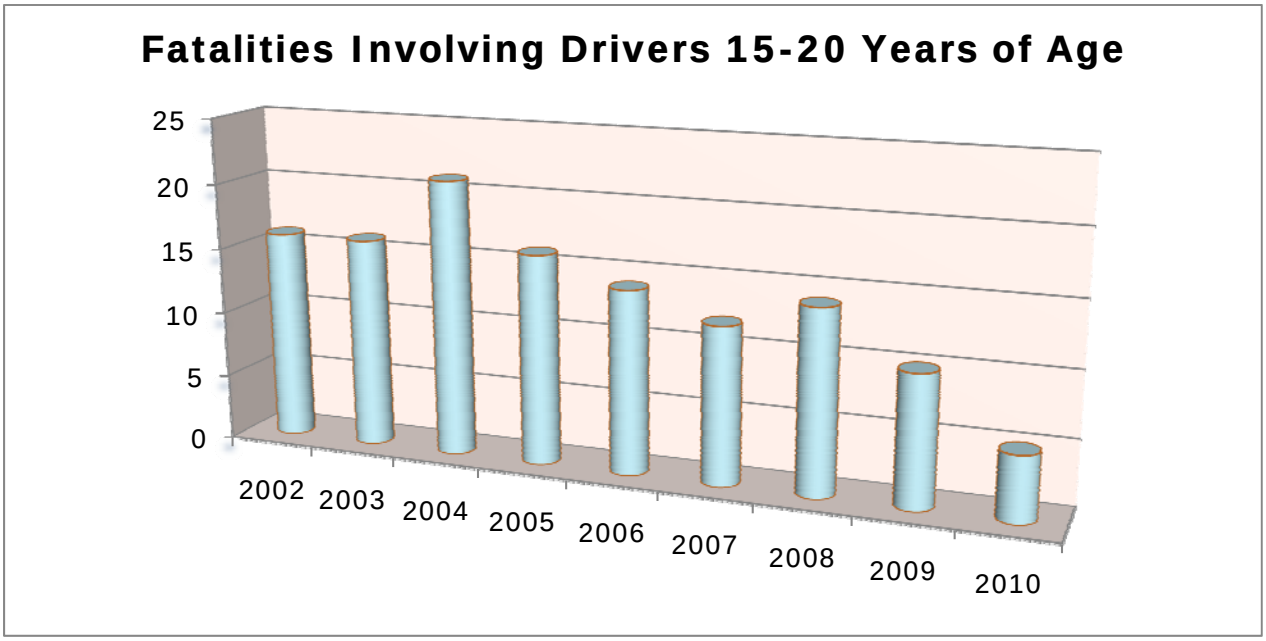
	Helmet Used	Helmet Not Used	Helmet Used Improperly
2001	11	0	0
2002	4	1	0
2003	2	0	1
2004	11	0	0
2005	13	0	1
2006	6	0	4
2007	5	0	2
2008	7	0	0
2009	7	2	0
2010	5	0	0

GOAL 9: Vermont will decrease by 12.5 percent the three-year average of drivers age 20 or younger involved in fatal crashes from 13.3 in 2006 through 2008 to a three-year average of 11.65 by December 31, 2010.

ASSESSMENT

SHOULD BE ATTAINED

The goal of reaching a decrease of 12.5 percent was achieved in 2009 and will more than likely be exceeded for the year 2010.

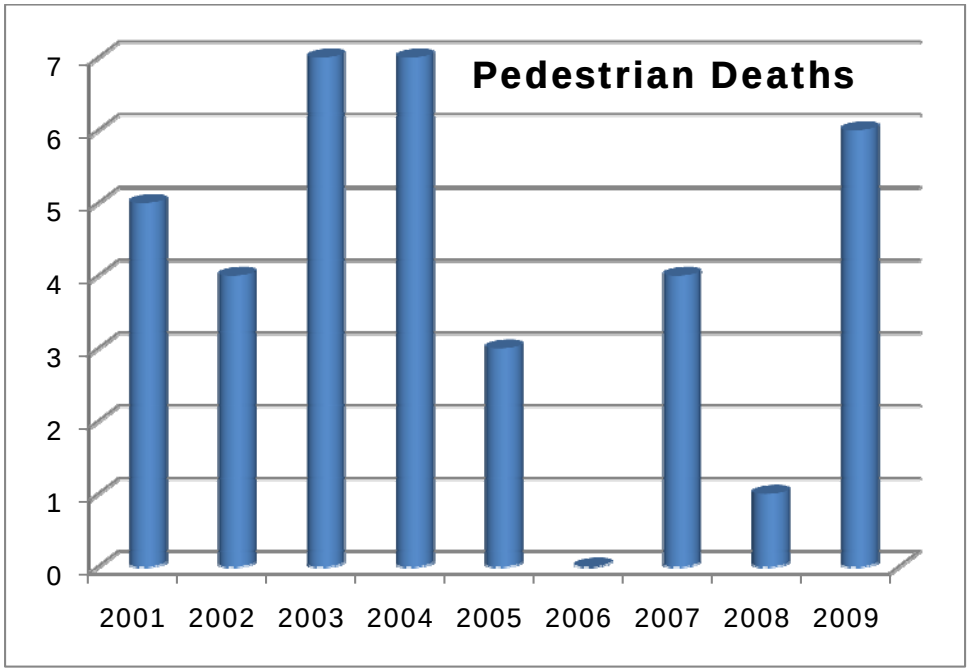


	Drivers 15 - 20	3-Year Average
2002	16	
2003	16	
2004	21	17.7
2005	16	17.7
2006	14	17.0
2007	12	14.0
2008	14	13.3
2009	10	12
2010	5	9.6

GOAL 10: Vermont will decrease by 27.5 percent the three-year average of fatally injured pedestrians from 1.7 in 2006 through 2008 to a three-year average of 1.25 by December 31, 2010.

ASSESSMENT

This goal will not be achieved. The number of pedestrian fatalities in 2009 was a large increase when compared to the past five years that the three-year average goal could not be met. Based upon data obtained for December 2010 it is certain that there was a 300% increase from 2008 to 2010.



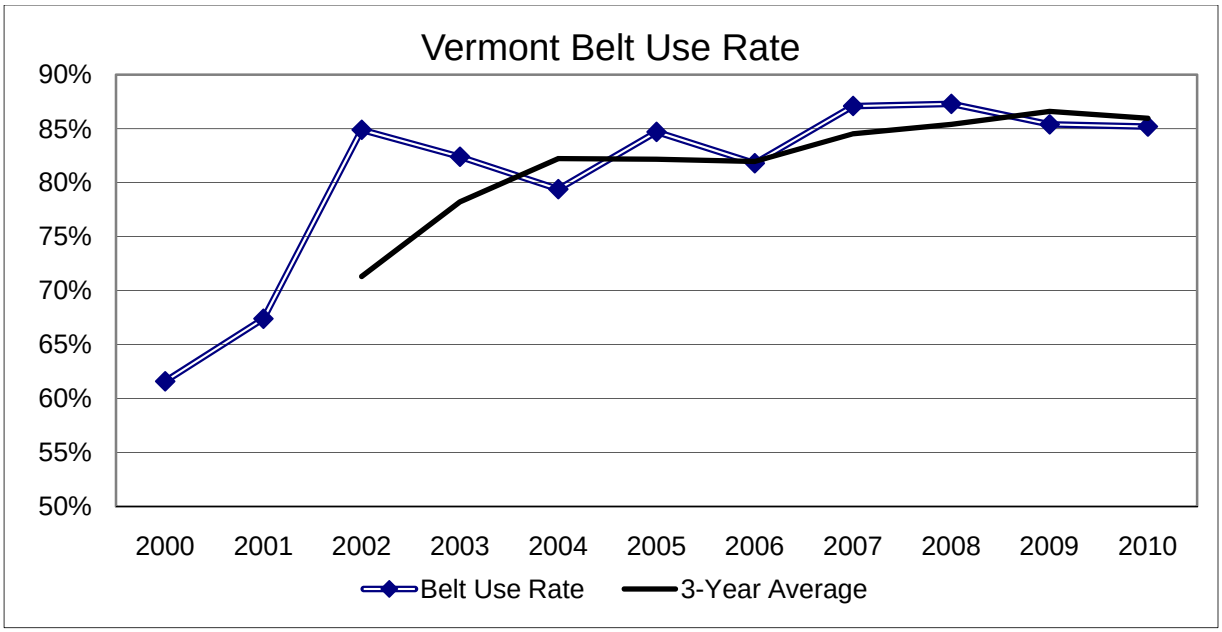
	Pedestrian Deaths	3-Year Average
2001	5	
2002	4	
2003	7	5.3
2004	7	6.0
2005	3	5.7
2006	0	3.3
2007	4	2.3
2008	1	1.7
2009	6	3.6
2010*	3	3.3

*** YTD for 2010**

GOAL 11: Vermont will increase by 4.3 percent the observed seat belt use for passenger vehicles, front seat outboard occupants from a three-year average rate of 86.6% in 2006 through 2008 to a three-year average of 90% by December 31, 2010.

ASSESSMENT

This goal will not be achieved. Even with a margin of error of 2.06% the goal could not be attained. While the rate is the same as 2009 the three year average showed a potential decline. However, the survey did reveal essentially 90% for SUV's and more than 90% for females. There has never been a period of time in the past eight years in which there was an increase in use of more than 3% .



	Belt Use Rate	3-Year Average
2000	61.6%	
2001	67.4%	
2002	84.9%	71.3%
2003	82.4%	78.2%
2004	79.4%	82.2%
2005	84.7%	82.2%
2006	81.8%	82.0%
2007	87.1%	84.5%
2008	87.3%	85.4%
2009	85.4%	86.6%
2010	85.2%	85.9%

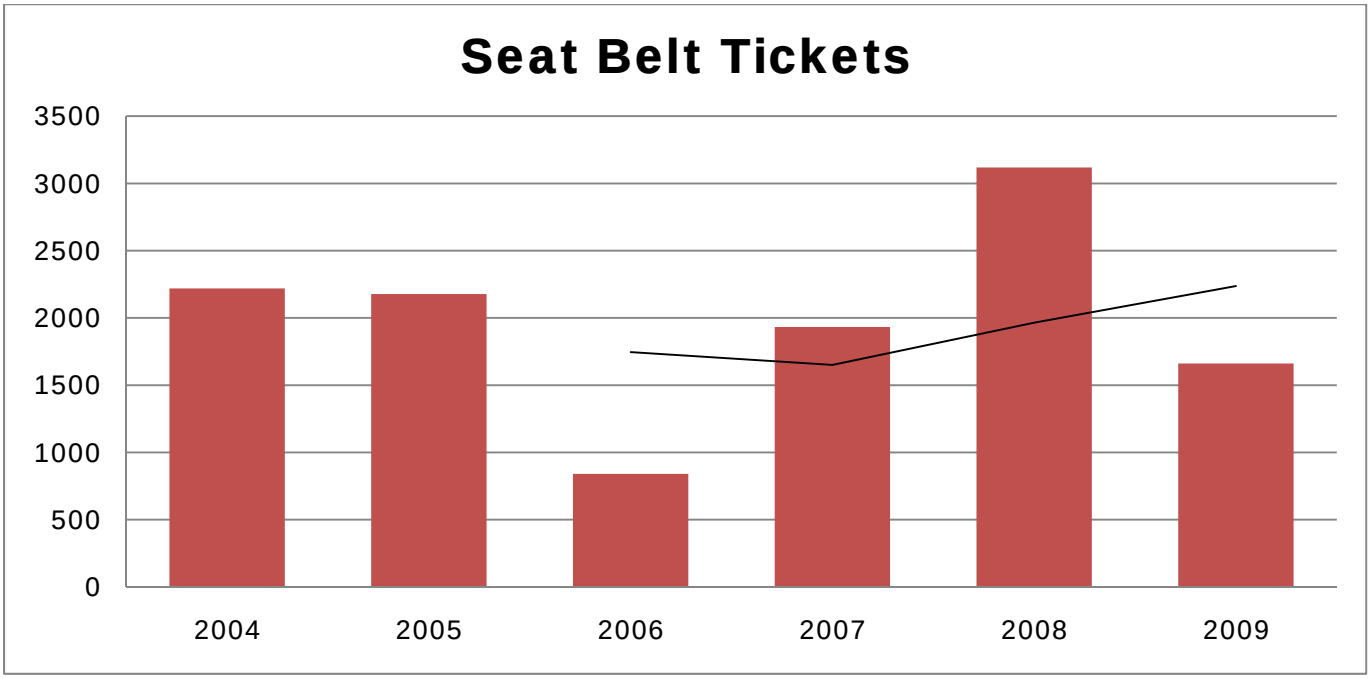
ADDENDUM

ADDITIONAL PERFPORMANCE MEASURES

Traffic Safety Performance Measures for State and Federal Agencies emanate from DOT HS 811 025 (dated August 2008) and are to be part of the HSP in 2009 and in the Annual Report of 2010. It appears that these measures were inadvertently left out of the documents are included here and up to date as of December 31, 2010.

A-1 Seat Belt Citations Issued

GOAL 12: Vermont will report actual data and trends of its three year average of Seat Belt Citations issued during grant funded enforcement activities.

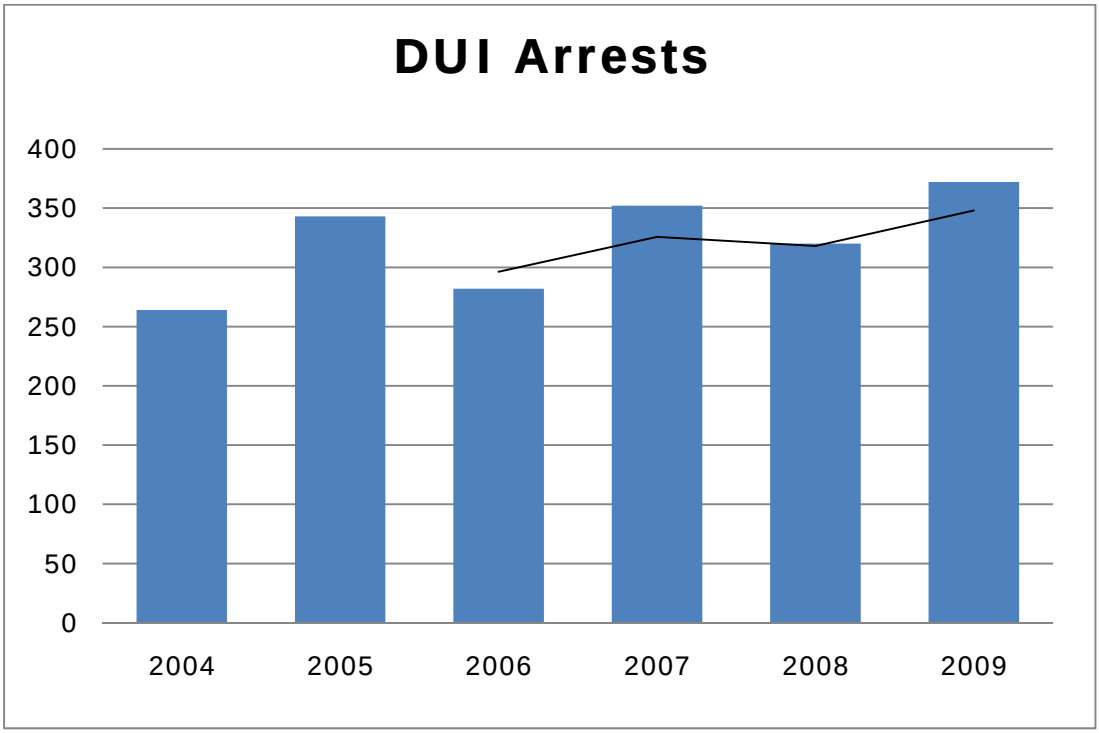


SEAT BELT TICKETS

	2004	2005	2006	2007	2008	2009
	2219	2177	841	1933	3118	1661
3 yr avg			1745.7	1650.3	1964.0	2237.3

A-2 Number of Impaired Driving Arrests

GOAL 13: Vermont will report actual data and trends of its three year average of DUI arrests during grant funded enforcement activities.



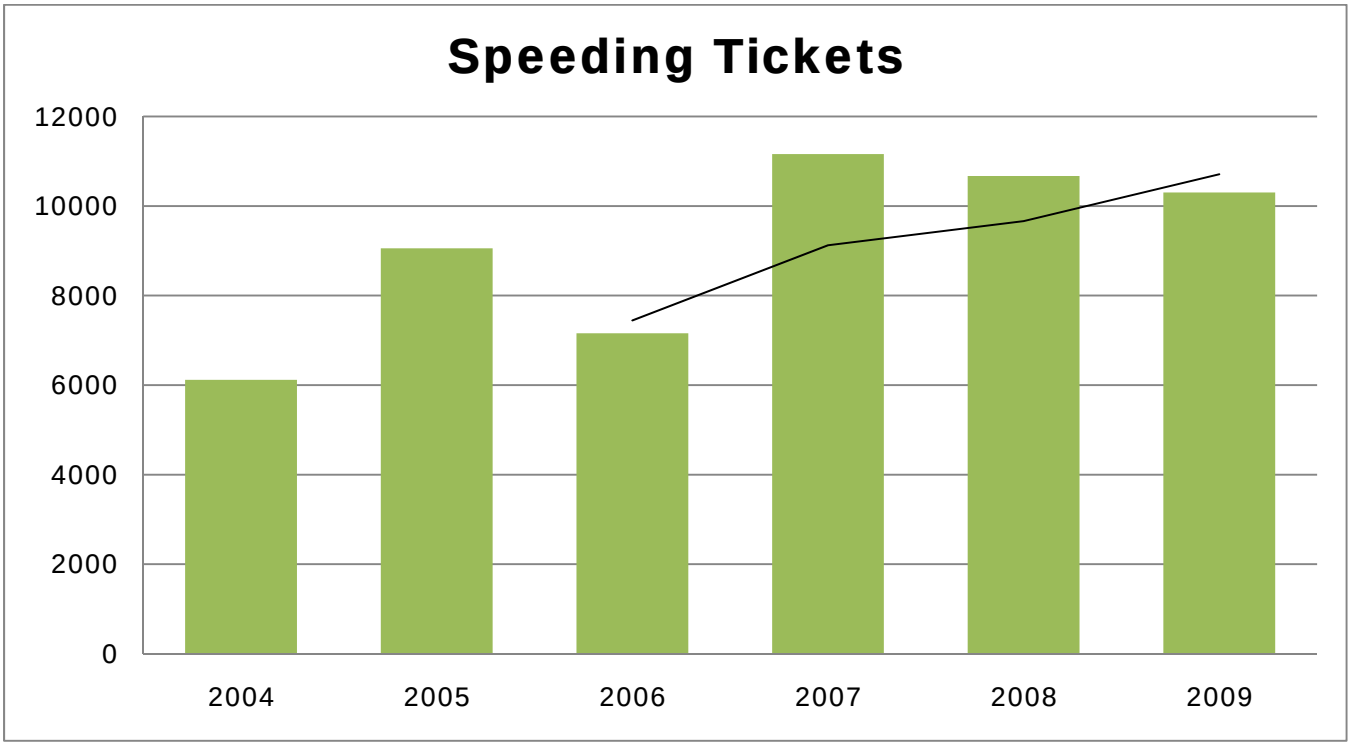
DUI ARRESTS

	2004	2005	2006	2007	2008	2009
	264	343	282	352	320	372
3 yr avg			**296.3**	**325.7**	**318.0**	**348.0**

A-3 Speeding Citations Issued

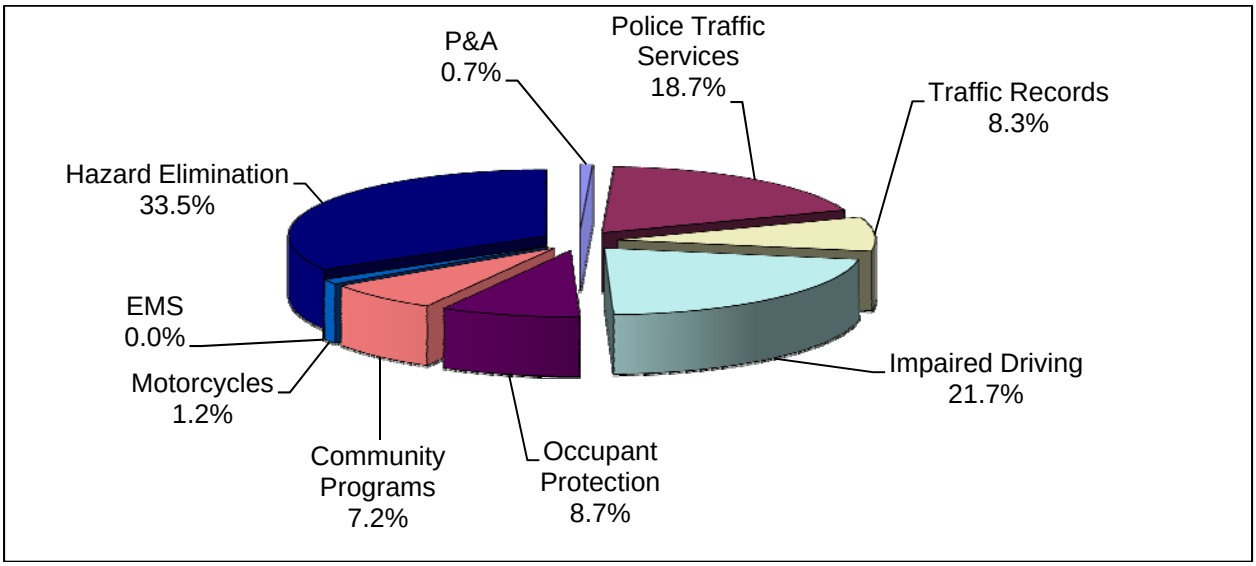
GOAL 14: Vermont will report actual data and trends of its three year average of Speeding Citations issued during grant funded enforcement activities.

.



SPEEDING TICKETS

	2004	2005	2006	2007	2008	2009
	6118	9055	7158	11160	10672	10304
3 yr avg			**7443.7**	**9124.3**	**9663.3**	**10712.0**

FUNDING SUMMARY

Financial Summary - Total Federal Funds Used FFY 2009										
	402	405	406	408	410	2010	2011	164	Total	% of Total
P&A	$40,433		$1,642						$42,075	0.7%
Police Traffic Services	$804,968		$254,609						$1,059,577	18.7%
Traffic Records	$32,660			$437,780					$470,441	8.3%
Impaired Driving					$989,932			$242,873	$1,232,805	21.7%
Occupant Protection	$241,784	$188,799					$63,495		$494,078	8.7%
Community Programs	$408,623								$408,623	7.2%
Motorcycles						$66,616			$66,616	1.2%
EMS										0%
Hazard Elimination								$1,897,744	$1,897,744	33.5%
TOTAL	$1,528,469	$188,799	$256,251	$437,780	$989,932	$66,616	$63,495	$2,140,617	$5,671,963