

VERMONT GOVERNOR'S HIGHWAY SAFETY PROGRAM

Monthly Newsletter

April / May 2016

Click It or Ticket Border-to-Border-2016

By Tom Fields, GHSP LEL

The annual May mobilization is right around the corner! This year's campaign will run from Monday, May 23rd through Sunday, June 5th and once again there will be a kick-off event on the first day.

Did you know that our 2015 Seatbelt Survey results showed a compliance rate of 86%? This is commendable for a secondary law state, but 1/3 of the state's fatal crash victims were unbelted. This means that 14% of our motorists are risking their lives, and the lives of others, simply because they refuse to buckle-up.



At the same time, events similar to this will be taking place all over the country in a show of solidarity with the desire to encourage people to Buckle-Up to reduce injuries and deaths on our Highways.

During the 14 days of this year's enforcement effort, we hope to change the behavior of the risk takers on our highways.

Along with grant funds for occupant protection enforcement, and armed with

data that points the way to high crash locations and those areas with poor compliance, we will be activating the *Click It or Ticket* Task Force. This Task Force is made of officers from law enforcement agencies in the state that team up to concentrate enforcement efforts in specific areas for the duration of the campaign. In addition, some of these teams of officers and others will participate in the *Click it or Ticket* Border-to-Border kick-off events that will be held in two locations. The theory behind the Border-to-Border project is that no matter what state you travel to you will encounter officers who are committed to the same effort of getting motorists and passengers to use their restraint systems for "Every Trip, Every Time"

On May 23rd, kick-off events will be held where Vermont law enforcement officers will meet law enforcement officers from New York, and possibly Canada, aboard the Champlain Ferry that runs from Plattsburgh, New York to Grand Isle, Vermont. A southern kick-off event will take place earlier in the day on May 23rd when officers and troopers from all Bennington County law enforcement agencies will team up with their counterparts from all agencies in New York State.

"It only takes a moment to Buckle-Up. Failure to do so can last a lifetime."

Speed Trailers

The Governor's Highway Safety Program is pleased to announce the start of a Speed Enforcement Project to award Speed Signs to Law Enforcement agencies throughout Vermont. Reducing crashes that are a result of speed is a priority for the Vermont Governor's Highway Safety Program. The speed signs will be available for awarding to Municipal Police Departments and County Sheriff's Agencies. The award will be based on an application and qualified need that is data supported. It is our hope that agencies will take advantage of this opportunity to help address the ongoing problem of speed-related crashes. For information, go to <http://ghsp.vermont.gov/content/equipment-grants> (Speed Trailers)

From the 2016 NHTSA Campaign Calendar

May: 16th - 30th
Click it or Ticket,
National Mobilization



May is also....

Motorcycle Safety
Awareness Month



Bicycle Safety month

Our Mission Statement

Working toward the goal of "Zero Deaths" by promoting highway safety awareness through education and enforcement, thereby reducing crashes, saving lives, and improving the overall quality of life for those using Vermont's roadways.

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GHSP Welcomes New Staff



Glen Button recently joined the GHSP as an *Impaired Driving Project Manager*. Glen will serve as the point of contact for the GHSP as it relates to impaired driving. Duties include the development and facilitation of a comprehensive impaired driving plan that incorporates current and emerging projects, maximizing the efficiency and effectiveness of the GHSP's impaired driving projects. The DRE program, ARIDE, IID and the oral fluid testing pilot are just a few of the top impaired driving priorities. Contact Glen at 802-370-1318 or at glen.button@partner.vermont.gov



Allison Laflamme joins GHSP as a Financial Manager II. She specializes in senior level maintenance, review and reconciliation of financial budget-to-actuals, projecting, and financial planning for the GHSP (NHTSA) federal funds and state funds. Duties include providing guidance in Federal Funds management during the entire life cycle of the grant. Also, she will be working on projects like finding ways to streamline match, match tracking and match reporting for the locals, state agencies and NHTSA. Allison's oversight will also

include the support of the programmatic work of the three program coordinators. Contact Allison at 802-498-8079 or at allison.laflamme@vermont.gov

VTrans Message Boards to Report Weekly Traffic Deaths

MONTPELIER, Vt.—April 5, 2016--The Vermont Agency of Transportation (VTrans) is joining a growing group of states including Tennessee and Colorado in using variable message boards to report on highway fatalities and provide important highway safety reminders. Beginning tomorrow and continuing every Wednesday, the network of electronic signs will display the current number of people who have lost their lives on Vermont's highways this year. Unfortunately, that number changes nearly every week.



The same message will also be shared via social media channels every Wednesday. Information about crashes on Vermont highways is published weekly at highwaysafety.vermont.gov and on our web page at www.ghsp.vermont.gov.

SAVE the DATE VERMONT HIGHWAY SAFETY ALLIANCE 4TH ANNUAL MEETING & CONFERENCE

OCTOBER 26, 2016
MOUNT SNOW RESORT, DOVER, VT

Join professionals in Education, Engineering, Enforcement, Emergency Services, Speed, Distraction, Infrastructure, Impaired Driving, Occupant Protection, Vulnerable Road Users to address highway safety issues.



NO COST | INCLUDES LUNCH | HIGHWAYSAFETY.VERMONT.GOV

For more information about the VHSA Meeting and Conference, contact

[Susan Clark](#)
Highway Safety Plan Coordinator
VT Agency of Transportation
1 National Life Drive
Montpelier, VT 05633
(802) 828-3397

History of Click It or Ticket

The *Click It or Ticket* program was conceived in North Carolina in 1993. It was the first statewide occupant protection campaign in the United States. This innovative program combined 3,000 enforcement checkpoints, paid advertising, and earned media to build public awareness. During the enforcement crackdown, more than 58,000 citations were issued for seat belt violations. State seat belt use rates for drivers rose from 65 percent to 81 percent by July 1994.

Today, all States and territories participate in *Click It or Ticket* each year.

The 2016 East Coast Border to Border campaign has 20 confirmed States spanning five NHTSA regions from Maine to Florida.



Deaths on Vermont Roadways

Year	Deaths
2008	73
2009	73
2010	71
2011	54
2012	77
2013	71
2014	44
2015	57

17 Deaths as of May 1st, 2016

Governor's Highway Safety Program

Governor's Highway Safety Program
Agency of Transportation
One National Life Drive
Montpelier, Vermont 05633

Visit our Website...

www.ghsp.vermont.gov

If you have comments or suggestions for our newsletter, please send them to james.baraw@vermont.gov.