

# Governor's Highway Safety Program

## Annual Report 2014



**Toward Zero  
Deaths**



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Governor's Highway Safety Program

103 South Main Street

Waterbury, Vermont 05671-2101

[www. ghsp.vermont.gov](http://www.ghsp.vermont.gov)



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## Contact Information

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### Department of Public Safety

Keith W. Flynn, Commissioner  
Governor's Representative for Highway Safety  
103 South Main Street, Waterbury, VT 05671-2101  
Keith.Flynn@state.vt.us • 802-241-5200

### Governor's Highway Safety Program

103 S. Main St., Waterbury, Vermont 05671-2101  
<http://ghsp.vermont.gov>

Ted Minall, Chief  
802-241-5501

Debra Hamilton, Program Coordinator  
Deb.Hamilton@state.vt.us • 802-241-5504

Allison Laflamme, Grants Management Specialist  
Allison.Laflamme@state.vt.us • 802-241-5539

Anne Liske, Program Coordinator  
Anne.Liske@state.vt.us • 802-241-5505

Betsy Ross, Program Coordinator  
Betsy.Ross@state.vt.us • 802-241-5511

## Mission Statement

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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.

## Message from the Governor's Representative

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The State of Vermont Governor's Highway Safety Program (GHSP) staff respectfully submits the following *Annual Report for Federal Fiscal Year 2014* (FFY2014) to the National Highway Traffic Safety Administration (NHTSA).

Reflecting back on FFY2014, we are pleased with the amount of progress which has been achieved within the Green Mountain State. The Department of Public Safety (DPS) staff continues to work collaboratively with all of our partners in the public arena as well as private sector and community based groups. We are grateful for support we continue to receive from the NHTSA Regional Staff and from our other Federal partners, the Federal Highway Administration (FHWA) and the Federal Motor Carrier Safety Administration (FMCSA).

The GHSP is also fortunate to have the support of the state's Senate and House of Representatives on many traffic safety related matters. This legislative support is enhanced by a good relationship with the local and national media outlets. Most recently Vermont enacted an improved drugged driving law, which is more efficient when prosecuting motorists charged with driving under the influence of a drug other than alcohol. Vermont, like other states, is facing a crisis in opioid abuse. This statute will support the use of Drug Recognition Experts (DRE) and those officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE) to more effectively prosecute those driving under the influence of drugs.

In addition, legislation prohibiting drivers from using hand held electronic devices was also enacted. The ban on hand-held devices is a good tool for reducing the incidents of distracted driving. Vermont's Governor hosted a press event to promote the bill and actually signed the bill with full media coverage. This was the kickoff to an extensive educational campaign to provide the motoring public with information explaining the bill's requirements and subsequent penalties for violations. In addition to other media outreach efforts, large variable message boards (announcing the law's effective date) were placed along the interstate to reach the largest number of people possible. We anticipate that the continued educational efforts will have the maximum penetration and effect on the state's motoring public.

Vermont embraces the concepts and requirements detailed in the Federal funding source: *"Moving Ahead for Progress in the 21<sup>st</sup> Century"*. The DPS funding process is deeply rooted in the use of data at all stages of the granting cycle. Once agencies and partners are recruited to participate in the grant process they are required to:

- Use data provided to them to articulate what their traffic safety issues are
- Provide countermeasures and strategies that will be most effective in reducing or eliminating their stated traffic safety problem(s)
- Define what types of measurement and metrics they'll use to quantify progress
- Develop projected outputs and outcomes
- Create logic models (for educational grants)
- Describe what resources they will use to achieve their stated outcomes and goals
- Present an application which is clear, concise and transparent

Each application is carefully reviewed and scored by the GHSP staff. The applications are then presented to a Law Enforcement Advisory Panel, which also reviews and evaluates each of the submitted proposals. This provides representatives from the law enforcement community with ownership of the process and increases



their understanding of the award procedures. The staff then conducts a final review of the recommended awards and provides the final step towards approval.

GHSP staff continues to work collaboratively with the Vermont Highway Safety Alliance (VHSA). The Alliance, founded in 2012, brings all traffic safety advocates together to work cohesively on those traffic safety issues which have been clearly identified by data as the most damaging to the state's population. Clearly the Alliance draws partnership and active participation from the Education, Enforcement, Engineering and Emergency Medical Response communities. The blending of disciplines to address priority issues maximizes resources and produces increased return on investments.

During FFY2014, three separate task forces are operational and working within the structure of the VHSA. During 2014, a Distracted Driving Task Force (DDTF) was added to the existing Occupant Protection (OP802) Task Force and the DUI Task Force (DUIF). Each of these task forces is deployed using real time data and information. The task forces reflect the three top priorities adopted by the VHSA board of directors. The priorities are to reduce impaired driving; increase the level of occupant protection and reduce the incidents of distracted driving.

The DDTF was created just prior to the enactment of Vermont's legislation prohibiting the use of electronic devices by a person operating a motor vehicle. The DDTF will engage in educational messaging supported by focused media and public outreach. The DDTF created a five minute video, clearly explaining the details of the new law. This video was developed for distribution on social media outlets.

Vermont's population is approximately 625,000. The 2014 seatbelt use rate is 84.1%, which is a slight reduction from the 2013 rate of 84.7%. Obviously, as a secondary enforcement state, law enforcement is hindered by a law which, sometimes, may be difficult to enforce. Unfortunately the 15% of the population, who do not wear their seatbelts, remain unconvinced by messages to simply "buckle up". The seat belt use rate has hovered around the 85% rate for the past twelve or so years. Formal and informal seatbelt use surveys continue to identify the same three areas as historically low use. These areas are: The Northeast Kingdom (Essex, Caledonia, and Orleans Counties); Franklin County (bordering Canada) and the Connecticut River Valley (Windsor, Windham Counties). Considering this continual lack of progress, the deployment strategy has evolved into the need for the saturation of these more tightly defined areas of focus.

Based on this continued analysis of data, OP802 is focused on the northeast section of the state, which borders New Hampshire. In addition other low use counties have also been identified as areas for deployment. Focusing resources in specific locations, based on data, provides a powerful emphasis to the states occupant protection messaging and outreach. Enforcement is structured and direct, and all messaging is designed to reach these specific target audiences. These males, 18-34 driving pickup trucks are abundant in this rural, northeast section of the state, and the other rural counties bordering New Hampshire, and Canada.

In addition to the geographically focused OP802, GHSP continues to support high visibility occupant protection enforcement campaigns. For the past thirteen years, Vermont LEAs have aggressively participated in the national *Click It or Ticket* campaign. During May of 2014, more than 60 police agencies throughout the state joined in these operations. This *CIOT* enforcement period visits all parts of the state. In those high belt use areas, these HVE operations are specifically designed as maintenance exercises to retain the well above average use rate. In the low use areas, they are designed to educate those people who still do not buckle up for every trip.

To support DUITF, GHSP's media vendor produced a very effective anti-DUI message "*Drive Hammered, Get Nailed*". This thirty second video won the award from the Vermont Association of Broadcasters as the best Public Service Announcement of 2014.

GHSP's two Law Enforcement Liaisons (LELs) continue to work with a sports marketing group to deliver effective DUI messaging to those gathered at live sporting events. These events include auto racing, minor league baseball, college basketball and hockey. These events often draw the exact blend of demographics typically involved in the consumption of alcoholic beverages.

As the Governor's Representative for Highway Safety, I am extremely interested in creating a traffic safety network incorporating all of the New England states. As a state, we are already engaged in producing traffic safety messaging which will be played in each of the six Region 1 states. I have directed the Vermont State Police to work with other state police agencies throughout the region to develop strategies for Region-wide enforcement campaigns. I envision periodic cooperative enforcement campaigns that will include law enforcement agencies from the Canadian Provinces, Maine, Vermont, New Hampshire, Connecticut, Massachusetts, Rhode Island, New York and New Jersey simultaneously engaging in focused enforcements. The Vermont team believes that tragedies have no borders.

During FFY2014, the GHSP staff purchased new Preliminary Breath Testing devices which have been distributed to the GHSP partner agencies, following a needs assessment. These devices will encourage agencies to become more pro-active in their daily campaigns against impaired driving.

In addition members of the DRE program are working with two vendors and are conducting a pilot involving oral (cheek) swabs for the detection of drugs other than alcohol. This is a tightly secure pilot, in which participation is limited to a few selected DREs. The administration process is strictly voluntary and is a post arrest, non-evidentiary test. This pilot began on August 1, 2014 and will continue for approximately six months.

The state's DRE program now has 35 certified DREs. The Department of Motor Vehicles, Commercial Vehicle and Safety Unit provided all of their inspectors with ARIDE training. During this past year, they have added three DREs, one for each of their enforcement areas. They are already engaged in the detection and apprehension of commercial vehicle operators driving under the influence of drugs other than alcohol.

In February 2014, Vermont hosted its second DRE School. Instructors and students from across the New England states participated in this intense training exercise. ARIDE training is regularly provided to the state's law enforcement personnel. These trainings will continue and provide Vermont with a cadre of specialists trained to detect those who drive while impaired by drugs other than alcohol. GHSP looks forward to providing all LEAs with access to either the classroom version of ARIDE or the existing online version of the training. The Vermont State Police are committed to having all of their patrol officers ARIDE trained. The Vermont Criminal Justice Training Council will be working on language to require new recruits to become ARIDE trained within a specific (yet undetermined) time period, following their graduation from the police academy.

The Vermont Traffic Safety Resource Prosecutor (TSRP) attended all sessions of the classroom training and field certification process held in Phoenix, Arizona. In addition to the TSRP, two Deputy States Attorneys and the Senior Forensic Chemist from the state's forensic laboratory also participated in all phases of the training. Having these two positions fully trained in the DRE process, greatly improves their understanding of the program and increases their ability to contribute.

Vermont's Judicial Outreach Liaison (JOL) continues to become involved with specific judicial aspects of GHSP education efforts. The JOL has authored a number of articles relating to traffic safety, and DUI in particular.

The DUI Treatment court continues to develop in Windsor County. The statewide coordinator is evaluating the possibility of creating a mobile unit to provide treatment court services in some of the more rural areas of the state. The mobile unit may provide a more cost effective and efficient model than a brick and mortar version. Research and evaluation continues to determine the format most suitable and efficient for Vermont.

Even though the City of St. Albans was one of the first pilot sites for Data Driven Approaches to Crime and Traffic Safety (DDACTS), expansion of the philosophy has been slow to spread in the state. The cities of Rutland and Burlington use similar strategies but do not engage in the complete DDACTS implementation. The further development and complete implementation of Vermont's WebCrash system will be an opportunity to reinvest in the DDACTS deployment. Clearly, a number of Vermont's population centers are prime considerations, and are experiencing defined problems which are readily addressable using DDACTS as a countermeasure. The GHSP's two LELs will increase their emphasis promoting DDACTS as an effective and efficient countermeasure to deal with increasing demands and static available resources.

GHSP community education partners continue to play a key role in public outreach and information about highway safety. In 2014 initiatives included: the Youth Safety Council Turn of Texting golf cart course program working with driver education programs to reach teens about distracted driving awareness, Local Motion's bike-pedestrian safe communities messaging about "share the road" and the Vermont Department of Health's successful improvement of the child passenger safety education and low income seat access program.

As we look back on FFY2014, we see many successes but still realize we can do better. As of December 25, 2014, 43 people have lost their lives on Vermont roadways. It is tragic but interesting to note, that only two operators are suspected of driving under the influence of alcohol (only), while five are suspected of operating under the influence of drugs other than alcohol. Four of these five are suspected of having cannabis in their systems. Although this is a small sample, it certainly merits continued scrutiny.

The Vermont DPS staff understands that one traffic death, is one death too many. We'll continue to work collaboratively with all of our traffic safety partners to reach zero fatalities. As a team, we look forward to FFY2015, and continued partnership with the Regional Staff as well as our other Federal partners. We are fortunate to work in a state with strong, public support for our highway safety efforts. We hope we can continue our recent successes and achieve greater results during the upcoming year.

## Executive Summary

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On behalf of the Governor of Vermont and the Commissioner of the Department of Public Safety, the Governor's Highway Program (GHSP) is pleased to submit the Federal Fiscal Year 2014 Annual Report. The Annual Report is prepared to provide an overview of Vermont's efforts to provide the safest possible driving environment for those who live in, work in, or otherwise visit the state. The GHSP staff works collaboratively with all federal, state and local agencies, organizations and other entities to maximize resources and realize the most effective and efficient outcomes. The utilization of cooperative partnerships and implementation of timely and accurate data optimizes existing resources and promotes the implementation of countermeasures to reduce crashes and save lives. Intelligent application of data, science, technology and education ensures GHSP achieves the most effective return on investment for all funds expended in the promotion of Vermont's highway safety projects.

# Annual Report Development Calendar

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Timeline	Activity
<i>Beginning of fiscal year:</i> October - September	Review sub grantee and GHSP progress and monitoring reports during the year to identify significant highlights or accomplishments for inclusion in the AR
<i>End of fiscal year:</i> October 1	<p>Track receipt of sub grantee Final Reports and send reminders where needed ensuring that all projects in the initial HSP and any amended or new projects during the year are included</p> <p>In each of the HSP CEAs, assemble and analyze data to determine the state's progress in achieving performance targets for the year.</p> <p>Update state crash data and trends with the most recent available data</p>
November 15	Deadline for submission of sub grantee Final Reports
October - November 30	<p>Review sub grantee Final Reports and develop a general description of each project and activity funded and implemented, including the total Federal fund expenditures (like projects and activities may be aggregated)</p> <p>For each Program Area develop a general summary of the following:</p> <ul style="list-style-type: none"> <li>• problem statement</li> <li>• objectives</li> <li>• performance measures</li> <li>• performance targets</li> <li>• description of each project and activity funded and implemented</li> <li>• description of how the projects contributed to meeting the target</li> <li>• Federal funding amount expended and source for each project implemented</li> </ul> <p>Paid Media projects may be reported within the applicable individual program area or may be grouped</p>
	If §2011 funds were expended, compile the required Child Restraint Grant Program report (included in the annual report)
	Compile the annual State Attitudes Survey results (included in the annual report)
December 15	<p>Develop any optional sections to be included</p> <p>Assemble the AR components into a first draft for review</p>
	Produce final Financial Obligation Closeout (voucher) and obtain GHSP Administrator approval

Timeline	Activity
December 15	Submit draft AR for final review and approval by GHSP Administrator
December 31	Submit final AR to NHTSA Regional Office
January	Distribute copies of AR to the GHSP email list including state and congressional legislators and post on the GHSP website

## State of Vermont Progress Assessment

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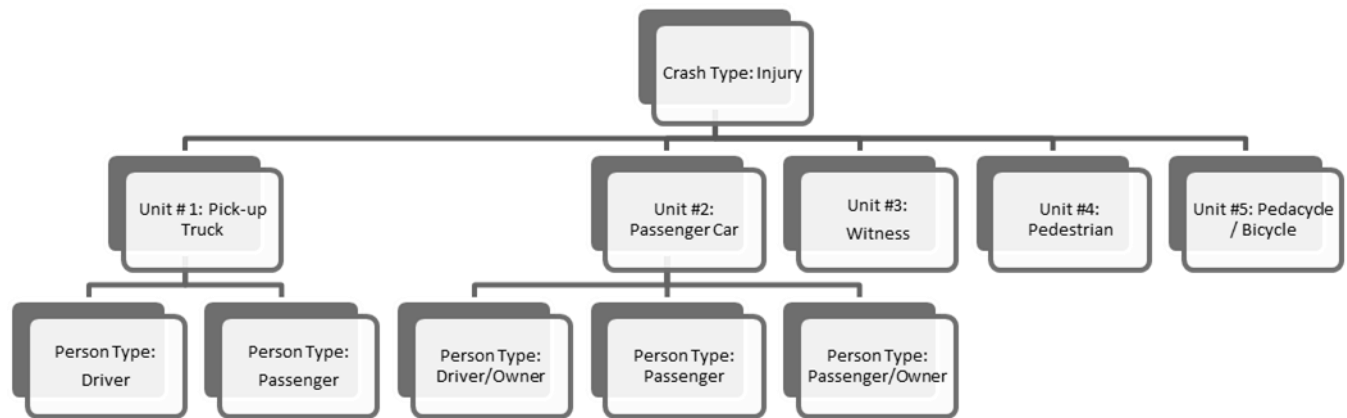
### Core Performance Measures

#### DATA

The State of Vermont, Governor's Highway Safety Program's 2014 Highway Safety Plan is the source of the goals identified in this section of the 2014 Annual Report. Where current 2014 data is not compiled, 2013 goals are used. The assessment of each goal is contained in a table demonstrating the number of crashes, person counts, or citations by year and includes a three year moving average through the overall analysis time frame. Utilizing the three year moving average smoothes out fluctuations in data and demonstrates the pattern or trend of a particular data range more definitively. A moving average format utilizes a specific number of data points, three years in these assessments, averages them and then uses the average value as a point in the trend line.

Crash data is recorded and can be assessed on three basic levels: crash, vehicle or unit and person. A crash report must have at least one vehicle or unit and is listed as one of three crash types: property damage only, injury or fatal. Obviously, property damage only crashes cannot involve any injuries or fatalities. A crash report must have at least one fatality. A fatal crash reportable to the National Highway Traffic Safety Administration must have at least one fatally injured person involved in a crash with a least one motor vehicle, in transport, and the death must occur with 720 hours of the initial crash.

One crash may involve multiple vehicles, or units, as well as multiple persons. For example, one injury crash type may involve three vehicles/units, such as: (unit #1) a pickup truck; (unit #2) a passenger car; (unit #3) a witness; and four persons: (unit #1) the operator (unit #1); (unit #2) operator/owner; (unit #2) passenger. The following chart illustrates an example of the relationship between crash type, vehicle/unit type and person type:



**At the time of the Annual Report compilation, the national FARS data available is from the prior year (2013). Any 2014 state data cited is current at the time of the report.**

This data has been collected, collated and analyzed and/or reviewed by the State of Vermont FARS Analyst; the Agency of Transportation Highway Safety Manager and members of the Governor's Highway Safety Program staff to ensure the most accurate and informative reporting possible.

All of the law enforcement agencies in Vermont, with the exception of one small municipal agency, use Vermont's electronic reporting system Web Crash for submitting motor vehicle crash reports to the state. The one agency that does not use Web Crash submits paper reports to the state, and the data is entered into the database manually by VTrans staff.

As a general VTrans Crash procedure, April is the cut off month used for annual reporting on the previous calendar year. This procedure is communicated to law enforcement annually to assure AOT has received all of the previous calendar year data in the system. However, there are instances where the crash reports may not get submitted within this timeframe. For this reason, Web Crash is built to never reject a law enforcement report, no matter when submitted. This will explain the slight differences in the yearly counts from report year to report year.

#### **Goal C1: Number of traffic fatalities (FARS<sup>1</sup>)**

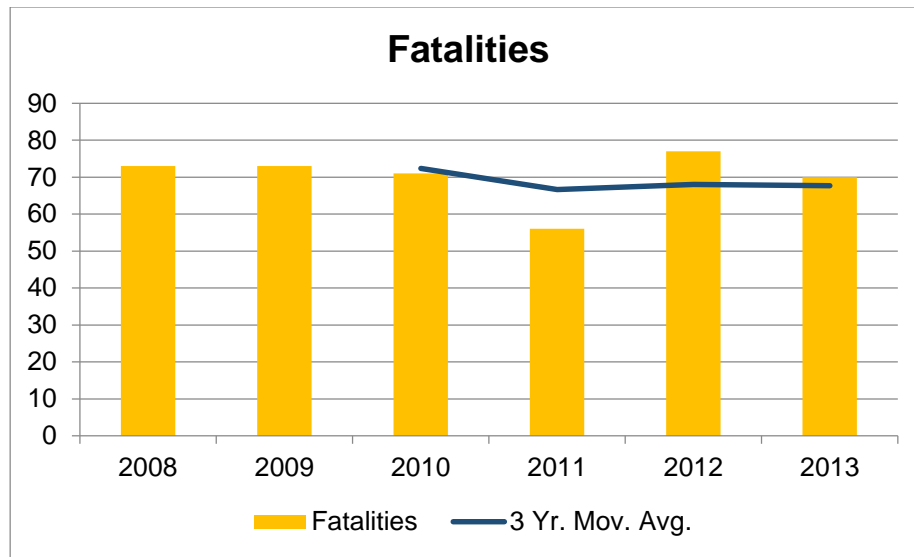
To decrease by 4.0 percent from the three-year average of 67.7 in 2010-2012 to a three-year average of 65.0 by December 31, 2014.

#### **Results:**

Based on the 44 fatalities recorded in Vermont at the time this report was finalized, Vermont's three -year average in 2012-2014 is 63.6. This decrease of 6.6% surpassed the goal. **Note:** the 2014 fatalities column has not been added to the grid below because it is not yet official FARS data.

Year	2007	2008	2009	2010	2011	2012	2013
Fatalities	66.0	73.0	73	71	56	77	70
3-Year Mov. Average			70.7	72.3	66.7	68.0	67.7

<sup>1</sup> The national Fatality Analysis Reporting System (FARS) database link: [http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/50\\_VT/2012/50\\_VT\\_2012.htm](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/50_VT/2012/50_VT_2012.htm)



#### Goal C2: Number of serious injuries in traffic crashes (Vermont Crash Database)

To decrease serious traffic injuries 8.9 percent from the three-year average of 350.3 in 2010 - 2012 to a three-year average of 319.3 by December 31, 2014.

A serious injury crash or major crash is defined by the Vermont Highway Safety Alliance as a fatal or incapacitating injury crash. As defined in the American National Standard Manual on Classification of Motor Vehicle Traffic Accidents<sup>2</sup> a fatal injury is “any injury that results in death” and an incapacitating injury is “any injury, other than a fatal injury, which prevents the injured person from walking, driving, or normally continuing the activities the person was capable of performing before the injury occurred.”

#### Results:

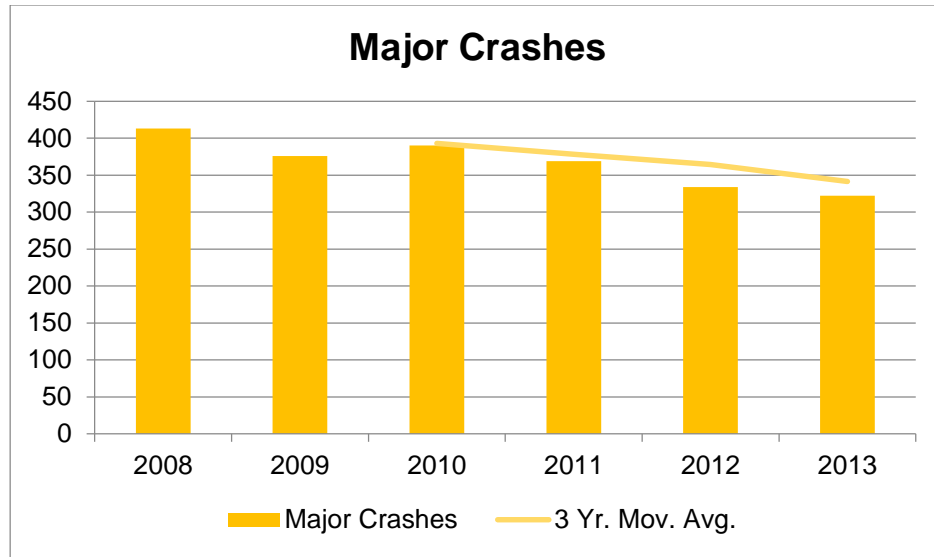
The goal of 319.3 remains skewed because of the corrections made to past data. The reason for the difference in numbers is due to the use of more refined data-mining queries and better quality control and assurance measures.

However, there is a clear downward trend in serious injuries. There is a -9.52% change between 2011 and 2013 three-year moving averages and the trend is likely to continue when 2014 data is finalized.

Year	2007	2008	2009	2010	2011	2012	2013
Serious Injuries	385	413	376	390	368	333	322
3-Year Mov. Average			391.3	393.0	378.0	363.7	342

<sup>2</sup> ANSI D16.1-2007, “American National Standard, Manual on Classification of Motor Vehicle Traffic Accidents, Seventh Edition,” National Safety Council, Itasca, IL, 2007. <http://www-nrd.nhtsa.dot.gov/Pubs/07D16.pdf>.





#### Goal C3: Fatalities per 100 VMT (rural and urban) (FARS & the Vermont Crash Database & AOT)

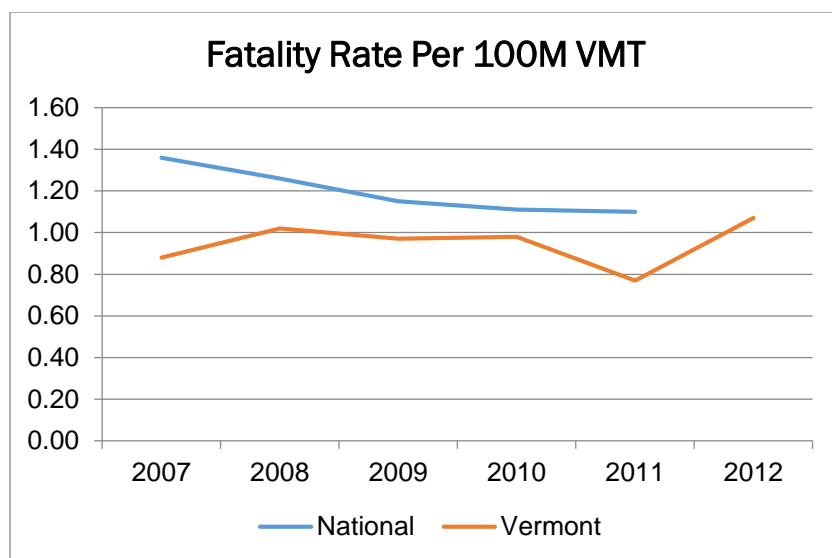
To decrease fatalities/VMT from the 2009 – 2011 three-year average rate of 0.91 to 0.85 by December 31, 2013. **Note:** This 2013 goal is the goal that was included the 2014 HSP.

The 2013 national fatality rate per 100 million vehicle miles traveled was not available at the time this report was written. Vermont 2012 data for this section was provided by the Vermont Agency of Transportation Highway Research division and rates may differ slightly from the rates recorded in the Fatality Analysis Reporting System (FARS) due to the following enhanced methodology changes: “In August 2011, starting with 2009 data, the Federal Highway Administration implemented an enhanced methodology for estimating registered vehicles and vehicle miles traveled by vehicle type. In addition, revisions were made to 2008 and 2007 data using this enhanced methodology. As a result of the Federal Highway Administration's changes, involvement rates may differ, and in some cases significantly, from previously published rates.”

#### Results:

Vermont's 2010-2012 three year average of 0.94% may not indicate the likelihood of reaching the above stated goal for 2013, although with the significant reduction in fatalities in 2014 it may change positively for the 2014 average. The 2012 data come from the Vermont Crash Database and the Vermont Agency of Transportation. The FARS data for this measure are not yet available; when the data become available from FARS, GHSP will make the substitution.

Year	2007	2008	2009	2010	2011	2012
National	1.36	1.26	1.15	1.11	1.10	TBA
Vermont	0.88	1.02	0.97	0.98	0.77	1.07



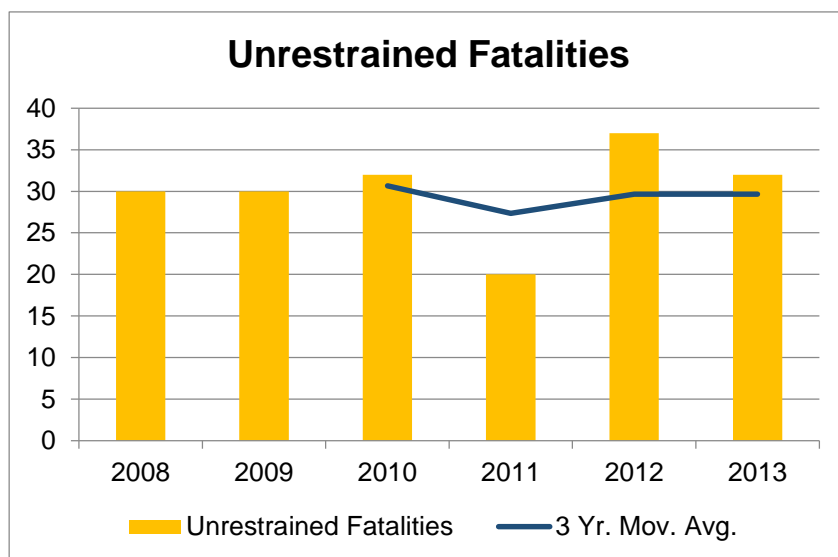
**Goal C4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

To decrease unrestrained passenger vehicle occupant fatalities 7.1 percent from the three-year average of 28.0 in 2010 - 2012 to a three-year average of 26.0 by December 31, 2014.

**Results:**

The 2013 three year moving average of 30 is an 11.1% increase over the 2011 three year moving average of 27. The trend may reverse when 2014 FARS numbers are finalized.

Year	2007	2008	2009	2010	2011	2012	2013
Unrestrained Fatalities	25	30	30	32	20	37	32
3-Year Average			28	31	27	30	30



**Goal C5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

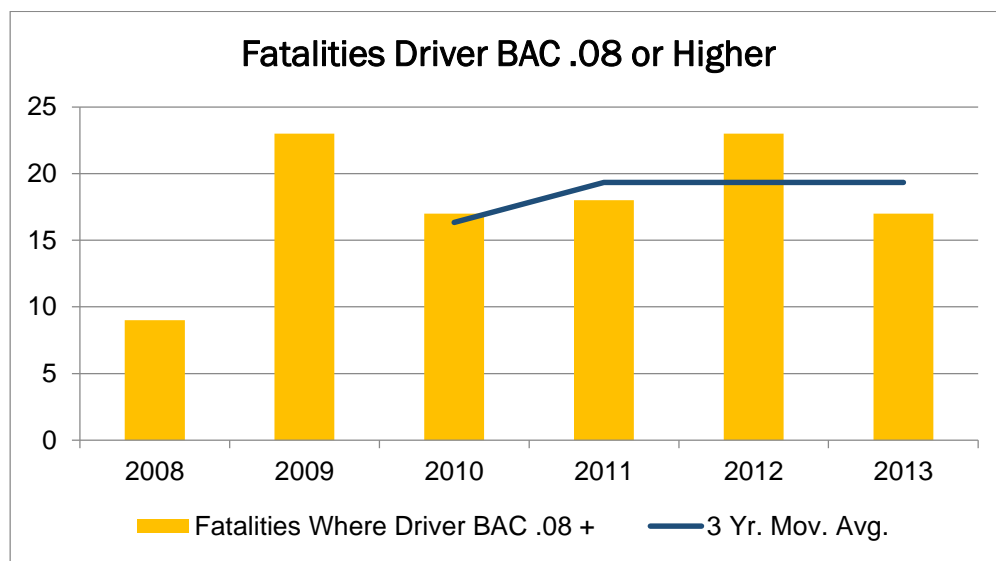
To decrease alcohol-impaired driving fatalities 9.2% from the three-year average of 18.7 in 2010 - 2012, to a three-year average of 17.0 by December 31, 2014.

**Results:**

The data used in the 2014 HSP were incorrect. The three-year average in 2012 was 19. The three-year average in 2013 was also 19, a 0% change. A slight change may occur when the 2014 FARS numbers are finalized.

**\*\* FARS data used for this assessment, not VCSG data.**

Year	2007	2008	2009	2010	2011	2012	2013
Alcohol-Impaired Fatalities	20	9	23	17	18	23	17
3-Year Mov. Average			17	16.0	19	19	19



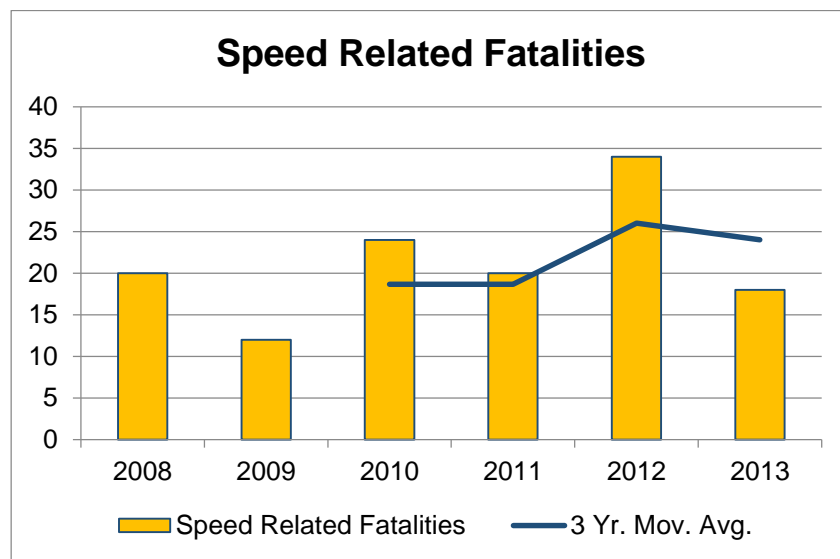
#### Goal C6: Number of speed-related fatalities (FARS)

To decrease speed-related fatalities 5.9 percent from the three-year average of 25.3 in 2010 - 2012 to a three-year average of 23.8 by December 31, 2014.

#### Results:

The data used in the 2012 HSP was incorrect. The three-year moving average in 2012 was 26. The three-year moving average in 2013 was 24, a -7.69% change. The downward trend may continue when the 2014 FARS numbers are finalized.

Year	2008	2009	2010	2011	2012	2013
Speed-Related Fatalities	20	12	24	20	34	18
3-Year Mov. Average		17	19	19	26	24



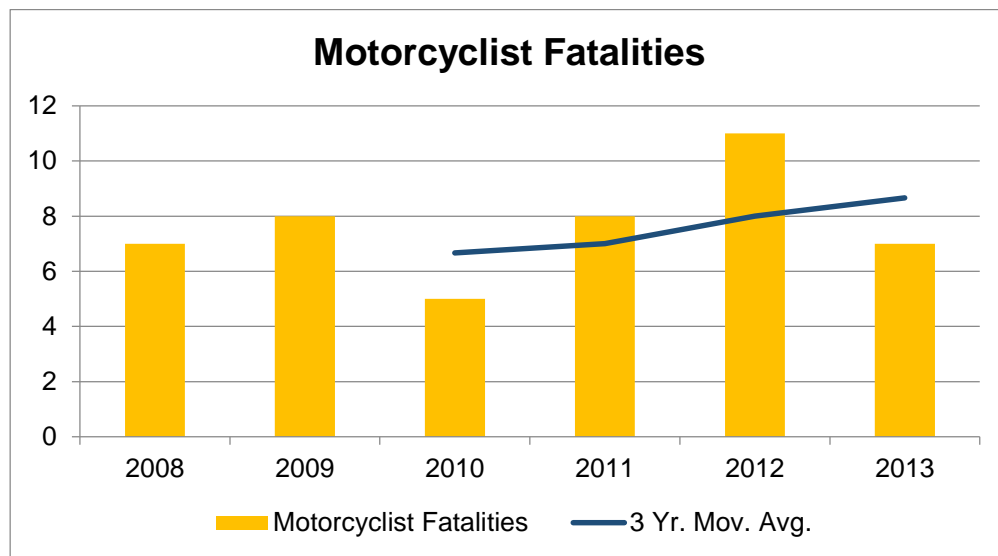
**Goal C7: Number of motorcyclist fatalities (FARS)**

To decrease motorcyclist fatalities 7.2% from the three-year average of 8.3 in 2010 - 2012 to a three-year average of 7.7 by December 31, 2014.

**Results:**

The three-year average by December 31, 2013 was 9, an 8% change from the 2012 moving average of 8. The 2012-2014 average may hold steady or trend upward when the 2014 FARS numbers are finalized. GHSP cannot explain this persistent level in motorcycle fatalities.

Year	2007	2008	2009	2010	2011	2012	2013
Motorcycle Fatalities	7	7	8	6	8	11	7
3-Year Mov. Average			7	7	7	8	9

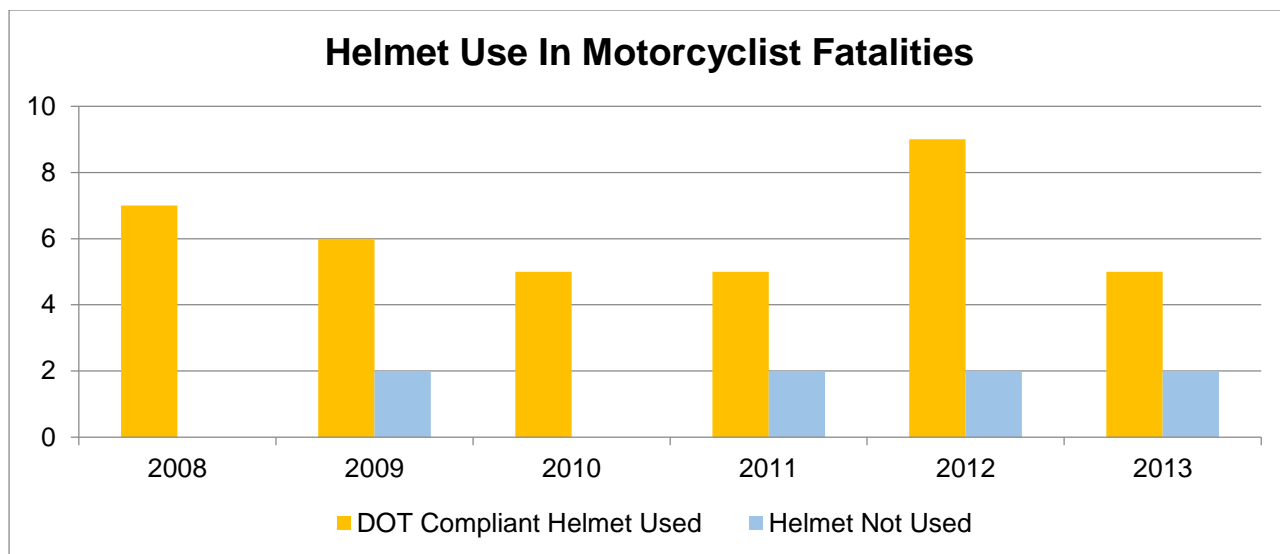
**Goal C8: Number of unhelmeted motorcyclist fatalities (FARS)**

To decrease unhelmeted motorcyclist fatalities 17 percent from the three-year average of 1.3 in 2010 -2012 to a three-year average of 1.1 by December 31, 2014.

**Results:**

The 2011-2013 three year moving average is 2 and will likely hold steady once the 2014 FARS numbers are finalized. Unhelmeted fatalities continue at a similar rate.

Year	2007	2008	2009	2010	2011	2012	2013
DOT Compliant Helmet Used	6	7	6	5	5	9	5
Non-DOT Compliant Helmet Used	0	0	0	0	1	0	0
Helmet Not Used	1	0	2	0	2	2	2



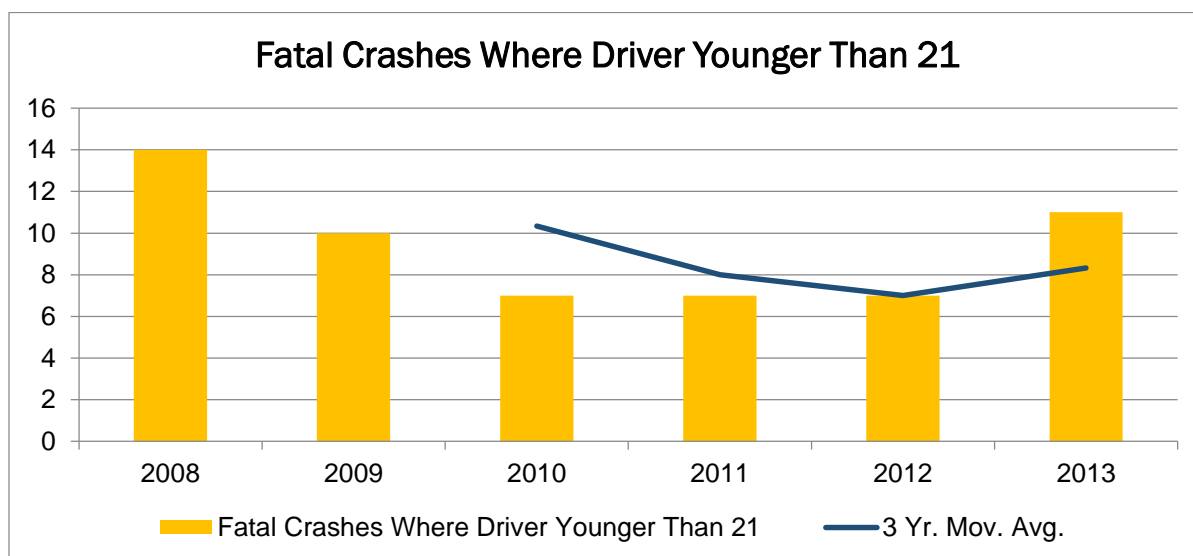
#### Goal C9: Number of drivers aged under 21 involved in fatal crashes (FARS)

To decrease drivers age 20 or younger involved in fatal crashes 20.9 percent from the three-year average of 6.7 in 2010 through 2012 to a three-year average of 5.3 by December 31, 2014.

#### Results:

The three-year average by December 31, 2013 was 8. A strong downward trend which began in 2010, rose again in 2013 and is not likely to trend downward to the 5.3 goal set for 2014 once the FARS numbers are finalized.

Year	2007	2008	2009	2010	2011	2012	2013
Operators Younger than 21	13	14	10	7	7	7	11
3-Year Average	13.0	13.0	12.0	10.0	7.7	6.7	8



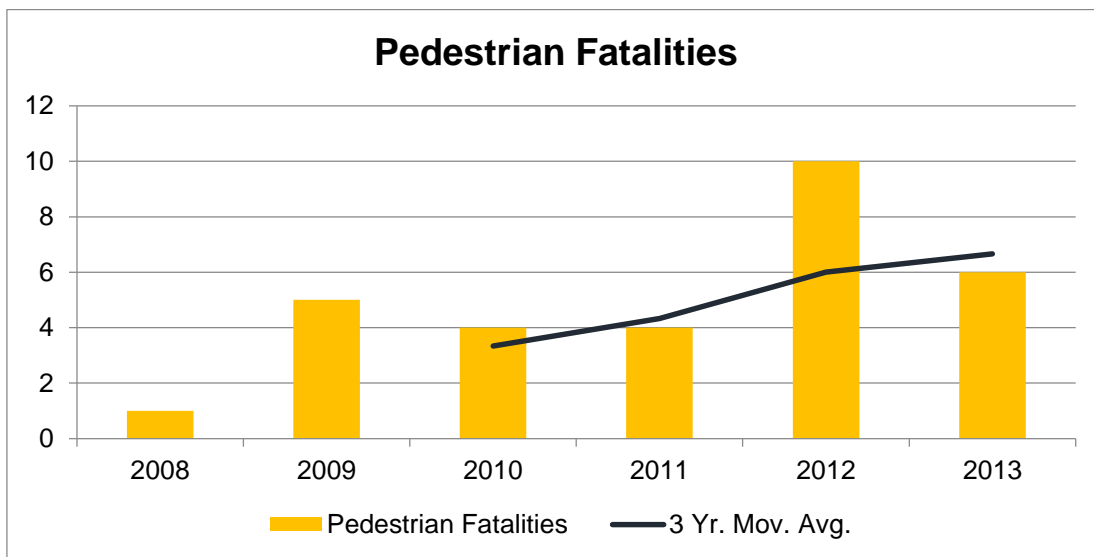
#### Goal C10: Number of pedestrian fatalities (FARS)

To decrease pedestrian fatalities 29.4 percent from the three-year average of 5.7 in 2010 - 2012 to a three-year average of 4.0 by December 31, 2014.

#### Results:

The three-year average by December 31, 2013 was 7. Although local pedestrian advocacy groups continue to conduct outreach and education, the 2014 three-year average is likely to still remain above the goal of 4 once the 2014 FARS numbers are finalized.

Year	2007	2008	2009	2010	2011	2012	2013
Pedestrian Fatalities	4	1	5	4	3	10	6
3-Year Mov. Average	4.0	2.5	3	3	4.0	6	7



#### Goal C11: Bicycle Safety Performance Measures

GOAL: To reduce the total number of bicycle crashes, per year, by 5% by December 31, 2015. [Note this is not a GHSP goal in the FFY14 HSP, however it is included in the HSP 2015.]

#### Strategy:

The safety of bicyclists in Vermont is part of the Agency of Transportation's (VTrans) mission and there are a number of initiatives in place to address this topic with performance indicators related to safer bicycling. These include the following:

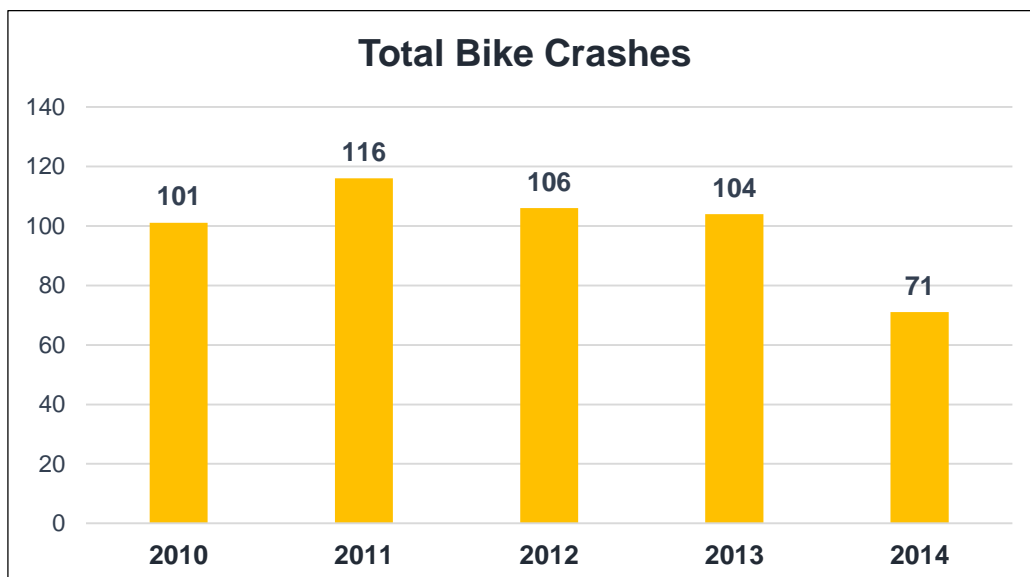
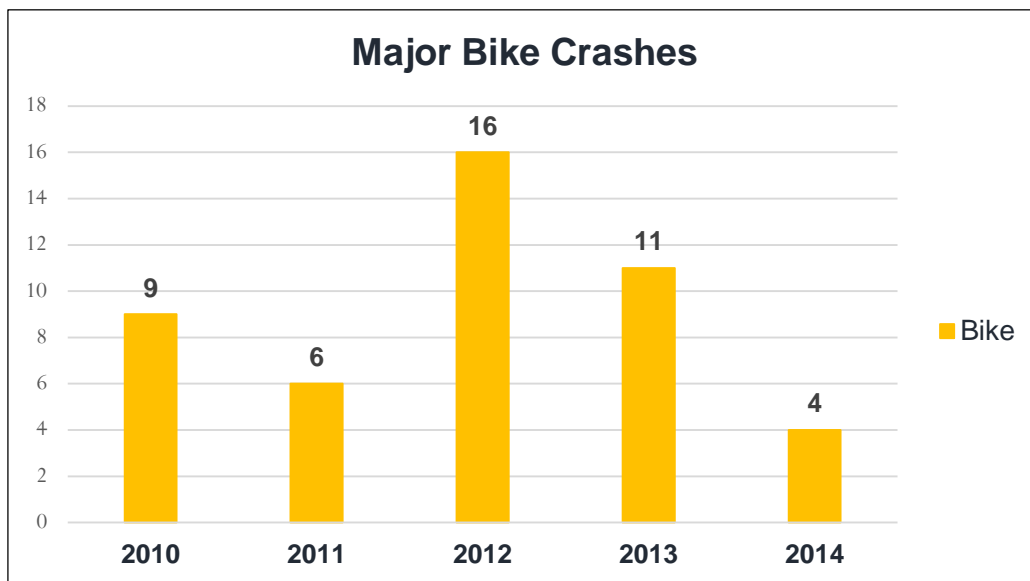
- Continue education for bicyclists about helmet use
- Continue education and outreach regarding use of visible clothing for riders
- Increase driver, cyclist, and pedestrian awareness of laws associated with intersections
- Increase and encourage communication between driver's education instructors and outside entities i.e. enforcement officers, bicycle/pedestrian groups, GHSP teams, etc.
- Increase young drivers' awareness of the interaction between motorized and non-motorized vehicles
- Increase awareness and safety of bicycles and pedestrians at intersections

Additionally, VTrans has entered into a two-year contract with a consultant who will be providing a statewide bicycle and pedestrian safety education program. The program includes development and delivery of curriculum to law

enforcement and driver educators in Vermont, providing support to community-level safety initiatives, distribution of safety publications and providing an online safety resource center.

#### Evaluation:

VTrans collects crash data on reported crashes statewide from local, county and state law enforcement. This crash data includes those where a pedestrian or bicyclist fatality resulted or where a pedestrian or bicyclist was involved in a crash with a motor vehicle. The most recent period of five years of complete crash data is 2009 - 2013. Major crashes are those that resulted in incapacitating injury or death. In Vermont, the total number of major crashes varied during the recent five-year period but has steadily been declining. The performance measure for bicyclist safety is to have an ongoing reduction in the number of total bicycle crashes as well as the number of bicyclists involved in major crashes. The five-year average (2009-2013) for total bicycle crashes is 107.2 per year.





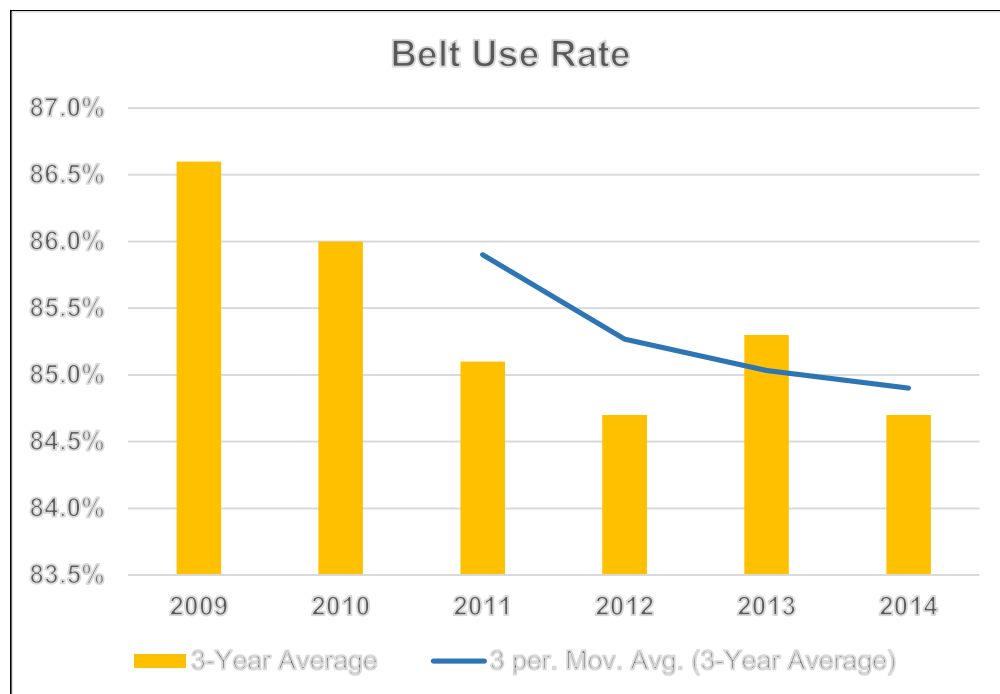
**Goal B1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5 % from a three-year average rate of 84.7% in 2010 - 2012 to a three-year average rate of 86.0% by December 31, 2014.

**Results:**

Vermont did not meet the goal by 0.02%. The three year average by December 31, 2014 was 84.7%. The belt rate for 2014 decreased slightly to 84.1%. Regionally there is noticeably lower usage along the entire northern tier of the State, which remains below 80% while all other counties all exhibit higher usage rates exceeding 85%. GHSP staff will continue to review data and create focused messaging and enforcement in these areas of decreased use rate.

Year	2009	2010	2011	2012	2013	2014
Belt Use Rate	85.4%	85.0%	84.7%	84.2%	84.9%	84.1%
3-Year Average	86.6%	86.0%	85.1%	84.7%	85.3%	84.7%

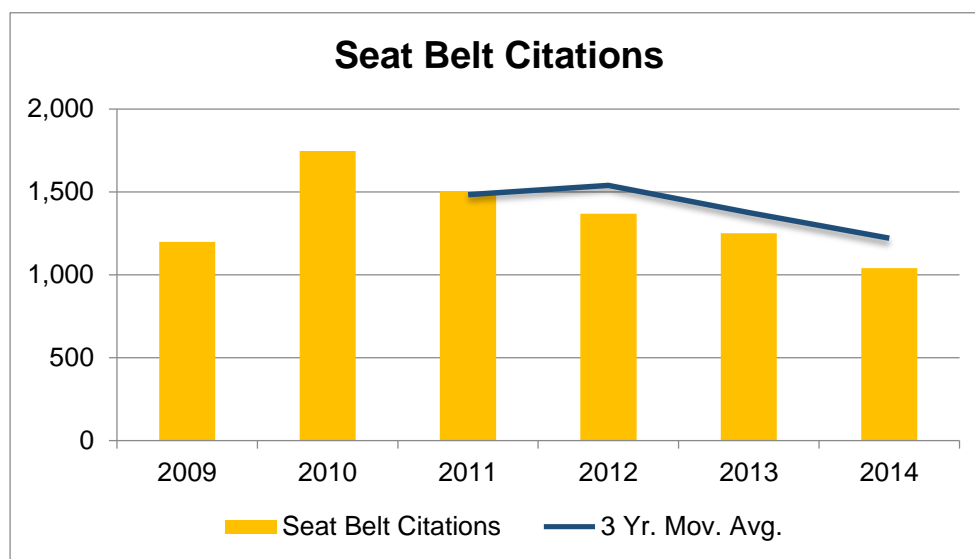


## Activity Performance Measures

### Goal A1: Seat Belt Citations (GHSP Performance Charts)

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

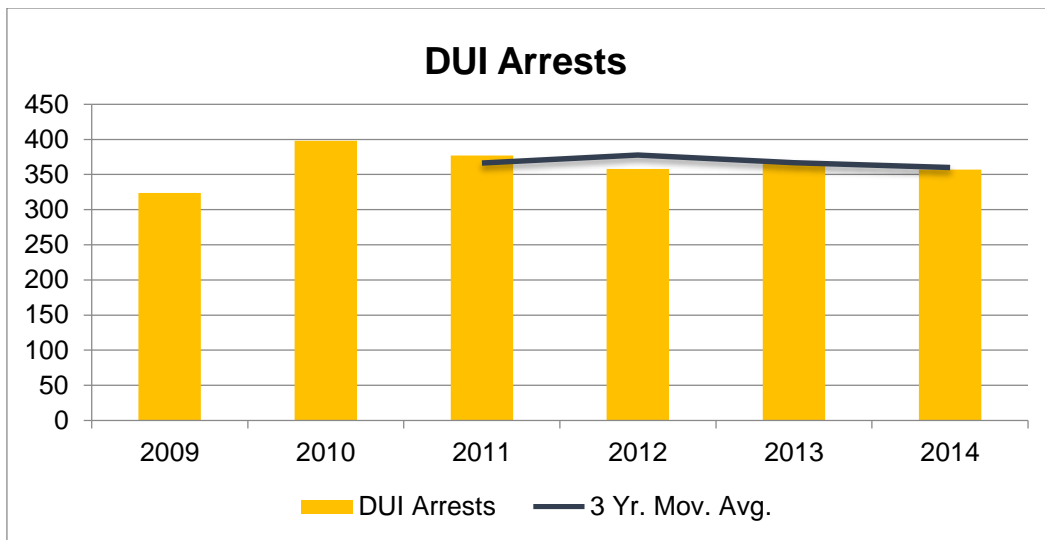
Year	2009	2010	2011	2012	2013	2014
Seat Belt Citations	1,999	1,746	1,505	1,368	1,251	1,043
3-Year Average		1,316	1,483	1,540	1,375	1,466



### Goal A2: DUI Arrests (GHSP Performance Charts)

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

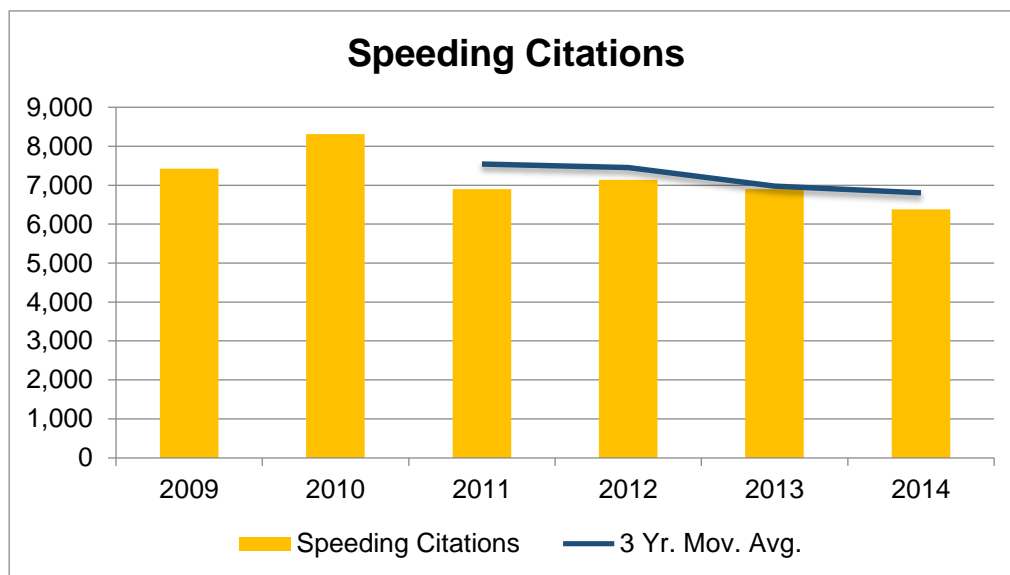
Year	2008	2009	2010	2011	2012	2013	2014
DUI Arrests	438	324	398	377	358	357	348
3-Year Average			387	366	378	377	374



#### Goal A3: Speeding Citations (GHSP Performance Charts)

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

Year	2008	2009	2010	2011	2012	2013	2014
Speeding Citations	5,663	7,423	8,311	6,900	7,134	7,134	6,383
3-Year Average			7,132	7,545	7,448	7,375	7,456



# Project Selection

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## Enforcement

GHSP's FFY2014 Highway Safety Plan (HSP) identifies the state's priority enforcement categories as: impaired driving; improperly restrained vehicle occupants; excessive speed and distracted driving. In addition other crash causation factors are addressed when identified through the use of data. The HSP is closely related to those priorities which mirror the Critical Emphasis Areas (CEAs) described in the state's 2012 Strategic Highway Safety Plan (SHSP). The harmonization of these two documents (as required by MAP-21) is the perfect working platform which provides the foundation for the Vermont Highway Safety Alliance (VHSA). Although the Alliance has many non-enforcement partnerships, these organizations promote enforcement efforts with strong supporting outreach and messaging.

LEA partners include all of the fourteen sheriffs' departments; the Vermont State Police; forty-nine of fifty-seven municipal agencies; a fluctuating number of local constables; the Department of Motor Vehicles Commercial Vehicles and Safety Unit, the Vermont Department of Liquor Control and the University of Vermont Police Services. As part of the standard grants procurement process, all of these agencies are required to submit pertinent data, specific to their own geographical areas of responsibility.

Grant awards are provided to sub-grantees based on data; problem identification; proposed strategies; measurement design and projected outcomes. The use of local data, strategy and law enforcement allows implementation of enforcement efforts at very specific levels. By coordinating local, county and state agencies' efforts, the ability to produce high visibility enforcement (HVE) at the local level is expanded into state wide campaigns. These grass root strategies are the foundation for effective participation in NHTSA's national campaigns such as *Click It or Ticket* (CIOT), *Drive Sober or Get Pulled Over* and other nationally endorse HVE efforts.

As stated, Vermont's law enforcement officers enjoy enforcement authority state-wide. These powers allow the state's DUI Task Force and CIOT Task Force to be quickly deployed into those areas, which are identified by data, as the locations where HVE becomes more effective. In addition, working with VHSA partners, two other task forces have been formed and are currently operational. The Distracted Driving Task Force and the Occupant Protection 802 (OP802) Task Force are both coordinated via VHSA.

To support Impaired Driving efforts, the Vermont Drug Recognition Expert (DRE) Program continues to grow within the state. GHSP hosted the state's second DRE School during 2014. The DRE program now has 35 certified practitioners and will continue to expand as needed. DRE's are closely supported by the ever increasing number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE). VT DRE's conducted more than 200 evaluations during calendar year 2013 and are on track to meet or exceed that number during calendar year 2014.

The follow statistical information is provided:

2014 GHSP Enforcement Grant Statistics	
Enforcement Hours	28,363
Vehicles Stopped	35,911
Traffic Citations	19,773
Seat Belt & CPS Citations	1,238
Warnings	24,147
Breath Tests	3,883
DUI Arrests	456
Speeding Tickets	6,395

The Vermont State Police stand alone as the state's sole user of the Data Driven Approaches to Crime and Traffic Safety (DDACTS). Although the Saint Albans Police Department has successfully deployed DDACTS in the past, they are not fully engaged in the complete DDACTS philosophy. The GHSP LELs will continue to work and promote the expansion of DDACTS to other agencies within the state.

## **Education**

The process of selecting the most efficient and effective educational partners is also based on data. Potential grantees for FFY 2014 were required to submit a "Logic Model" describing (graphically): inputs, processes, measurements, outputs, and short/long term outcomes. This process helps the potential grantee to: clearly understand problem identification; resources needed; progress measurement; and the expected goals as a result of these activities. GHSP continues to advocate educating Vermont's young drivers, particularly to the dangers of distracted driving, impaired driving, seat belt use, and impaired driving. The 2011 Driver's Education Assessment has continued to provide solid strategic recommendations for improvement and growth. The safety of bicyclists and pedestrians remains a very important part of the overall roadway safety efforts and is always a potential area of critical concern. Another area of continued focus is the reduction of workplace related motor vehicle crashes and the injuries and deaths caused by these events. The average age of the Vermont population continues to rise, and the increase in senior operators presents a growing demographical area of concern. Impaired driving due to drug and prescription drug abuse is a growing concern statewide, providing the impetus for a multidisciplinary Drugged Driving Summit organized by GHSP in the spring of 2014. The first DUI Court in the state, located in Windsor County is well underway and collecting important data that will help demonstrate the benefits of this model for reduction of DUI recidivism. Education, public outreach, and media development, working with enforcement, engineering, and emergency medical services are all important components of Vermont's 2014 Highway Safety Plan. Extended use of technology, advanced data recognition, extended partnerships and public support will enable the recent successes to continue into the new fiscal year.

## **Evaluation**

Timely and accurate collection of data coupled with regular tracking and analysis throughout the year allow the GHSP and our highway safety partners to both measure performance and develop quick, successful responses to emerging problems before they increase in seriousness. Over the summer, the Vermont State Police Traffic Safety Analyst, a GHSP supported position used by all law enforcement agencies throughout the state became vacant. The position is being relocated back into the GHSP office. During this vacancy GHSP, continues to utilize the data provided by our partners at the Vermont Agency of Transportation (VTrans).

## **Engineering**

The GHSP staff and members of Vermont's Agency of Transportation (VTrans) have engaged in a number of collaborative missions. VTrans' direct access to local communities through the hosting of Regional Traffic Safety Forums extends the GHSP reach into some of the state's smallest political subdivisions. The combining of separate state resources through creative planning and cooperative implementation provides a broader spectrum of assets to address roadway issues.

VTrans supports many of the GHSP enforcement and educational programs by using the agency's variable message boards (VMBs) as implements of outreach. During the past year these VMBs have carried messages reminding the riding public to slow down, buckle up and don't use hand held electronic devices. These VMBs are placed on high volume interstate locations and reach a great many riding Vermonters each day.

GHSP also relies on the team of VTrans data analysts for the majority of Vermont's data. The data team's timely ability to compile, analyze and distribute specific data is pertinent to GHSP's year round strategic planning to reduce crashes.

## **Emergency Medical Services**

The Vermont Department of Health's EMS unit is another very vital source of information and data, readily available to GHSP staff. The Statewide Incident Reporting Network (SIREN) program is continuing to build capacity to provide very precise information relating to EMS run time data for those treated and transported to hospital for injuries sustained in motor vehicle crashes. As of May 31, 2014, 98% (85/87) of Vermont licensed ambulance agencies were reporting pre-hospital patient care data into SIREN. Work has begun to pilot an initial data integration effort between SIREN and

Emergency Department Data with the University of Vermont Medical Center (formerly Fletcher Allen Healthcare Center), Vermont's Trauma Center. GHSP will continue to support and work with the EMS staff on this important data acquisition project.

## Projects and Activities

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### Alcohol & Other Drugs Program Area

**Goal:**

To provide education and media outreach, supported by focused, data driven enforcement to alert the general population regarding the dangers and penalties of impaired driving.

**Program Evaluation:**

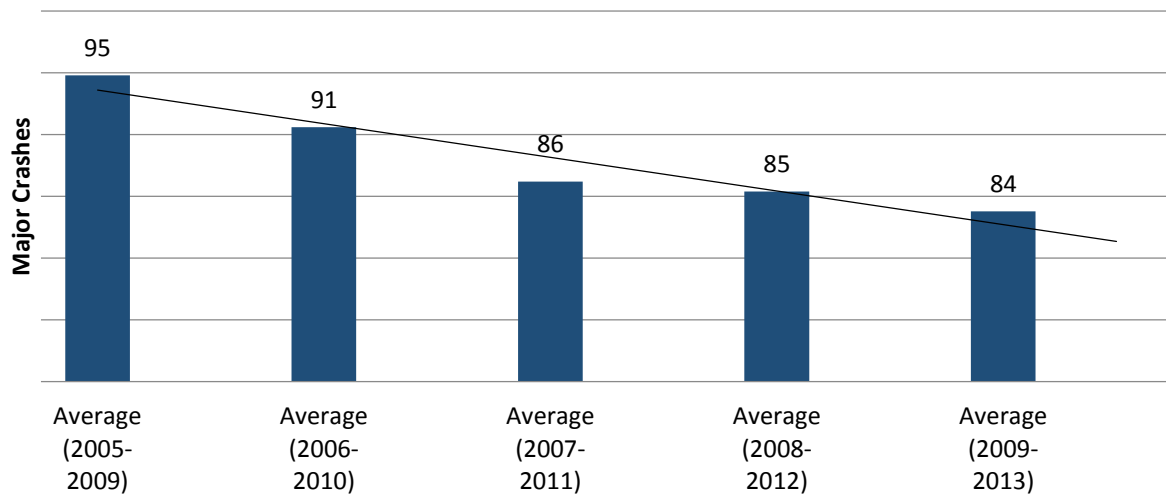
In March of 2014, GHSP sponsored the first "Vermont Impaired Driving Summit" hosted by the Department of Public Safety's Commissioner, Keith Flynn, in partnership with AAA of Northern New England. Many local, state and national partners participated and delivered key information regarding the continuing opioid issues within the state. The summit received statewide media coverage and emphasized the need for collaborative engagement by all traffic safety partners. The one day summit was a brief but significant example of public outreach and the need to gain public support to face these problems head on.

GHSP's media campaign has been designed to support the daily efforts of law enforcement at the local levels. GHSP sub grantees are engaged continuously in strategies to convince the public not to drive if they've been drinking or under the influence of another drug. Law Enforcement Agencies continue to conduct high visibility patrols to detect and apprehend those who refuse to comply with the deterrent messaging. Those resources become more efficient and effective when they are deployed using data, science and technology. GHSP continues to work with partners to carefully analyze all pertinent data and support those efforts conducted at times and locations identified by this data.

A review of the data trends demonstrated in the chart below, indicate that Vermont continues to decrease the number of serious crashes attributed to impaired driving. As calendar year 2014 draws to a close, data analysis indicates the number of traffic fatalities suspected of involving alcohol to be in the single digits.

These results have been achieved through the application of a combination of effective strategies. But productive countermeasures are most effective when deployed in the right places, at the right times and in the most efficient manner. During FY2014 Vermont has continued to strengthen the state's impaired driving reduction efforts by carefully implementing the projects listed in the FY2014 Highway Safety Plan. The combination of specific messaging, supported by data driven enforcement and a strong supporting cast of partners are the primary reasons for the increased success of Vermont's impaired driving reduction programs.

## Alcohol and/or Drugs Indicated\*



Alcohol &/or Drugs INDICATED: Major Crashes where Contributing Circumstances 1 or 2 is Under the Influence or Apparent Operator Condition 1 or 2 was Under The Influence or Had Been Drinking or Operator BAC = 0.01+ or Drug Test Results indicate positive findings.

\*Previously referred to as Impaired Driver Major Crashes.

It should be noted that some of the impaired driving projects listed in the FY2014 HSP have not been implemented. Most notably the following projects:

Project	Reason Not Implemented	Future Projection
Alcohol Program Consultant	Strategic planning developed during the SHSP process. The right time to implement this did not occur.	Project may morph into an Impaired Driving Consultant project, supported by appropriate funding.
Alcohol Program Coordinator	State hiring restrictions.	Possible to secure a contracted position in the future.
Consultant to Streamline DUI Affidavit	Awaiting support of States Attorneys.	TSRP is currently working on getting needed support.
DUI Information Integration	Awaiting development of associated data programs.	Needed data programs are nearer to completion.

### 1. Project Title: Local Grants for Impaired Driving Enforcement

#### Goal:

To utilize the most current and appropriate data to deploy state, county and local law enforcement resources to those locations which are specifically identified as high impaired driving crash locations.

**Strategies:**

Providing funds to law enforcement agencies using data driven information to enhance enforcement efforts statewide; GHSP strategies include:

- promoting success of the goal by assisting law enforcement agencies with training, technical assistance, and the latest technological advancements to increase their ability to successfully complete High Visibility Enforcement (HVE)
- utilizing strategic countermeasures based on crash and arrest data in conjunction with other traffic safety related information
- incorporating increased Standardized Field Sobriety Tests (SFST), ARIDE and enhanced awareness trainings to raise the skills of law enforcement officers to detect and reduce the incidents of drug impaired driving and drug and alcohol impaired driving
- using demographic Studies, based on data and other information to conduct media outreach and public education by sending safety messages are designed for specific areas of the population. (These messages are designed to appeal to those segments of the population which are more prone to drive while impaired.)

**Project Evaluation:**

The success of this project is evaluated on the success of agencies that applied for, and received grant funds following a thorough application process and evaluation. Agencies requesting grant funds are required to attend grant training sessions held throughout the state. To successfully complete a grant application, agencies were required to use their local crash and arrest data. In addition they are required to provide a narrative explaining previous success in order to support their funding request. The agencies are required to set goals and define expected outcomes and they were cautioned that they will be held accountable for the appropriate use of allocated funds and the ultimate results of their efforts.

Agencies were supported by not only funds but with training opportunities in SFST training, ARIDE training and, potentially, the training as a Drug Recognition Expert (DRE). The DDACTS model is yet another tool offered as a viable use of resources.

The GHSP Law Enforcement Liaisons (LEL's) also support the success of the agencies by providing materials needed to participate in High Visibility Enforcement (HVE) campaigns and promoting training opportunities to all agencies. The GHSP staff monitors trends in crash and DUI arrest data and uses this information to evaluate agency progress and consideration for additional enforcement needs.

Also, the 2014 Operational DUI Task Force has been activated to move quickly into areas hosting special events or where the most recent data identifies trends that need immediate attention. This Task Force approach personifies the HVE countermeasure strategies and is effective for short term operations.

The administrative Impaired Driving Task Force, created within the Vermont Highway Safety Alliance in the summer of 2013, met during 2014 to continue to explore ways to use the information gained in the 2012 Impaired Driving Assessment. The recommendations of the Assessment Team are being used as a collaborative framework to build or strengthen all impaired driving strategies and programs currently used within the state.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114 - 5000 - 1114 - 5049	Vermont Law Enforcement	900,000	\$318,273.50	\$164AL



## 2. Project Title: Vermont State Police DUI Regional Task Force

### Goal:

To provide sustained enforcement and education to all areas of the state which are within the State Police's (VSP) geographical area of responsibility.

### Strategies:

The Vermont State Police use the Data Driven Approaches to Crime and Traffic Safety (DDACTS) as a model to direct their enforcement statewide. The deployment of resources is directed utilizing timely data analysis and graphic crash mapping. In addition to the regular enforcement efforts of the troopers working at each of the twelve barracks, the State Police has a Traffic Operations Unit that consists of two teams of troopers whose mission it is to augment the highway safety functions at the barracks level. All State Police resources work cooperatively with municipal, county and other state agencies to provide overlapping coverage throughout the state.

### Project Evaluation:

The Vermont State Police continue to be the leaders in DUI enforcement in the state. More troopers received additional SFST and ARIDE training. Currently there are fifteen (15) troopers certified as Drug Recognition Experts (DRE's). The energy surrounding *Sober Summer* campaign of the summer of 2013 carried over into the two HVE campaigns at the end of 2013 (Thanksgiving Click It or Ticket and Holiday DUI campaign) and on into 2014 with active participation in the DUI Task Force operations on New Year's Eve and Super Bowl Sunday. All of these efforts were supported by GHSP's media contractor through messaging designed to reach the targeted audiences.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4020	VSP Regional DUI Task Force	134,800	0	§405(d)
1314-4320	VSP Regional DUI Task Force	225,000	181,938.46	§410

## 3. Project Title: DUI Mobile Task Force

### Goal:

To maintain a highly mobile, highly motivated team of law enforcement officers, carefully selected for their DUI enforcement history.

### Strategies:

The DUI Task Force Team's strategy is based on the Click It or Ticket model. The team members are recruited from all agencies in Vermont. Prior to becoming a team member officers are required to demonstrate proficiencies in all phases of DUI enforcement. They have to submit a résumé to the LELs. They are required to participate in an oral interview and provide a history of their DUI arrests. The DUI Task Force is a group of four (4) teams consisting of 5-7 officers.

These officers are located throughout the state to address immediate concerns of DUI enforcement. These teams are supervised by four Team Captains and can be activated independently or by a request from a state, county or municipal law enforcement agency. They are prepared to deal with emerging issues at all levels.

The Team Captains are charged with the responsibility to plan saturation patrols using the most recent crash and DUI arrest data. They have direct access to the personnel that maintain data files in an effort to quickly mobilize into an area with an emerging problem.

The Teams conduct briefings prior to activation to share information pertaining to specific areas for patrols and what is the prevalent type of drug/alcohol impairment. They have also been asked to be available to communities that request assistance during a local event such as a fair, concert, or other incident. During 2014 the teams were activated for

Super Bowl Sunday, St. Patrick's Day, Halloween night, Cinco de Mayo and activities surrounding special events at colleges, fairs and large community events.

The Vermont State Police analyst supported the GHSP DUI Task Force by providing maps, data, and information relating to the locations of DUI related crashes.

In addition, an Impaired Driving Task Force sub-committee met regularly to look at the recommendations of an Impaired Driving Assessment conducted in 2012. This committee worked cooperatively with the DUI Task Force to provide input to the team members.

**Project Evaluation:**

As mentioned the DUI Task Force was activated in the early part of 2014 with some patrols planned for the 2014 Super Bowl Sunday event on February 3rd. From that point forward throughout 2014, many patrols were planned. The teams responded to requests from local law enforcement agencies for assistance at special events in communities where impaired drivers were likely to be found. The presence of the teams at the Garlic Fest in Bennington, the Tunbridge World's Fair in Orange County, the Vermont State Fair in Rutland, the Twenty fifth (25<sup>th</sup>) anniversary of the Long Trail Brewing Company and the Barton Fair. The Chittenden County team worked in conjunction with the Chittenden County SHARP team to conduct a sobriety checkpoint in the late summer in South Burlington made up of over 25 officers at the checkpoint with additional officers conducting patrols in the immediate area.

[**Note:** These funds are provided as amendments to participating agencies' DUI enforcement grants once task force activities are identified, so FFY14 expenditures are included in the expended total for Project #1 above.]

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5100-1114-5113	Vermont Law Enforcement	200,000	-	\$164AL

**4. Project Title: DUI Related Equipment**

**Goal:**

To provide in-state blood testing for all DUI related offenses committed in the State of Vermont and reduce the number of blood tests which are sent out of state for testing.

**Strategies:**

The primary strategy is to support the State of Vermont Forensic Laboratory with funding for blood testing equipment and technology which will enable them to conduct all DUI related blood testing within the state.

**Project Evaluation:**

As of the end of FFY2014, the State Forensic Laboratory was in the process of implementing a plan to purchase some additional blood testing equipment which will enhance their ability to conduct in-state, DUI related blood testing.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-4315	Vendors	300,000	209,400	\$410

**5. Project Title: DUI Program Coordinator**

**Goal:**

To create a central point of access, control, management and correlation of all DUI related activities that occur within the state.

**Strategies:**

The intent is to provide a statewide liaison to develop one central repository for all data and information relating to DUI enforcement, outreach, technology and training. The coordinator would ensure continued development, evolution and efficiency of Vermont's DUI programs.

**Project Evaluation:**

Although there is a continuing need to establish a coordinator for this project, a broader view of impaired driving to include all drugs needs to be included in the plans for this position. An "Impaired Driving Coordinator" with a more diversified scope of responsibilities would provide a more accurate approach to the state's impaired driving issues. Unfortunately this program has not been activated. Hopefully some progress can be achieved during the FFY15 cycle.

No funds were expended for this project in FFY14.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-4300	Employee	100,000	0	\$410

**6. Project Title:           DUI Program Consultant****Goal:**

To incorporate the recommendations contained in Vermont's 2012 Impaired Driving Assessment into the state's overall DUI enforcement strategies.

**Strategies:**

The intent is to contract with an independent subject matter expert (SME) to coordinate the implementation of the recommendations described in the state's Impaired Driving Assessment.

**Project Evaluation:**

This project has not yet been activated. The scope of DUI has been eclipsed by issues related to impaired driving. This project will be re-evaluated and ultimately redefined as an "Impaired Driving Project Consultant". Considering the continuing increase in non-alcohol impaired driving, the on-going expansion of the DRE program, the need for SFST recertification, the emergence of detection technology, and other issues related to drugged driving, a coordination of efforts will require careful planning, training, and management.

No funds were expended for this project in FFY14.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4015	Contractor	70,000	0	\$405(d)

**7. Project Title:           DUI Information Integration****Goal:**

To provide a standard platform to access and evaluate all appropriate data and information relating to DUI enforcement throughout the state.

**Strategies:**

The plan for this project is to develop and implement a standard, user friendly data retrieval system which integrates the various DUI related Records Management Systems in Vermont.

**Project Evaluation:**

The development of a standard platform for the collection and evaluation of data and information relating to DUI has not yet been established.

No funds were expended for this project in FFY14.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5201	Contractor	122,000	0	\$164AL

**8. Project Title: SFST Updates and A.R.I.D.E.**

**Goal:**

To provide the Standard Field Sobriety Testing practitioners with the most recent curriculum updates available.

**Strategies:**

The GHSP's intent is to increase the number of SFST instructors and link SFST training with ARIDE and DRE training curricula.

**Project Evaluation:**

During 2014, the Vermont Criminal Justice Training Academy continued the process of increasing the state's cadre of Standard Field Sobriety Testing (SFTS) instructors from six to ten. Subsequent instructors will be added when viable candidates are identified and classes taught by senior instructors become available. This increase in the number of SFST instructors allowed Vermont's SFST practitioners to have access to the latest updates to the SFST/ARIDE/DRE curricula. The ability to update SFTS practitioners, plays a significant role in the continuation of related ARIDE training and the evolution of these students into potential candidates for the DRE program.

During 2014, 62 Vermont police officers attended three Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings. During the past few years the increasing number of officers exposed to ARIDE training has generated a noticeable increase in the number of DRE evaluations conducted by Vermont's DREs. It is projected that the number of DRE evaluations conducted during calendar year 2014 will approach or surpass 200.

[NOTE: The ARIDE trainings were charged to the DRE Program in FFY 14. None of the below funds were spent.]

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4312	Vermont Law Enforcement (A.R.I.D.E Training)	50,000	0	\$410
1114-5202	Vermont Law Enforcement (SFST Training)	50,000	0	\$164AL

**9. Project Title: DUI Court Pilot**

**Goal:**

To continue to develop and enhance the DUI Treatment Court in Windsor County.

**Strategies:**

The DUI Court is an accountability court dedicated to changing the behavior of the hardcore DUI offenders. The goal of DUI Court is to protect public safety by using the highly successful Drug Court model that uses accountability and long-term treatment. Early studies of DUI Courts have shown successful results. Numerous individual courts have evaluated their program to find a significant reduction in recidivism. The mission of DUI Court is to reduce the number of repeat DUI offenders by providing alternative community-based treatment, thereby increasing both offender productivity and public safety.

The Windsor County State's Attorney has developed a team approach to the pilot court and the team has attended NHTSA supported training, facilitating the implementation process. One of the "Priority Recommendations" of The Vermont Technical Assessment of the Impaired Driving Program is the establishment of "DUI Courts" throughout the state. The Windsor Adult DUI Court is the first such court in the State of Vermont. It is hoped that this model's success will be replicated in other counties throughout the state.

**Project Evaluation:**

The first DUI docket was held on January 3, 2014 and has evolved into an operational program with minimal impact from various challenges related to start-up. The team has come together well (supported by some quality national and regional training opportunities), the assessment and referral process has improved its timeliness and a replacement case manager was hired mid-year without interruption in coverage. The development of the evaluation and data collection structure has been challenging due to the court's existing MIS system's limitations, but working with a contractor to build solutions is well underway, as well as exploration of possible options for a new system.

In total the docket received sixteen referrals during the grant period. Seven of those referrals screened out for reasons ranging from mental health to new charges to no approved residence. The nine remaining participants are in the following Phases of the program: two in Orientation, five in Phase 1 and two in Phase 2.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-4305	Vermont Court Administrator's Office	400,000	120,423.33	§410

**10. Project Title: DUI Court Implementation - Statewide****Goal:**

To expand the existing Windsor County DUI Court model to other Vermont jurisdictions.

**Strategies:**

The GHSP staff will continue evaluation of the Windsor County DUI Court model to determine if that model, some variation of that model or a differently formatted court program is appropriate for other Vermont counties.

**Project Evaluation:**

The Windsor County DUI Court model is now operational. The DUI Court model has not been expanded into other jurisdictions. Efforts to determine appropriate expansion strategies and jurisdictional needs are ongoing, along with education opportunities for court personnel and community partners statewide. These efforts will continue into FFY2015.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4306	DPS & Vermont Court Administrator's Office	575,000	147,087.52	§410
1414-4037	DPS & Vermont Court Administrator's Office	225,000	0	§405(d)

**11. Project Title: Consultant to Streamline DUI Affidavit****Goal:**

To develop a statewide DUI arrest processing form that is user friendly, expedient and in complete compliance with all statutory requirements.

**Strategies:**

The current Vermont DUI arrest affidavit is viewed by many in the state's law enforcement community as too lengthy and time consuming to complete. Vermont's Traffic Safety Resource Prosecutor has been working closely with the State's Attorneys Association and the Department of Public Safety legal staff to design a suitable format which is acceptable and compliant.

**Project Evaluation:**

This process remains on-going.

No funds were expended for this project in FFY14.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-4310	Consultant	100,000	0	\$410

## 12. Project Title: Traffic Safety Resource Prosecutor (TSRP)

### Goal:

To serve as a legal resource for the GHSP team.

### Strategies:

The Vermont TSRP works with elected State's Attorneys and their deputies, law enforcement, and all other stakeholders to increase awareness of the legal resources available to these entities to further their mission. The TSRP contributes to and supports the efforts of the Judicial Outreach Liaison (JOL), and the two LELs. Additionally, the TSRP serves as the primary resource for all of Vermont's prosecuting attorneys on matters of highway safety. The TSRP is also a training resource for law enforcement and other traffic safety partners in the local community, as well as the federal government.

### Project Evaluation:

The 2014 Federal Fiscal Year ended with the TSRP more engaged in issues relating to drugged driving than ever before, a trend which by all indications will continue into FFY 2015. Demand for TSRP services among prosecutors is at an all-time high, currently. In addition to actively litigating in excess of 50 cases throughout Vermont, the TSRP fielded multiple daily requests for advice and counsel from fellow prosecutors and law enforcement officers. These requests were in addition to providing approximately 16 hours of annual instruction to cadets enrolled in the Academy. The TSRP continued as a member of the DRE oversight committee, as well as a liaison to policymakers who require assistance in identifying and defining legal issues they encounter in their work.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4025	Vermont Dept. of States' Attorneys	99,500	82,529.22	\$405(d)

## 13. Project Title: Drug Recognition Expert Program (DRE)

### Goal:

To ensure there is a Drug Recognition Expert available to respond to every appropriate request to conduct a DRE evaluation on motor vehicle operators suspected of operating under the influence of drugs other than alcohol.

### Strategies:

The FFY2014 DRE strategies included: increasing the number of current certified Drug Recognition Experts within the state; promoting the DRE program through the delivery of Advance Roadside Impaired Driving Enforcement (A.R.I.D.E.) training; continued recruitment of qualified DRE candidates; and hosting an in-state DRE School.

### Project Evaluation:

Vermont's cadre of DREs was increased from 27 to 35 during FFY2014. Vermont hosted a DRE School in February of 2014. Students and instructors from many New England states participated in the two week classroom training. In addition, the state's Traffic Safety Resource Prosecutor and two Deputy State's Attorneys also participated in the entire course curriculum, including the field certification training in Phoenix, AZ.

A.R.I.D.E. training is a very effective recruitment tool for the DRE program. Many potential candidates have been introduced to the DRE program via the two day A.R.I.D.E. training. The DRE program has also benefited from providing Drug Identification Training for Educational Professionals (D.I.T.E.P.) to almost every school district in the state. The DRE program will continue to expand in response to the state's growing opioid issues and that relationship to impaired driving.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4030 – 1314-4032 1314-4034-1314-4036	Vermont Law Enforcement & Lab Contractor	211,000	124,354.61	§405(d)
1314-4313	DRE Test Case	50,000	0	§410
1314-4038	DMV	7,000	0	§405(d)

**14. Project Title: Forensic Laboratory Support Program**

**Goal:**

To increase the State of Vermont Forensic Laboratory's capacity to provide efficient and effective testing of both blood and breath to support enforcement efforts.

**Strategies:**

GHSP provided funding to enable the purchase of new and replacement Data Masters, printers and other appropriate DUI processing equipment, and materials and testing supplies. Funds also enabled Lab staff to attend specialized training which is narrowly related to the effective operation of blood testing equipment.

**Project Evaluation:**

The Lab purchased equipment including miscellaneous parts for repair of DataMaster DMTs and a refrigerator for blood kit storage / temperature monitoring probe. One lab staff member attended the American Academy of Forensic Sciences annual meeting and a second had the opportunity to attend the International Association of Chemical Testing annual meeting, both of which offered up to date skills and knowledge from the field.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4040	Vermont Forensic Laboratory	121,500	25,285.78	§405(d)

**15. Project Title: Judicial Outreach Liaison**

**Goal:**

To support the outreach and education work of the current Judicial Outreach Liaison (JOL).

**Strategies:**

The GHSP staff working collaboratively with the state's TSRP will continue to develop opportunities to utilize the JOL's experience and judicial knowledge to improve the state's impaired driving programs.

**Project Evaluation:**

During the past year, the JOL has provided a number of helpful insights and opinions relating to the state's judicial system's relationship to impaired driving. In addition, the judge was a key contributor to the state's first Impaired Driving Summit, hosted by GHSP during March of 2014. The judge also continued working with the state's TSRP on the continued development of Vermont's impaired driving initiatives.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4026	Contractor	75,000	14,336.34	§405(d)

**16. Project Title: Impaired Driving Summit**

**Goal:**

To provide current impaired driving research, data and other information to Vermont highway safety partners.



**Strategies:** The Impaired Driving Summit was developed in response to the Governor and Vermont Legislature's concern about the rise in opioids abuse as well as GHSP and partners recognition of prescription drug use as factors in impaired driving. A day long summit was held in Montpelier on March 10, 2014, with presentations by local, state and federal experts. The invited audience included from law enforcement, transportation, health and mental health agencies, state's attorneys, judges, legislators, community-based agencies and regional and federal partners. AAA New England was a co-sponsor of the event.

**Evaluation:** More than 120 people registered for the event; participants were enthusiastic about the amount of information provided. The event was taped and posted to the GHSP website.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4316	Contractor	15,000	6,000.37	\$410

## Occupant Protection Program Area

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**1. Project Title:** Click It or Ticket National Mobilization & Night Time Belts Targeted High Visibility Task Force

**Goal:**

To provide Task Force coverage to designated geographic areas of the state.

**Strategies:**

In 2006 the Vermont Governor's Highway Safety office created the Click It or Ticket Task Force. The concept included the creation of four regional teams that are mobilized during the May Click It or Ticket High Visibility Enforcement (HVE) campaign. Each of these teams is supervised by a Team Captain. Using crash data and occupant protection surveys, the teams conduct saturation patrols in the areas directed by the data for every day of the campaign, including night details. The Teams are made up of law enforcement officers and troopers from all agencies in the state. The key to the success of these teams is flexibility and real time data. On any given day during the campaign, the Teams have the ability to move quickly from one area of need to another depending on traffic patterns and proven data.

In addition, the VHSA Occupant Protection Task Force, known as OP-802, was led by Vermont's northern Law Enforcement Liaison and supported law enforcement officers, community leaders and private industry in an area of the state known as the Northeast Kingdom, a geographic area made up of three counties. Surveys show this area as being the least compliant in the state. The mission of this Task Force is to use education and strict enforcement in an effort to assist designated regions to combat the low usage rate.

During the May 2014 mobilization, the Task Force Teams made over 6,000 contacts, wrote 429 seatbelt and child passenger seat violations and 1,380 other violations and made 111 criminal arrests including 27 arrests for DUI, and multiple arrests for driving on a suspended license, careless and negligent operation, and possession of regulated drugs.

**Project Evaluation:**

The Task Force Team concept has encouraged more of Vermont's law enforcement agencies to participate in this effort and welcome the Teams into their towns and villages. The result has been a well-coordinated and more efficient campaign. The level of awareness has increased in the areas of weak compliance and consequently compliance has increased accordingly.

[**Note:** These funds are provided as amendments to participating agencies' OP enforcement grants once task force activities are identified, so FFY14 expenditures are included in the expended total for Project #2 in the Police Traffic Services Program Area below.]



Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-1051 – 1314-1074	Vermont Law Enforcement	182,500	-	\$402
1314-1080 – 1314-1094	Vermont Law Enforcement	182,500	-	\$402

## 2. Project Title: **Child Passenger Safety Statewide Program**

### Goal:

To provide Child Passenger Safety education and services to all areas of the state and reduce the number of deaths and injuries by promoting regular use of child safety seats and safety belts.

### Strategies:

The program maintained the following objectives for FFY 2014: increasing Vermont communities knowledge of the proper use of child restraints through the efforts of the state's fitting stations, inspection events, BeSeatSmart website, a telephone helpline, and distribution of educational materials; reducing the barrier of cost of car seats to parents, grandparents and other child-guardians by providing seats at no or reduced cost to low-income families; and offering basic certification education and re-cert training for car seat technicians to carry out these services statewide. The activities to carry out these objectives included:

- Organize and manage regional distribution of low cost seats, including a log of sites' annual distribution data
- Support regional organization of local inspection events statewide and promotion of inspection events calendar including National Child Passenger Safety Week activities
- Support roster of fitting stations and hospital newborn safety check programs
- Collect inspection and installation data from fitting stations and inspection events
- Maintain a roster of 80-100 certified technicians and instructors statewide
- Conduct and evaluate: 1) at least one five-day national standardized Basic Certification course; 2) a one day Tech Update with CEUs; 3) recertification training as needed and other trainings as funding allows
- Collaborate with CPS programs in NHTSA Region One to share experience and expertise to create joint training opportunities
- Expand membership of the existing Emergency Medical Services for Children Advisory Committee to include appropriate stakeholders from the CPS program to provide a forum and guidance to further develop the CPS program

All of these activities were planned, implemented, and reviewed within the framework of a commitment to operate the state CPS program in a data-informed approach. VDH's district office structure helps to facilitate statewide access while addressing the demographic needs and highway safety challenges of each region.

### Project Evaluation:

Priority activities for 2014, included the following:

In January 2014 the CPS Program Administrator and Program Coordinator began work on the CPS program. Both were certified as Certified CPS Technicians within the first four months of coming on-board.

During FFY14, the focus of the funded activities included three full courses for new technicians and one renewal course, located in regions based on identified need for CPS technicians. The tech base increased by 14% - there are now 126 certified technicians statewide. In addition, there were three regional Tech Updates with CEU offerings with a 76% attendance rate. Vermont currently holds the highest re-certification rate in the country. Staff worked to update Newborn Safety Checklists for use by hospitals based on new national best practice recommendations, planning to engage hospitals to have certified technicians on staff or where to refer parents.

A new low income seat voucher distribution program is in place through the twelve WIC offices statewide to insure access for income qualified families (less than 300% poverty level), one per child installed in a vehicle by a certified technician with the child present (or expectant mother). The hope is this program will also increase awareness of existing fitting stations as a community resource and will ultimately decrease misuse.

The CPS program implemented a new online tool for technicians to view and sign up to volunteer at community events. This increased efficiency of event planning and allowed techs to see what was going on throughout the state. The program took part in over 24 community events throughout the state. Technicians were able to set-up their own events, post them to the online signup and recruit additional assistance that way.

Ongoing activities include:

- 34 Local fitting stations, at least one in each county
- 126 Certified Child Passenger Technicians throughout State
- 24+ Community inspection events
- Over 1,500 seats checked or installed
- Over 160 hotline calls
- Distribution of 575 seats to fitting stations
- Distribution of over 5,000 rack cards (brochures)
- Program Facebook page and website
- Program SUV and trailer

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-1095	VT Department of Health	173,600	60,404.02	§402
1414-3000	VT Department of Health	114,400		§405(b)
1314-6500	VT Department of Health	26,400	7,552.21	§2011

## Police Traffic Services Program Area

### Goal:

To utilize timely, accurate data and emerging technology to effectively identify those areas or specific locations which experience high incidents of motor vehicle crashes and respond with focused High Visibility Enforcement.

### 1. Project Title: Vermont State Police Occupant Protection Enforcement (CARE)

### Goal:

To maintain a VSP Traffic Safety unit in addition to all VSP barracks patrol in high crash areas during peak crash times.

### Strategies:

The VSP utilize a data driven approach to deploy resources to high crash or aggressive driving areas, particularly during holiday periods. VSP partners with local and county agencies to reduce serious injury/fatal crashes. Mapping and previous year's data is also provided for enforcement efforts.

### Project Evaluation:

During every major holiday week the VSP participated in Operation CARE in partnership with other state police agencies from around the country. VSP also participated in Operation Safety without Borders, a cross-border detail that took place with Canadian Law Enforcement for safe driving enforcement at the Canadian Border States. There were three separate dates throughout the year. In addition, the State Police also organized several occupant protection details at

local elementary schools in the northeast kingdom of Vermont. The Kingdom has the lowest seat belt usage in the state.

VSP used 2,023 total hours. 1,729 hours were used for on patrol. 2,899 vehicles were stopped, 10,969 persons were contacted and 226 did not have their seatbelts fastened properly. The seatbelt compliance rate at checkpoints was 97.9%. There were 1,969 traffic warnings, 927 speeding tickets and 390 other traffic violations issued. 14 DUI arrests made. Data driven countermeasures contributed to significant fatality reduction during the 2014 fiscal year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-1042	Vermont State Police	312,500	132,652.36	\$402

## **2. Project Title: Local and DMV Grants for Occupant Protection Enforcement**

### **Goal:**

To provide the maximum level of occupant protection enforcement throughout the state.

### **Strategies:**

Annually, the Governor's Highway Safety Program notifies all law enforcement agencies in the state of the availability for grant funds for occupant protection enforcement. Agencies are encouraged to apply for funds and can do so only after attending grant training workshops. These workshops are held in locations throughout the state to make it more convenient for the requesting agency. Agencies are given the tools needed and the training to successfully complete a grant application. The agency must use their local data, drawn from several resources, to justify the need for their community and agency. The data must include crash data, arrest data and information relative to traffic citations issued. They must provide goals and performance measures and include statistical data from previous years and list the results of those efforts.

All applications are reviewed by GHSP staff. Recommendations for funding are based on the past performance of the agency, the quality of the application and the amount of funds available. Following this review, a second review is conducted by a Law Enforcement Advisory Panel made up of representatives from the Vermont Association of Chiefs of Police, the Vermont Sheriff's Association, the Vermont Department of Motor Vehicles and the Vermont State Police. This second review by our law enforcement partners has been in place for three years and helps to strengthen relationships within agencies.

### **Project Evaluation:**

As a result of this grant application process the number of agencies participating in High Visibility Enforcement (HVE) campaigns has increased dramatically. Prior to an enforcement campaign all agencies receive a mailing that details the upcoming event and the goals of that campaign. Agencies that have successfully completed the grant application process now have a source of funding for the campaign that does not take away from their local budgets for traffic enforcement or other needs. These agencies are encouraged to work with neighboring agencies to expand upon the goals of the campaign.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-1000 - 1314-1041 1314-1043 - 1314-1050	Vermont Law Enforcement	900,000	328,462.98	\$402

### 3. Project Title: Law Enforcement Training Programs

**Goal:**

To provide GHSP with funding to support traffic safety related trainings which emerge with little or no prior notification.

**Strategies:**

Traffic Safety training is continually evolving and at times there's not enough lead time notification to incorporate these trainings into the state's Highway Safety Plan. Earmarking funds for such trainings, allows the Law Enforcement Community opportunities to participate in training which is beneficial to the core missions of the state's highway safety program.

**Project Evaluation:**

No funds were expended in FFY2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2102	Vermont Law Enforcement	20,000	0	§402

### 4. Project Title: Mobilization Equipment Incentives

**Goal:**

To increase participation in the national and state High Visibility Enforcement campaigns.

**Strategies:**

By offering traffic safety equipment to enhance the enforcement capabilities of law enforcement agencies, the GHSP realized this would encourage and support agencies to participate.

The Governor's Highway Safety Program developed a plan to help facilitate the purchase of new equipment to increase participation and the quality of evidence in those cases which require continued prosecution.

Prior to each HVE campaign mailings are sent to every law enforcement agency in the state inviting that agency to participate in the campaign. This mailing lists the dates of the campaign and the "rules of engagement" for the campaign. Requirements are established for a minimum numbers of hours dedicated to the event. They are required to use their data, which is provided by GHSP to conduct activities.

**Project Evaluation:**

In 2007, participation in the HVE events was beginning to decrease. Only forty-four (44) percent of the municipal agencies participated and sixty-five (65) percent of the sheriff's departments participated. In the past year, 78% of municipal agencies and nearly 100% of sheriff's departments are actively engaged in the campaigns. Not only are these agencies using better equipment, but the quality of the police/public interaction has improved measurably.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2000 - 1314-2068	Vermont Law Enforcement	385,000	329,563.21	§402

# Law Enforcement Support

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**Goal:**

To increase law enforcement ability to participate in data driven traffic safety efforts, promote NHTSA's enforcement priorities and encourage sustained, effective enforcement throughout the year.

**Project Evaluation:**

The projects supported in this section continued to improve GHSP's ability to focus resources in countermeasure strategies based on data and need. The individual projects are presented as follows:

**1. Project Title: Law Enforcement Program Coordinators****Goal:**

To sustain GHSP's ability to manage, coordinate and evaluate sub grantee performance in police traffic services.

**Strategies:**

The designated staff is responsible for all duties related to oversight of law enforcement DUI, OP and Equipment grants, including application review, program monitoring, review of monthly and quarterly reports and analysis of grant activities data.

**Project Evaluation:**

One of the LE Program Coordinator positions worked throughout the year; the second position, vacant due to a retirement, was not filled until November 2014. The Part-time Program Assistant is funded here and under the Program Administration section; that position was vacated mid-year and is on hold to fill.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2200	Law Enforcement Coordinator #1	75,000	7,523.97	\$402
1314-2201	Law Enforcement Coordinator #2	85,000	78,297.91	\$402
1314-2202	Law Enforcement Program Assistant	12,600	8,979.91	\$402

**2. Project Title: Vermont Law Enforcement Challenge****Goal:**

To provide assistance to Vermont's law enforcement agencies in the evaluation and improvement of their traffic safety countermeasures.

**Strategies:**

The Law Enforcement Challenge application was revised to meet the needs of our law enforcement agencies. The goals of the revision include simplifying the application process and developing a document that can be used as a blueprint by the agency to bring the highway safety message to their officers and community. As the I.A.C.P. Chiefs Challenge application has become more complex a decision was made at Vermont's Highway Safety office to return to the roots of the program.

**Project Evaluation:**

With the revised application now available it was hoped that participation would increase. While there has been a modest increase, particularly by agencies that had not been active in years, the outcome was not as great as expected. This may be as a result of the new application coming along late in the year and is the goal of the LEL's to schedule training sessions throughout the state. Consideration is being given to develop a regional Law Enforcement Challenge program that would include all of the New England states (NHTSA Region 1).

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2101	Various Vendors	25,000	11,960.07	§402
1314-4014	Various Vendors	12,500	1,631.22	§405(d)

### 3. Project Title: Law Enforcement Liaisons

#### Goal:

To provide assistance to Vermont's law enforcement agencies with funding for highway safety initiatives, training, opportunities, technical assistance, guidance with High Visibility Enforcement (HVE) campaigns, grant questions and the Law Enforcement Challenge application process.

#### Strategies:

With the second Law Enforcement Liaison on board, and areas of responsibilities determined, tasks have been divided and assignments developed that will enable our LEL's to expand the scope of interaction with our partners.

#### Project Evaluation:

A greater number of, and better contacts have been established with our L-E partners and our partners in the Vermont Highway Safety Alliance. That enables our LEL's to see projects through more efficiently and effectively. The LEL's have been given responsibilities to oversee Task Force operations. The results are the development of strong ties, built on trust, with L-E agencies. Each LEL now has the ability to review data and use this information when meeting with agency administrators for more productive outcomes.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4012	LEL #1 - South	45,000	45,000.00	§405(d)
1314-2120	LEL #1 - South	45,000	47,756.92	§402
1314-4013	LEL #2 - North	45,000	45,000.00	§405(d)
1314-2121	LEL #2 - North	45,000	27,655.88	§402

### 4. Project Title: Preliminary Breath Testing Repair Fund

#### Goal:

To support the use of reliable PBT's by all law enforcement agencies.

#### Strategies:

To provide funds to support the maintenance and repair of preliminary breath testing devices.

#### Project Evaluation:

During this past year the GHSP office has identified a vendor for PBTs and made a substantial investment in the replacement of PBT's for all agencies. Most, but not all, of the older models PBT's were replaced, however, some of the used units were in serviceable condition. Those units were checked for correct calibration, fitted with a fresh power source and reissued to court officers, Fish and Wildlife officers, constables and others. It is doubtful that repairs of the oldest units will be authorized if problems arise in the future.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-4316	PBT Vendors	2,000	989.03	§410

## 5. Project Title: **Crash Reconstruction Support**

### **Goal:**

To provide support for Vermont State Police Crash Reconstruction Team.

### **Strategies:**

The Vermont State Police Crash Reconstruction Team went through a significant restructuring in 2008. GHSP has provided support for many of the equipment purchases and enhancements.

Since 2008, the team has been called upon more and more frequently to assist local, county and state agencies to assist with serious injury and fatal crash investigations. The equipment maintenance, replacement, and training needs have increased significantly as the team has become more active and utilized.

The team is made up of 14 reconstructionists who maintain a significant amount of equipment to collect and diagram evidence from crash scenes. The reconstructionists also obtains Event Data Recorders from vehicles airbags and powertrain control modules to determine critical factors and causations, such as speed, engine throttle and braking. The team has been activated 196 times since March 2008; an average of 39 calls per year. The majority of calls are to assist local and county law enforcement agencies.

The Crash Reconstruction teams support in these serious crashes has undoubtedly improved overall traffic reporting in determining the most accurate causation of the collision. Complete and extensive investigation of traffic crashes provides the first step toward successful determination of causation factors and subsequent adjudication, when appropriate.

### **Project Evaluation:**

GHSP funded the purchase of the software updates for the reconstruction equipment as well as the Airbag Control Modules (ACM) and the Crash Data Retrieval (CDR) cables that plug into vehicles. GHSP also assisted in the ongoing education of the crash team members. There were several out of state trainings attend on various collision analyses.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2100	Vermont State Police	20,000.00	18,960.62	\$402

## Motorcycle Safety Program Area

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### 1. Project Title: **State Motorcycle Rider Education Program**

#### **Goal:**

To prevent motor vehicle crashes from escalating by educating riders and motorists, and assuring riders obey Vermont laws concerning helmets and impairment.

#### **Strategies:**

In 2014, The Vermont Rider Education Program (VREP) presented a basic motorcycle safety course for individuals interested in obtaining a motorcycle learner's permit as well as a longer classroom course sequence for those wanting a motorcycle endorsement for their driver's license. Training includes exercises designed to teach the basics of motorcycle operation and work on enhancing skill levels. The program also includes discussions on wearing proper riding gear (DOT helmet, eye protection, full fingered gloves, motorcycle riding jacket and pants, and over the ankle footwear), the risks associated with using drugs or alcohol while riding, and how to be visible to other motorists. There are eight training sites around the state. Rider course instructor training was also offered. In addition, regular media messaging aired during the motorcycle riding season.

**Project Evaluation:**

During the program's 2014 training season 1, 275 students attended courses at the eight sites (130 courses); 1,133 successfully completed. Many students wish to take the course early in the training season in order to have more riding time available; this year approximately 60% of the students were able to schedule a course prior to June, similar to 2013. This reflects a 10% increase in 2013 and 2014 from 50% in both 2011 and 2012. In July the program conducted a RiderCoach preparation course; three of the six candidates attending completed the course successfully and are now certified instructors for the program. This year's radio advertising ran during the May to mid-July cycle when two large motorcade events occur in adjacent states. See page 54 for the Motorcycle Media Report from the media contractor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1414-6000	Vermont Department of Motor Vehicles	30,600	0	§405(f)
1314-6000	Vermont Department of Motor Vehicles	34,200	34,200	§405(f)
1214-6000	Vermont Department of Motor Vehicles	42,159	26,573.50	§2010

## Traffic Engineering Services Program Area

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### 1. Project Title: Hazard Elimination Program

**Goal:** To utilize §164 funds to address specifically designated high crash locations.

**Strategies:**

The Vermont Agency of Transportation data analysis team works with engineers to interpret crash data and other pertinent information to determine locations statewide needing roadway improvement.

**Project Evaluation:**

Projects in various phases of planning, implementation and completion during 2014 for several busy traffic corridors and high crash locations around the state included: intersection safety improvements, installation of center rumble strips, road straightening, and roundabouts for better traffic flow. Other smaller local projects were also completed.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-5500	Vermont Agency of Transportation	2,001,723	754,958.23	§164AL

## Community Educational Programs

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**Goal:**

To efficiently provide traffic safety information to the various diverse communities throughout the state, improving the quality of life by supporting their efforts to save lives, reduce injuries, and decrease motor vehicle crashes.

### 1. Project Title: Local Law Enforcement Educational Programs

**Goal:**

To facilitate local law enforcement agencies community education initiatives in response to local needs.



**Strategies:**

Local law enforcement agencies implement education programs focused on youth traffic safety awareness, younger drivers, work with youth and adults to both reduce impaired and distracted driving and increase seat belt use defined by the data and/or vulnerable user issues identified in their local communities. Programs and events are conducted in the schools, often in connection with driver education classes or school safety days, or at community events such as town festivals or county fairs.

**Project Evaluation:**

In 2014 the Orange County Sheriff's office was funded to continue their successful, interactive community education activities with local driver education classes and a youth bike safety rodeo. This year saw an increase in invitations to and participation by parents at these events. They were able to coordinate several opportunities for the statewide *Turn of Texting* program to present in the county, with officers assisting with the course. OSD has also increased the inclusion of child passenger safety information in their education programming. Their use of the department's Facebook page to publicize all of the educational events has proven to be an excellent outreach tool. Caledonia County Sheriff decided to decline their FFY14 award due to personnel constraints.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2410	Caledonia CSD	3,500	0	\$402
1314-2412	Orange CSD	4,800	1,923.23	\$402

**3. Project Title: Local Motion Safe Streets Coalition****Goal:**

To reduce bike-pedestrian/motor vehicle crashes by building a culture of respect on the roadways and sidewalks.

**Strategies:**

The Chittenden County non-profit Local Motion leads the Safe Streets Collaborative, a broad-based campaign to educate cyclists, pedestrians and motorists about sharing the road safely. Local Motion targets problem intersections for education/enforcement events and uses outreach and education strategies for demographic groups such as youth and college students with lower rates of helmet use and unfamiliarity with local ordinances. Education is also provided to parents and younger children through participation in community, school and local hospital health/safety fairs and promotional events.

**Project Evaluation:**

For FFY 2014, Local Motion reached and exceeded many of their education and outreach goals in Chittenden County. These included distribution of 750 helmets to youth/teens/young adults and 146 helmets to adults. In addition, more than 500 bike lights and over 2000 reflective leg bands, strips and vests were distributed to cyclists. Recognition of parent education as a "habit building" tool for youth is pointing Local Motion staff toward review of distribution opportunities and community partnerships going forward.

The bike law sheets continue to be popular, and posting them on bike racks has been a very effective strategy. This year, sidewalk stenciling awareness outreach was combined with a new "Rides a Bike" motorist awareness campaign. The visibility and popularity of this campaign was excellent; continued use of these kinds of outreach is planned.

Deliverable	End of Year Total	Goal	Percent of Goal
Bike Law Summaries	2,601	2,500	104%
"Rides a Bike" campaign and Stenciling Events	19	10	190%

Observation data on peoples' behavior on the road—pedestrians, motorists, and bicyclists – continued throughout the year, including winter months. Some areas have improved and some have decreased over the year.

Metric	2013-2014 Percent Compliance	2012-2013 Percent Compliance	Increase from last year
Pedestrian Crosswalk Compliance	80%	78%	+2%
Bicycle Signed & Signaled Stopping Compliance	74%	70%	+4%
Motorist Crosswalk Compliance	46%	71%	-25%
Bicyclist Helmet Compliance	47%	52%	-5%
Bicyclist Bike Light Compliance	37%	45%	-8%

There was an increase in pedestrian crosswalk use, as well as stopping compliance. This is excellent, as both behaviors are frequently cited when motorists air their concerns about other road users' safety behavior. This year, the staff person in charge of the data collection had a smaller time frame to collect the data, due to a late hire. The decrease in motorist crosswalk compliance is largely due to the staff person's decision not to monitor the crosswalk data at signalized intersections. As for the decrease in bike light compliance, that is due to collecting data from a single event for the year, which has skewed the numbers. There is not a lot of data for this metric, and because of that, any data point will significantly skew the numbers.

Helmet compliance is authentic—there are no data collection factors that would affect this data, and there has been a noticeable decrease in helmet metrics this year. University of Vermont helmet events have seen a dramatic decrease in helmet purchases from last year to this year (18% lower in the spring, and 38% lower in the fall). This is a clear indication that additional helmet outreach/education is needed beyond distribution events.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2411	Local Motion	50,900	47,557.52	\$402

## 2. Project Title: Vermont State Police Educational Program

### Goal:

To provide highway safety presentations statewide in the jurisdictions served by the Vermont State Police (VSP) barracks.

### Strategies:

The VSP conducts highway safety presentations for teen driver education classes, businesses, and other community groups, particularly in jurisdictions where they provide primary local coverage. One focus in FFY14 targeted teen driver education classes with emphasis on alcohol impairment. VSP also coordinates an active educational presence with the VHSA at the Champlain Valley Exposition, the larger of the state's two statewide summer fairs and provides education in conjunction with the enforcement campaigns targeted to the public at large.

### Project Evaluation:

The VSP conducted more than 200 hours of presentations at traffic safety events and in schools throughout the state. Educational topics covered include alcohol and impaired driving, speeding, distracted driving, occupant protection (including child passenger safety), and motorcycle safety. The VSP also staffed an interactive educational display as part of the Vermont Highway Safety Alliance during the nine days of the Champlain Valley Expo. Grant funds supported the purchase of education messaging materials for these events, including "Drive Sober or Get Pulled Over", "Slow Down and Move Over for emergency vehicles...It's the LAW" and "Do Your Part, Drive Smart."

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2414	Vermont State Police	8,500	8,387.99	\$402
1314-4081	Vermont State Police	7,000	6,195.50	\$405(d)

#### 4. Project Title: **Vermonters' Victim Impact Panel**

##### Goal:

To conduct victim-informed behavior change programs for DUI probationers statewide and provide victim-informed DUI education resources on request.

##### Strategies:

The Department of Corrections DUI Victim Impact Panel is an awareness program for offenders convicted of misdemeanor driving under the influence of alcohol or other drugs. Educators conduct a two-part curriculum in probation offices and community justice centers around the state. Videos of victim impact panel speakers are also available for other educational presentations. The program offers the annual Red Ribbon Tree DUI public awareness event during December at the Vermont State Capitol timed to coincide with the launch of the holiday DUI enforcement and media efforts.

##### Project Evaluation:

The VIP/Safe Driving Program was offered in every county of the state of Vermont at least four times in FFY 2014. Six Community Justice Centers are now offering the program in addition to the Department of Corrections community office sites. Of the eleven combined site locations, nine are fully submitting the evaluation tool completed by program participants. Compilations of the evaluation data indicate:

- 80% of respondents identified that they talked to another person outside of the group about their safe driving plan.
- 94% of respondents identified that they believe they can implement their plan.
- 80% recognized that at least one section of the program addressed an area that would motivate them to change.
- 93% of participants identified at least three ways they were impacted by their driving conviction.
- 76% identified three ways a victim/survivor was impacted.
- 100% of participants who participated in the Safe Driving program through the DOC sites during 2013-2014 were entered into the DOC database for eventual longitudinal tracking with recidivism data.

One new video based on the story of Victim Impact Panel speakers was created and distributed to all sites providing the Safe Driving Program and to all Drivers Education teachers statewide. A second video is in the final stage of production and will be distributed upon completion.

The annual Red Ribbon Ceremony was held at the Statehouse on December 2, 2014 in commemoration of those impacted by DUI throughout the year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4082	Vermont Department of Corrections	24,200	21,472.68	\$405(d)

#### 5. Project Title: **Youth Safety Council of Vermont**

##### Goal:

To educate teen drivers about the hazards of texting while driving.

**Strategies:**

The GHSP funds the Youth Safety Council (YSC) educational project of interactive presentations at teen drivers' education classes around Vermont using the Vermont DMV curriculum 'Turn Off Texting' (TOT). The program involves driving a golf cart course twice, once without texting and the second time using a cellphone to text. Participants are asked to complete surveys prior to the intervention, just after, and then several months later at the end of the drivers' education classes to measure the effectiveness of the program in changing students' awareness and behavior.

**Project Evaluation:**

The YSC TOT course was presented at 67 sites across Vermont during the grant term, with more than 1,700 participants, with a combined total of 3,340 pre and post surveys completed. A partnership with the University of Vermont Transportation Center for a graduate student to compile and analyze the evaluation data is underway; report will be available early in 2015. The program is increasingly well received, in demand and provided good media opportunities to help create awareness for the general public as the October 1 deadline arrived for Vermont's new cell phone ban. YSC's director is active with the VHSA Education and Outreach focus group in exploration of strategic collaboration around coordinated implementation of teen and community highway safety education programs like TOT.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2416	Youth Safety Council	53,000	53,000	\$402

**6. Project Title: Workplace Traffic Safety Program****Goal:**

To help Vermont businesses create safe roadway usage by workforce drivers.

**Strategies:**

Project RoadSafe, based at the Associated General Contractors of Vermont, engages in statewide and regional workforce safety forums and conferences and conducts employer worksite requested presentations to provide education/training and materials on highway safety. They also offer the NSC certified Alive@25 course at Vermont's technical schools. They maintain a program website and distribute an eNewsletter.

**Project Evaluation:**

AGC began the year with the semi-annual Student Construction Career day, hosting more than 400 Technical Center Students from around Vermont for a day-long forum that featured both hands-on and classroom (outdoor) training in the use of heavy equipment, trucks and other motor vehicles and included interactive sessions with the Turn-Off-Texting Course, vision goggles/impaired driving and safe driving/roadway sharing with heavy trucks. AGC staff was trained to offer the NSC course Alive@25 and began offering the course in Vermont's Tech Schools. Staff conducted DDC-4 defensive driving at AGC for 190 employees from a dozen companies and a customized one-hour refresher by request at employer worksites. Staff participated in the annual rotation of statewide safety conferences for the public and private trade and business sectors and the regional forums conducted by the Vermont Highway Safety Alliance. The Project RoadSafe enews continued monthly distribution and maintained a regularly updated training schedule and other information on the AGC website.

Project RoadSafe continued data review collaboration with the Workers Compensation and Safety Division of the Vermont Dept. of Labor. Figures indicated that the three-year average of about work force 170 injury-causing motor vehicle crashes in the first eleven months of 2012-2014 represents a drop from 2011 when the first eleven months saw 245 crash injuries.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2415	Associated General Contractors of Vermont	95,000	81,177.46	\$402

**7. Project Title: Teen Driver Educator Summit****Goal:**

To build the capacity of teen driver educators statewide.

**Strategies:**

The second annual summer institute, *Making Our Roads Safer: Roadway and Vehicle Technology*, was held on July 29, 2014 at St. Michael's College. This annual day-long summer institute is a collaboration between GHSP and the Department of Motor Vehicles designed to provide a full day of professional development credits to enhance the skills and capacity for driver educators (commercial and school-based) to fully engage teen drivers and their parents during their course sequence. The day includes plenary sessions of current engineering, enforcement, education, emergency services, and evaluation information from state and national sources; workshops to introduce and share tested curricula and other tools; and interactive time to connect with some of the community-based programs and resources available to supplement driver education offerings.

**Project Evaluation:**

Ninety participants were welcomed by the commander of the Traffic Safety Unit of the Vermont State Police and the Chief Inspector of the DMV Enforcement Division, heard a presentation about roadway technology in use and under development across the state and a keynote by the Associate Administrator for Vehicle Safety at NHTSA, introduced by the NHTSA Region 1 Administrator. A series of interactive demonstrations were available to experience safe car technology, driving simulators available for use in the classroom and an EMS transport vehicle with the latest technology. A variety of educational resource displays were available throughout the day. Driver educators were also introduced to the new DMV web-based driver education certification service. Evaluations were positive and suggestions for future topics identified.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2413	Various Vendors	5,000	1,548.00	\$402

**8. Project Title: Community Programs Coordinator****Goal:**

To coordinate and manage GHSP education grants and related contracts.

**Strategies:**

A full-time staff position is split between community education programs and the Traffic Records Coordinator duties. Community education responsibilities involve management and monitoring of the education grants and activities, and related contracts for education events and public education materials. This staff member also provides support with program evaluation for all education grants and GHSP projects.

**Project Evaluation:**

The Community Programs Coordinator (CPC) reviewed grant reports monthly and quarterly in coordination with the DPS Grants Management Unit position assigned to GHSP. Site visits were conducted as necessary. Grant application workshops were conducted for the 2015 grant cycle. Regular communication was maintained from start to finish with partners and contractors for the Teen Driver Educator Summit and production of public education materials. The CPC served on the VHSA Education and Outreach Focus Group and the OP802 Task Force and attended other relevant highway safety partner meetings and events as requested.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2400	Community Programs Coordinator Employee	38,000	36,515.70	\$402

**9. Project Title: GHSP Partners Travel and Training**

**Goal:**

To provide funding for those non-law enforcement partners to participate in traffic safety related trainings which are appropriately related to the state's critical emphasis areas.

**Strategies:**

By maintaining a separate funding project for GHSP's non-law enforcement partners, these traffic safety professionals have support to participate in training opportunities which arise during the fiscal year.

**Project Evaluation:**

Traffic safety related training opportunities can emerge without much prior notice. Information and technology often appear after the state's Highway Safety Plan has been created, submitted and subsequently approved. Funding this project provides GHSP's non-law enforcement partners with the opportunity to participate in trainings that they couldn't otherwise attend.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2421	Various Vendors	11,800	2,362.85	\$402
1314-4029	Various Vendors	10,000	654.34	\$405(d)

**10. Project Title: Lifesavers Highway Heroes Awards**

**Goal:**

To provide recognition to those individuals and organizations that provided support, guidance and leadership with the "four E's" of highway safety.

**Strategies:**

GHSP hosts an annual awards ceremony to officially recognize those individuals and organizations displaying extra effort and energy promoting the GHSP priorities during the past year. The gathering encourages networking and relationship-building between diverse highway safety advocates.

**Evaluation:**

During FFY14 the VHSA began to discuss including awards in the VHSA Annual Meeting. GHSP encouraged the VDH CPS program to initiate its own awards program during Child Passenger Safety Week. Discussion was held about how best to re-define the Lifesavers Highway Heroes event. No event was scheduled and no funds expended.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2420	Various Vendors	11,000	0	\$402

## Paid Media

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**1. Project Title: Click It or Ticket**

**Goal:**

The ultimate goal of this campaign was to obtain 100% seat belt usage among all Vermonters. For this effort of combined paid media and enforcement, the attempt was made to move from 85% seatbelt usage to 90%.

**Primary Target Audience:**

- 18-34 year old men who are less likely to use seatbelts
- Less affluent, truck driving, rural Vermonters
- Vermont statewide with specific emphasis on the Northeast Kingdom and the New Hampshire/Vermont border

**Campaign Parameters:** May 12 – May 26, 2014

**Communication Channels:** Radio | Television | Internet

**Strategies:**

Utilize television as the primary medium (broadcasts & cable) to reach the target audience supported by placements of the: 30 TV spot on the YouTube, Hulu and mobile channels. Traditional radio will also be used to gain frequency and further extend the reach. All mediums skewed toward the young male target audience.

**Media Tactics:**

Medium	Programming
Television	Placed television spots primarily in prime time programming--over 50% of the buy has been allocated to this day part.
<i>Est. Added Value</i>	<i>Negotiated 17% more media as added value = \$12,612 Broadcast + Cable (1482 spots)</i>
Radio	Radio spots aired on broadcast stations where ratings indicate Men 18-34 are most likely to be listening like country and adult alternative formatted stations. No charge spots were negotiated with the stations due to client non-profit status.
<i>Est. Added Value</i>	<i>Negotiated spots at no charge for non-profit status and sponsorship mentions = \$10,844 (685 spots)</i>
Internet	<ul style="list-style-type: none"> <li>▪ Pandora on-line radio, which has seen a significant increase in listenership among a younger demo in Vermont according to recent survey data, was included as part of the internet campaign.</li> <li>▪ Purchased video ad placements on YouTube, Hulu &amp; Millennial media (mobile) and Xfinity to expand reach in recognition that these channels have increased usage by younger adults--especially for content viewed on mobile devices.</li> <li>▪ Placed text ads on Facebook promoting CIOT safety specifically geo targeted to Vermont only.</li> </ul>
<i>Est. Added Value</i>	<i>Received an additional \$263 in ad impressions at no charge</i>

**Frequency of Message:**

Demo	Reach	Frequency
Men 18-34	86.4%	6.3

**Campaign Costs:**

<b>Budget</b>	<b>\$62,600.00</b>
Radio Spend	\$51,202.00
Internet Spend	\$5,046.00
Media Planning, Buying and Management and Creative	\$7,555.00
<b>Total Spend</b>	<b>\$74,731.74</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2501	HMC Marketing	300,000	94,064.60	§402
1414-3011	HMC Marketing	100,000	0	§405(b)

**2. Project Title: Motorcycle Safety****Goal:**

Raise awareness among Vermont drivers of the safety precautions that should be implemented towards motorcycle riding and riders.

Please see page 45 for the DMV Funding Source for these Media Buys.

**Primary Target Audience:**

- Adults 18+
- Adults 18-34

**Campaign Parameters:** May 5, 2014 – August 17, 2014

**Communication Channels:** Broadcast Radio | On-line Radio | Internet (Google/Facebook)

**Strategies:**

Utilize traditional radio placing ads on stations most likely to reach a broad audience reinforced by on-line radio to reach the secondary target demo. In addition, ads on the Google Ad network and Facebook were targeted specifically at those Vermonters who show an interest in motorcycles via on-line search or their Facebook profile.

**Media Tactics:**

Medium	Programming
Radio	<ul style="list-style-type: none"> <li>• Placed radio for the first two weeks of the campaign in May and then for the three weeks surrounding Memorial Day, Americaid and Laconia Motorcycle Week at the beginning of June. Subsequent placements surrounded July 4th.</li> <li>• Radio spots were placed Monday through Friday, from 6am-7pm to take advantage of lowest unit rates. Radio stations were chosen based on the highest ratings for listenership according to Arbitron research data.</li> <li>• Placed ads on Pandora radio which has seen a significant increase in listenership among a younger demo according to recent survey data.</li> </ul>



	<ul style="list-style-type: none"> <li>Utilized the State's not for profit status to negotiate additional spots at no charge.</li> </ul>
<b>Est. Added Value</b>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Added value: \$24,064 (1,057 spots)</i>
Internet	<ul style="list-style-type: none"> <li>Placed text ads on Facebook promoting motorcycle safety specifically geo targeted to Vermont only</li> <li>Placed text ads on Google delivered to people who search or read anything related to motorcycles or driving.</li> </ul>

#### Frequency of Message:

Demo	Reach	Frequency
Adults 18+	73.3%	12.5
Adults 18-34	79.9%	15

#### Campaign Costs:

<b>Budget</b>	<b>\$62,600.00</b>
Radio Spend	\$51,202.00
Internet Spend	\$5,046.00
Media Planning, Buying and Management	\$6,055.00
<b>Total Spend</b>	<b>\$62,383.30</b>

### 3. Project Title: DUI Spring (Prom, Memorial Day, Graduation and July 4<sup>th</sup>)

#### Goal:

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 season of Proms & Graduations, and Memorial Day & July 4<sup>th</sup> holidays.

#### Primary Target Audience:

- Adults 18-34
- Adults 18+

**Campaign Parameters:** Timing: May 5 – July 27, 2014

**Communication Channels:** Radio | Television | Internet | Cinema

#### Strategies:

Utilized the powerful, newly-produced: 30 spot for television on all other mediums that can support the creative format and its length. Using television as the primary medium (broadcasts & cable) it was supported by placements on various on-line channels including YouTube and Hulu as well as in-theater/cinema advertising. Traditional radio was also used to gain frequency.

**Communication Channels:** Radio | Television | Internet | Cinema

**Media Strategy:**

Utilized the powerful, newly-produced: 30 spot for television on all other mediums that can support the creative format and its length. Using television as the primary medium (broadcasts & cable) it was supported by placements on various on-line channels including YouTube and Hulu as well as in-theater/cinema advertising. Traditional radio was also used to gain frequency.

**Media Tactics:**

Medium	Programming
Television	Placed television spots primarily in prime time and sports programming--almost 40% of the buy has been allocated to these day parts. The television campaign also includes placement of an additional 20% worth of air time due to under delivery of previous DUI campaign and added value because of the PSA nature of this initiative.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional spots at no charge. Estimated added value: \$16,596</i>
Radio	Placed radio spots on stations where ratings indicate Adults 18-34 are most likely to be listening like country and adult alternative formatted stations.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$12,852</i>
Internet	Made ad placements on YouTube, Hulu & Pandora to expand reach recognizing that these channels have increased usage by younger adults. Placed text ads on Facebook to gain additional exposure on social media.

**Frequency of Message:**

Demo	Reach	Frequency
Adults 18-34	75.7%	11
Adults 18+	78.6%	10

**Campaign Costs:**

<b>Budget</b>	<b>\$167,500</b>
TV Spend	\$43,253
Radio Spend	\$30,554
Internet Spend	\$15,638
Media Planning, Buying and Management; plus Creative Development	\$76,891
<b>Total Spend</b>	<b>\$166,336</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5304	HMC Marketing	167,500	166,336.25	\$164AL
1314-4093	HMC Marketing	197,000	0	\$405(d)

#### 4. Project Title: DUI Labor Day

##### 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 back to school and Labor Day time frame.

##### Primary Target Audience:

- Adults 18-34
- Adults 18+

##### Campaign Parameters:

Timing: August 12 - September 8, 2014

**Communication Channels:** Radio | Television | Internet | Cinema

##### Media Strategy:

Utilized the video asset and placed it across as many mediums as possible. This included television as the primary medium (broadcasts & cable) supported by placements of the :30 TV spot across digital channels and cinema venues statewide. Traditional radio was also used to gain frequency.

##### Media Tactics:

Medium	Programming
Television	Place television spots primarily in prime time programming and sports (close to 55%).
Est. Added Value	<i>Any under delivery of gross rating points from last year's television Labor Day buy was made up for this year's campaign plus additional no charge spots were negotiated due to DPS non-profit status equating to \$12,208 in added value (1426 additional spots).</i>
Radio	Placed ads on stations where ratings indicate Adults 18-34 are most likely to be listening, like country and adult alternative formatted stations.
Est. Added Value	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$15,539 (1285 spots for :30's and :10's)</i>
Internet	Purchased ad placements across digital channels including: Facebook (text ads), YouTube, Hulu & Xfinity (video), Pandora (audio), Millennial Media (mobile) and in theaters pre-movie placements to expand the reach of the campaign in recognition that these channels have greater usage by younger adults.

##### Frequency of Message:

Demo	Reach	Frequency
Adults 18-34	94.2%	12.7

**Campaign Costs:**

<b>Budget</b>	<b>\$167,500</b>
TV Spend	\$74,147
Radio Spend	\$38,009
Internet Spend	\$30,744
Media Planning, Buying and Management; plus Creative Development	\$18,299
<b>Total Spend</b>	<b>\$161,199</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-4092	HMC Marketing Media Buy	208,500	61,199.15	§405(d)
1114-5302	HMC Marketing Media Buy	100,000	100,000	§164

**5. Project Title: NESN Cruisin' New England 2014****Campaign Objective**

To emphasize the importance of safe driving in the State of Vermont.

**Primary Target Audience**

- Adults 18+

**Campaign Parameters**

Project dates: April 1, 2014 – November 1, 2014

Campaign air dates: January 1, 2015 – July 30, 2015 (78 episodes)

January 1, 2016 – July 30, 2016 (78 episodes)

**Communication Channels:**

<b>Budget</b>	<b>\$50,000</b>
TV Spend	\$25,015
Media Planning, Buying and Management; plus Creative Development	\$24,985
<b>Total Spend</b>	<b>\$50,000</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2503	HMC Marketing	50,000	37,092.50	§402

## 6. Project Title: Thanksgiving Occupant Protection

### Campaign Objective:

The ultimate goal of this campaign is to remind Vermonters of the importance of occupant protection, specifically using seat belts, during the busiest travel holiday of the year.

### Primary Target Audience:

- Men 18-34
- Adults 18+

### Campaign Parameters

**Timing:** November 14 -- November 30, 2013

**Communication Channels:** Radio | Television | Internet

### Media Strategy:

Utilized television as the primary medium to reach the target audience supported by placements of the TV spot on-line within the YouTube and Hulu channels. Traditional radio was also be used to gain frequency supported by spots on Pandora (on-line radio).

### Media Tactics / Campaign Costs:

Medium	Programming
Television	Placed television spots primarily in primetime programming on both broadcasts & cable channels. Approximately 67% of the GRP's for this buy were in primetime.
Est. Added Value	<i>Any under delivery of gross rating points from last year's television buy was made up for this year's campaign consequently resulting in 760 no charge spots with an estimated \$11,400 in added value</i>
Radio	Concentrated radio spots on stations where ratings indicate men 18-34 are most likely to be listening, such as country and adult alternative formatted stations supported by spots geographically and demographically targeted on Pandora.
Est. Added Value	<i>Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports &amp; special programming. Total value: \$20,935 (821 spots)</i>
Internet	Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Total value: \$20,935 (821 spots)

**Frequency of Message:**

Demo	Reach	Frequency
Men 18-34	94.2%	8.8

**Campaign Costs:**

<b>Budget</b>	<b>\$75,000</b>
Television Spend	\$33,748
Radio Spend	\$21,621
Internet Spend	\$8,749
Media Planning, Buying and Management to-date (reconciliation in progress)	\$13,725
<b>Total Spend</b>	<b>\$73,573</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1414-3010	HMC Marketing Media Buy	22,000	0	\$405(b)
1314-2500	HMC Marketing Media Buy	183,000	70,762.12	\$402
1214-3000	HMC Marketing Media Buy	1,339	1,338.98	\$405

**7. Project Title: DUI Holiday****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 holiday time frame.

**Primary Target Audience:**

- Men 18-34
- Adults 18+

**Campaign Parameters**

**Timing:** December 13 – January 2, 2014

**Communication Channels:** Radio | Television | Internet

**Media Strategy:**

Utilized television as the primary medium (broadcasts & cable) to reach the target audience supported by placements of the :30 TV spot across digital channels. This campaign also includes traditional radio, however, a greater share of the buy has been allocated to on-line, more than any previous DUI holiday campaign.

**Media Tactics:**

Medium	Programming
Television	Placed television spots primarily in primetime programming (54%) with program insertions such as X Factor Finale, Big Bang Theory, American Country Music Awards, and Bruins Hockey.
<i>Est. Added Value</i>	<i>Spots were negotiated for under-delivery of audience for previous campaign and additional television spots were negotiated at no charge due to DPS non-profit status. Total estimated</i>

value: over \$45,000 (1544 spots across broadcast & cable)	
Radio	Placed radio spots on stations where ratings indicate Adults 18-34 are most likely to be listening like country and adult alternative formatted stations.
Est. Added Value	Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports, and special programming. Total estimated value: \$30,000 (over 1,000 :30 and :10 spots)
Internet	<p>Purchased impressions through YouTube, HULU, Pandora, Jumptap (mobile), and Xfinity to expand reach of the :30 spot to the younger adult market recognizing that these channels have increased usage by the target. More impressions were requested specifically targeted to the Northeast Kingdom.</p> <p>Additionally, impressions were purchased on Northeast Sports Network (NSN), which features local high school and college sports, to reach young adults with a special focus in the Northeast Kingdom.</p>

**Frequency of Message:**

Demo	Reach	Frequency
Adults 18-34	95.6%	12.5
Adults 18+	68.8%	19.6

**Campaign Costs:**

<b>Media Spend</b>	<b>\$142,500</b>
Television Spend	\$57,619
Radio Spend	\$37,073
Internet Spend	\$26,750
Media Planning, Buying and Management; (campaign placements still in progress)	\$21,058
<b>Total Spend</b>	<b>\$99,169</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5303	HMC Marketing	100,000	100,000	\$164
1314-4091	HMC Marketing	225,000	40,526.91	\$405(d)

**Project Evaluation:**

All media campaigns placed in 2014 attained or exceeded media reach goals set in media campaigns. A total negotiated of \$172,934 worth of additional spots and on-air mentions to support the various campaign initiatives in 2014.

**8. Project Title: Click It or Ticket Night Time Belts**

No strategic night time occupant protection messaging was developed for 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2502	HMC Marketing	337,300	0	\$402

**9. Project Title: Sports Marketing Campaign**

**Goal:** To increase the public awareness of impaired driving with messaging at sporting events.

**Strategies:**

The Sports Marketing Program will use the highway safety message, *Drive Sober or Get Pulled Over*, in places where sport fans congregate so that they are reached audibly through public address announcements, visually through venue billboard signs and website banners, and interactively by having an on-site presence at the venue to connect with fans in a personal manner, by signing a designating driver pledge.

**Evaluation:**

Alliance Sports ran the campaign at the following venues at 2014:

- Vermont Lake Monsters Baseball in Burlington
- University of Vermont Hockey in Burlington
- University of Vermont Basketball in Burlington
- Bear Ridge Speedway in Bradford
- Devils Bow Speedway in Fair Haven
- Thunder Road International Speedway in Barre

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5301	Alliance Sports Marketing	100,000	66,750	\$164AL
1414-4094	Alliance Sports Marketing	78,000	0	\$405(d)

**10. Project Title: Year Round Sustained Media**

**Goal:** To support ongoing alcohol driving efforts by developing seasonal appropriate specific messages.

**Strategies:**

Campaigns are developed based on summer activities; holiday celebrations; sporting events; and other calendar mileposts which historically have been Vermont's recognized periods of increased impaired driving activities.

**Evaluation:**

Creative media was developed to influence and deter Vermonters with messaging relating to the consequences of impaired driving during the winter months. The very effective anti-DUI thirty-second video message "*Drive Hammered, Get Nailed*" won the award from the Vermont Association of Broadcasters as the best Public Service Announcement of 2014.



Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-5300	Contractor	1,008,000	0	§164AL
1414-4090	Contractor	167,500	165,902.16	§405(d)

# 11. Project Title: Public Information and Educational Material

## Goal:

To provide GHSP staff and related partners with educational material promoting GHSP and NHTSA priorities.

## Strategies:

Developing pertinent highway safety promotional materials for public distribution.

## Project Evaluation:

During FFY 2014 GHSP staff developed several pertinent highway safety promotional materials for public distribution. These included bumper stickers with the message, “Focus: Drive Now – Call/TXT Later”, and key chains with the message, “Click It or Ticket”.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2510	Various Vendors	15,000	5,173.50	§402
1314-4095	Various Vendors	15,000	0	§405(d)

## Evaluation and Data Collection

## Goal:

To utilize pertinent, timely data to maximize the positive impact realized from the expenditure of highway safety funding to address critical emphasis areas and other emerging priority issues.

# 1. Project Title: Traffic Safety Analyst

## Goal:

To develop a system which provides accurate and timely data, easy to access and applicable to countermeasures applied to priority traffic safety issues.

## Strategies:

In 2014, timely and effective crash mapping and data analysis provided the GHSP staff, sub-grantees and partners tools for strategy development. The identification of crash “hot spots” and informational integration with on-going and emerging Data Driven Approaches to Crime and Traffic Safety (DDACTS) helped address ongoing state and local priorities.

## Project Evaluation:

The data analyst participated in the collaborative planning of the VHSA Data Focus Group, worked closely with the Agency of Transportation crash data analysis staff and attended several additional trainings relevant to traffic data analysis, trends and mapping. In August, 2014, the individual serving in the position left state government for the private sector. A new hire is anticipated late in early 2015.

Project Number(s)	Traffic Safety Analyst	Budget	Expended	Source
1314-2301	Employee	72,000	69,105.79	\$402

## 2. Project Title: Annual Safety Belt Survey

### Goal:

To complete a NHTSA compliant statewide observational belt survey documenting belt usage.

### Strategies:

In 2014 the Norwich Center for Research and Analysis continued a second year as the contractor for Vermont's observational belt survey post Click It or Ticket, using the new methodology approved by NHTSA in 2012.

### Project Evaluation:

This year's field survey was conducted during late June and July, 2014. The post-enforcement rate for all front seat occupants of 84.1% safety belt usage continues for the third year in a row at just below the nationally recognized criterion of 85% after remaining just above 85% for four consecutive years (since 2007). This represents a very modest decline from the previous year's rate of 84.9% but this is easily within the range of possible statistical variation.

For the past several years the usage rate has continued to hold remarkably steady. For some years it seemed to vary in response to the CIOT campaigns, but for the past few years, even that variability has diminished, varying little at just below 85%. The overall rate has, for the past several years, also been unresponsive to the enforcement campaign, although without a pre-enforcement survey, it is impossible to know this for sure. It is entirely possible that the rate has settled into a new "natural rate" in the absence of a primary law of about 85%. It is somewhat notable that the revised survey design, especially the inverse PPS weighting, appears to both render the survey more sensitive to very low volume sites, and also result in an overall rate lower than both unweighted data and data weighted in proportion to both AADT and VMT.

Detailed usage rates continue to show notable variations. Highest rates continue to be found among females, while the lowest rates continue to be found among males and pickup truck occupants. Regionally, there is noticeably lower usage along the entire northern tier of the State, which remains below 80%, while other counties all exhibit higher usage rates exceeding 85%.

Except for these general observations there appears to be little recognizable/consistent pattern among other sub-variables, including functional classification, day of week and time of day.

As in previous years enforcement appears to have reached a stable level (i.e., it appears that it is no longer engendering any broad, state-wide increase in the post enforcement rate), it has obviously been an effective tool in the past. It is at least possible that a more targeted approach may be effective in situations where usage is unusually lax. Based on the data, such an opportunity may exist geographically in the northern tier counties. Similarly, the uniquely low compliance rates among males and pickup truck occupants suggests a potential opportunity for more carefully targeted education/awareness/"consciousness raising" efforts.

Project Number(s)	Annual Seat Belt Survey	Budget	Expended	Source
1314-2311	Norwich Studies and Analysis Institute	37,000	36,300	\$402

### **3. Project Title:           Attitude Survey**

#### **Goal:**

To measure public attitudes and knowledge of highway safety programs, initiatives and campaigns statewide.

#### **Strategies:**

The Attitude Survey conducted by phone August 5-15, 2014 by the Center for Research and Public Policy reached 500 Vermont resident licensed drivers via landline or cell. The 2014 survey replicated most of the questions held in 2010, 2011, 2012, and 2013 survey instruments. One question specific to the current year addressed Awareness of a new Vermont law, effective 10/1/14, prohibiting the use of hand-held electronic devices while driving.

#### **Project Evaluation:**

Highlights of the survey results include the following:

##### **On Enforcement...**

- Three-quarters of all respondents, 74.4% (up from 73.2% in 2013), indicated they thought it was very (25.4%) or somewhat likely (49.0%) someone driving while impaired by alcohol or other drugs would be arrested. Another 22.1% indicated they felt an arrest would be somewhat unlikely or not at all likely.
- Just under half of all respondents, 45.8% (down slightly from 47.0% in 2013), believe the chances of getting a ticket for not wearing a safety belt was very (14.8%) or somewhat likely (31.0%). A larger percent, 49.6%, suggested getting a ticket was somewhat unlikely or not at all likely.
- Further, two-thirds, 69.2% (down from 74.4% in 2013), considered it very (18.8%) or somewhat likely (50.4%) someone would get a ticket for driving over the posted speed limit.

##### **On Media Reach...**

- Just over one-half of all respondents, 55.0% (down from 68.0% in 2013), indicated they have read, seen or heard messages about alcohol or drug impaired or drunk driving enforcement by police.
- Of this group, over half (55.3%) suggested they saw the messages on TV followed by the newspaper at 36.0%.
- Under one-half of those surveyed, 43.8% (down from 50.2% in 2013), indicated they have read, heard or seen messages about seat belt enforcement by police.
- Of this group, television was cited as the source for the messages by 54.8% followed by signs and banners and the newspaper – 29.7% and 14.6% respectively.
- Researchers asked each how aware they would say they are of the age and weight requirements for children in child car seats. Nearly three-quarters, 71.8% (slightly up from 71.0% in 2013) suggested they were very or somewhat aware of the requirements.
- All respondents were asked if they had read, seen, or heard messages about texting and driving. A large majority, 92.2% (up from 88.6% in 2013), indicated seeing, hearing or reading messages about texting and driving.
- In a follow-up to the text message awareness question, researchers asked each respondent to use a scale of one to ten to describe how dangerous they perceived texting to be while driving. One represented very dangerous and ten meant they felt texting and driving was “not at all dangerous”. The cumulative total for those indicating one through four (dangerous) was 92.4% (down slightly from 95.4% in 2013). Those offering seven through ten (not at all dangerous) was 5.4% (up from 3.6% in 2013).
- Just over three-quarters, 78.8% suggested they were very (52.4%) or somewhat aware (26.4%) of a new law in Vermont that becomes effective on October 1, 2014 allowing police officers to stop those using any hand-held electronic device while driving. Some, 20.8% indicated they were somewhat unaware or not at all aware of this new Vermont law.

#### On Personal Behavior:

- Two-thirds of all respondents, 66.4% (down slightly from 67.6% in 2013), indicated they have never driven a motor vehicle within two hours after drinking alcoholic beverages over the last year. Another 1.2% were unsure or refused and the remainder (32.4%) suggested they had done so once or as many as more than ten times.
- Over the years 2010 through 2014, researchers asked respondents how frequently they use their safety belts when they drive or ride in a car, van, sport utility vehicle or pick-up. The question, in 2013, was split between “daytime” and “at night”. Those suggesting they “always” wear their safety belt during the day was recorded at 91.6% (down slightly from 92.2% in 2013) while those indicating they “always” wear their safety belt at night was 92.4% (down slightly from 94.4% in 2013).
- Just 19.4% (the same percent as found in 2013 - 19.4%) of all respondents could offer that they “never” drive faster than 35 miles per hour on a local road with a posted speed limit of 30 miles per hour.
- However, over one-half, 50.8% (down slightly from 52.8% in 2013), suggested they “never” drive faster than 75 miles per hour on a road with a posted speed limit of 65 miles per hour.
- On using an electronic communication device such as a cell phone, tablet or pad, nearly half, 45.2% (down slightly from 45.8% in 2013), were able to tell researchers they “never” have used such a device while driving. One quarter, 29.8% (up from 24.2% in 2013), suggested they do so frequently or occasionally. The remainder, 24.2%, said they “rarely” use a device while driving.
- On the use of hands-free cell phones, researchers asked respondents to use a scale of one to ten to indicate how dangerous they considered hands-free device usage to be while driving. One meant very safe while ten meant very dangerous. The cumulative total for those offering one through four (very safe) was 39.0% (down slightly from 39.6% in 2013) while those offering ratings of seven through ten (very dangerous) was 29.0% (up somewhat from 28.4% in 2013).
- Relatively small, but important percentages of respondents said they had (over the last 30 days) driven a car or other vehicle while having had perhaps too much to drink, or when they had been using marijuana or hashish – 1.4% and 1.2% respectively (0.8% and 1.4% respectively in 2013).
- Within the last 12 months, 2.8% and 2.0% (1.6% and 1.8% in 2013) suggested they had driven a car or other vehicle after taking prescription pain relievers (such as Percocet) or prescription medications (such as Valium), respectively.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2310	Center for Research and Public Policy	6,500	6,500	§402
1314-4099	Center for Research and Public Policy	6,500	6,500	§405(d)

#### 4. Project Title: Traffic Records Program Coordinator/Data Support

##### Goal:

To provide coordination and communication in support of the state’s Traffic Records Coordinating Committee, management of education contracts for the belt and attitude surveys and program evaluations as scheduled and evaluation strategies for all GHSP education grants and projects.

##### Strategies:

A GHSP staff member manages the Traffic Records Program as well as a variety of educational grants and contracts for the belt, attitude and behavior surveys, and other assessments/evaluations as scheduled. This staff member also provides support with program evaluation for all education grants and GHSP projects, including site visits.

**Project Evaluation:**

The Program Coordinator prepared for and maintained notes from all of the TRCC meetings, (serving as co-chair), posted documents to the TRCC website, corresponded with member agencies and worked with the TRCC consultant to develop the annual TRCC application for the 2015 HSP. The Co-chairs prepared a report for presentation to the TREC regarding the e-Citation project implementation plan and a revision of the TRCC charter. The Coordinator managed the bid/contract process for the Attitude Survey vendor and interfaced with the vendors for both the Attitude Survey and Belt Usage Survey during their implementation periods.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2300	Employee	38,000	36,351.97	\$402

**5. Project Title: Project Title: Program Evaluation****Goal:**

To obtain expert assessment of the strengths and challenges of one major program per year.

**Strategies:**

These evaluations are used not only to comply with NHTSA requirements, but to fine-tune programs and help plan resource commitments. The GHSP requested an Occupant Protection for Children assessment in 2014, date TBD.

**Project Evaluation:**

No evaluation was scheduled during 2014. No evaluation funds were expended.

Project Number(s)	Program Evaluation	Budget	Expended	Source
1314-2312	Various vendors/Contracts	40,000	0	\$402

## Planning and Administration

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**1. Project Title: GHSP Planning and Administration****Goal:**

To provide the management, supervision, and support services for the activities necessary to operate the traffic safety program in the State of Vermont.

**Strategies:**

The following operations activities occurred as needed throughout the year:

- Access to VISION, the State of Vermont accounting system
- Advertising – Print
- Fee for Space
- Storage
- Office Supplies
- Postage
- Printing and Binding
- Rental of Copier/Fax/Printer/Scanner
- Other Purchased Services
- Payment of GHSA Dues

- Indirect Costs

**Project Evaluation:**

These operations activities were reviewed and monitored on a regular basis following DPS and GHSP policies and procedures.

Project Number(s)	Operating Costs, Indirect Costs, GHSA Dues	Budget	Expended	Source
1314-0003	VISION	3,000	Indirect charge	§402
1314-0004	Operating Expenses	38,000	11,722.72	§402
1114-5062	Operating Expenses	8,200	0	§164 AL
1314-0005	GHSA Dues	4,500	4,110.00	§402
1314-0006	Indirect Costs	80,500	*See note	§402
1114-5063	Indirect Costs	6,800	*See note	§164 AL

\* Indirect Costs will be charged against allowable expenses for DPS related costs under each fund source. If the indirect cost rate is used as match in a program area then DPS will not draw an indirect cost expense against that program area. The Department of Public Safety currently has a Federally approved 29.7% indirect cost rate. DPS will not seek indirect costs under 402 PA or 164 PA and will use the indirect cost rate as match. At time of print the indirect costs against each program area had not been calculated.

**2. Project Title: GHSP Chief<sup>3</sup>**

**Goal:**

To provide effective and efficient management of the state's highway safety office.

**Strategies:**

The Chief's position provides oversight and supervision for the GHSP staff as well as the management and coordination of all administrative functions. The Chief works with the GHSP staff, the program's two Law Enforcement Liaison contractors; the contracted Judicial Outreach Liaison and the states Traffic Safety Resource Prosecutor as a team the staff and support resources engage the program's partners in collaborative projects to promote the states critical emphasis areas in addition to the National Highway Traffic Safety Administration (NHTSA) priorities. In addition the Chief interacts with the coordinators and staff members of the other highway safety offices through the Governor's Highway Safety Association. The Chief reports directly to the Commissioner of Public Safety. The position relies heavily on data, information and technology to determine the most effective and efficient strategies and countermeasures to accomplish the program's primary mission of saving lives and mitigating injuries by reducing motor vehicles crashes within the state.

**Project Evaluation:**

Vermont's Governor's Highway Safety Program continues to build partnerships and effect progress through the use of data, information and technology. The GHSP Chief and the staff strongly support and actively participate in the Vermont Highway Safety Alliance (VHSA). Through the VHSA many of GHSP's priority projects are supported from the grass roots level upward to insure participant engagement and successful community involvement. A solid, diverse network of partners at the Federal, state, county and local levels provide GHSP with a multiple layered structure which maximizes the program's effectiveness.

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<sup>3</sup> GHSP needed to split this project between §402 PA and §410 PA due to NHTSA requirements to move projects from various program areas into the §402 Program Administration Program Area.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-0000	Employee	63,000	\$61,109.58	§402
1114-5060	Employee	61,200	\$56,591.38	§164 AL

### 3. Project Title: Administrative Assistant

#### Goal:

To retain a part-time position to support GHSP staff in the day-to-day operational tasks and cyclical planning and record-keeping tasks related to the annual calendar of grant-making, monitoring and events.

#### Strategies:

The Administrative Assistant engages in routine office support tasks related to operations, record-keeping, correspondence, filing and preparing materials for distribution to sub-grantees throughout the year.

#### Project Evaluation:

The GHSP Administrative Assistant position was vacated mid-way through the year and may be filled in early 2015. The staffing was augmented temporarily during the spring grant application and annual HSP development period by a part-time position as indicated below.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-0001	Administrative Assistant	10,000	4,361.56	§402
1314-0007	Temporary Employee	8,000	5,127.30	§402

### 4. Project Title: DPS Grants Manager

#### Goal:

To provide transparent and accurate financial management of GHSP grant funds.

#### Strategies:

The DPS Grants Management Unit (GMU) supports all of the programs within the Department of Public Safety. A designated Grants Manager is assigned to work with the GHSP team. This position provides financial oversight and coordination with the GHSP staff for annual GHSP budget planning and tracking, monitoring of operations, sub-grantee and contracted expenses, including site visits as needed.

#### Project Evaluation:

The regular coordinated work between GHSP staff and the DPS Grants Manager has continued to strengthen the accuracy and effectiveness of the grants management process and fostered good communication.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-0002	DPS Employee	0		§402
1314-5061	DPS Employee	0		§164 AL

During the FFY 2014 The Department of Public Safety made the decision to fund the Grants Management Specialist with State Funds and will use those salary/benefit expense as match for the 402 PA portion of the program. The match for this year is tracked under program code 1000-2014.

**5. Project Title:**           **Project Title: Program Support Materials (Belt Use Incentive Funds)**

**Goal:**

To provide resources and materials for the GHSP staff OP initiatives.

**Strategies:**

The GHSP staff identify materials needed in support of program throughout the year.

**Evaluation:**

A minimal amount was expended in the current year. The most effective use of these funds will be reviewed for FFY15.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
0914-3500	Various Vendors	62,000	164.74	§406

## Traffic Records Program Area

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**Goal:** To continue the development of Vermont's traffic records system into a fully integrated, efficient and effective resource, available to all appropriate users in the state. The ongoing coordination and integration of the traffic records system will provide a solid basis for the continued refinement of all the state's highway safety data.

**1. Project Title:**           **AOT Crash Data Reporting System**

**Goal:**

To provide continued development and enhancement to WebCrash as a critical piece of Vermont's statewide Traffic Records system.

**Strategies:**

AOT staff and subcontractors and the Traffic Records IT Coordinator work with WebCrash users in all localities to ensure accuracy of data collection and reporting. In addition, there is regular interface with other state agencies who are highway safety partners and data users working to improve linkage of all the state's highway safety data.

**Project Evaluation:**

A number of planned upgrades and projects (ADFS, upgrades to UCRF, Map Creator tool and Vermont State police non reportable crash incident tool) were completed or work is ongoing to complete. Work is also ongoing to address consistent Web Crash access for Valcour (new system in use by some LE agencies) users.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3700	Vermont Agency of Transportation	93,000	65,572.00	§408
1414-3700	Vermont Agency of Transportation	150,000	0	§405(c)

**2. Project Title:**           **End User Crash Data Query Tool**

**Goal:**

To develop public web-based access to non-personal data in the AOT crash database.



**Strategies:**

In collaboration with a vendor and user group, AOT Web Crash staff continued the development and implementation of a tool for web access to the AOT database. User-friendly design for public access will assist with education and outreach around crash and highway safety information, one of the recommendations of the 2012 Traffic Records assessment

**Project Evaluation:**

The tool was tested with a user group, refined and was just short of official launch at the end of September 2014 due to an unexpected delay in the vendor's schedule. The live launch is anticipated by the end of calendar year 2014 pending a few minor fixes. It was featured in a presentation at the Vermont Highway Safety Alliance Annual Meeting.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3701	Vermont Agency of Transportation	35,000	35,000	\$408

**3. Project Title: Web Crash Auto Population****Goal:**

To access as much data electronically as possible for auto population into the Web Crash application.

**Strategies:**

By completing the implementation of a Messenger Tool for maximal auto-population in the Web Crash system, it provides a model for electronic reporting with reduced errors and improves quality of the crash reports. Lessons learned here can be applied to other state projects where auto population is feasible, such as eCitation.

**Project Evaluation:**

The vendor completed and user tested the tool and it launched at the end of FFY14 providing expedited and efficient auto-population of key records for Web Crash users. The vendor demonstrated the tool for the TRCC with lots of positive feedback

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-3702	Vermont Agency of Transportation	45,015	35,000	\$408

**4. Project Title: AOT Traffic Records Project Manager****Goal:**

To provide unbiased Information Technology (IT) oversight on the WebCrash project and interface with all other state traffic safety IT systems and projects.

**Strategies:**

The person in this position provides guidance and technology research results on the Crash Data Collection interface and all IT Traffic Records related projects in progress or in the planning stages, and represents the perspective of the state's Department of Information and Innovation (DII) responsible for coordination of technology initiatives. This position is housed at the Agency of Transportation.

**Project Evaluation:**

The AOT Traffic Records Project Manager worked throughout the year to advise, review and assist vendors and staff with the testing of all of all the Web Crash projects, continued to play a role in advising the eCitation vendor review and implementation project activities and completed a final term as co-chair of the TRCC.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3702	Vermont Agency of Transportation	124,428	120,712	\$408

**5. Project Title: DPS Support of Traffic Records Improvement**

**Goal:**

To coordinate support and guidance for traffic records projects in the Department of Public Safety.

**Strategies:**

The DPS full-time position for Support of Traffic Records provides staffing for traffic records improvement and data integration in the VT Law Enforcement community, currently with a primary focus specific to the development of the eCitation project.

**Project Evaluation:**

During FFY 2014, the deliverables of this position included assistance with all phases of preparation for and completion of the eCitation Independent Review by the DII consultant, information gathering for the IR risk assessment/response and on-going law enforcement support and technical assistance around e-Citation and other user issues with current equipment being tested for the implementation.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3705	Vermont Department of Public Safety	70,000	68,239.23	\$408

**6. Project Title: DPS eCitation Implementation**

**Goal:**

To develop and implement an electronic citation system statewide.

**Strategies:**

The Department of Public Safety in collaboration with other highway safety partners finalized the vendor selection for the e-Citation implementation, completed the required DII Independent Review of the vendor and implementation plan and reviewed initial pilot tasks.

**Project Evaluation:**

During FFY14, DPS selected a vendor, completed the required DII Independent Review and, as a result of the review, was asked to complete a risk assessment response to the IR prior to implementation. That risk assessment was initiated at the close of FFY14 with results anticipated by the end of calendar year 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1214-3710	Vermont Department of Public Safety	418,481	0	\$408
1314-3700	Vermont Department of Public Safety	387,700	0	\$405(c)
1214-3711	Agency of Administration (DII)	5,000	0	\$408
1214-3712	Agency of Administration (DII)	25,000	11,000	\$408

**7. Project Title: TRCC Consultant**

**Goal:**

To provide administrative support and advice to the TRCC specific to compliance with NHTSA annual reporting and application processes.

**Strategies:**

The TRCC consultant is contracted to facilitate six TRCC meetings annually, advise member agencies' preparation of project reports and annual proposals for funding and maintain all documentation posted in the TRIPRS system.

**Project Evaluation:**

Mid-year, the original vendor (Deep River) merged with Appriss and continued seamless services. They facilitated six TRCC meetings in 2014 and filed project updates, Interim Progress reports and the 405c application in TRIPRS. They also continued to provide information and guidance regarding compliance with MAP-21 and also advised the update of Vermont's TRCC charter.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3704	Appriss	36,864	36,864	\$408

**8. Project Title: EMS Statewide Incident Reporting Network (SIREN)**

**Goal:**

To provide continuous improvement to EMS agencies electronic data reporting.

**Strategies:**

In 2014 the SIREN team focused on achieving reporting compliance by all licensed ambulance agencies and increasing usage of the Field Bridge software for electronic submission. In addition, agencies were trained and monitored for completeness of data submitted.

**Project Evaluation:**

By May 31, 2014, 98% (85/87) of Vermont licensed ambulance agencies were reporting pre-hospital patient care data into SIREN. This includes agencies using a 3<sup>rd</sup> party electronic reporting software platform. The two agencies not yet reporting are the New Hampshire based air medical agency Dartmouth Hitchcock Advanced Response Team and a New York based ambulance agency, Salem Rescue Squad. Technological data format/import challenges continue to prevent these agencies from submitting data to the State. Troubleshooting methods have been discussed with these agencies and they continue to work towards compliance.

Two SIREN Service Administrator level Report Writer Training sessions were conducted at the Vermont EMS Conference on October 26 and October 27, 2013. In addition, a two-day System Administrator level Report Writer training session occurred on March 13 and March 14, 2014.

A Data Use Agreement between the University of Utah and the Vermont Department of Health to send Vermont EMS data to the National EMS Information System was finalized on September 19, 2014. This Data Use Agreement will act as a template for future data requests from other stakeholders.

As of October 1, 2014, 70% of Vermont EMS agencies using SIREN were sending electronic reports to the State via Field Bridge, the offline reporting tool. Even though the goal was for 90% of agencies using SIREN to send reports via Field Bridge, 70% is still a very successful result.

Through training and education and by maintaining communication with all of our Vermont licensed EMS agencies, 97.6% of agencies who submitted pre-hospital data to SIREN between January 1, 2014 and September 30, 2014, submitted reports with an average validation score of 95 or higher. This is a measure of completeness and compliance with submission of nationally required data elements. Only two agencies had an average validation score less than 95.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1114-3703	Vermont Department of Health	131,392	46,607.29	§408
1414-3701	Vermont Department of Health	150,000	0	§405(c)

## 9. Project Title: Local Roads LRS

### Goal:

To create and fully integrate a linear reference system (LRS) that will contain all the highways included in the Certified Public Highway Mileage, including the Federal Aid Highway System and local roads.

### Strategies:

The LRS creates the ability to run algorithms on the full highway network using the LRS, such as high crash locations, and provide a common architecture for the collection of linear referenced inventory data. This project assists the state to advance their capabilities for traffic records data collection, analysis, and integration with other sources of safety data, such as road inventories.

### Project Evaluation:

During 2014, the LRS team completed the project plan successfully, on schedule and submitted the LRS for all public roads with 2013 HPMS data to meet the June 2014 federal deadline. A proposal for some further refinement to include more complete urban area code, during 2015, using unspent funds from the FFY15 grant, was submitted to the TRCC in September for approval. This completion project will be submitted as an amendment to the HSP15.

Project Number(s)	Local Roads LRS	Budget	Expended	Source
1214-3706	Vermont Agency of Transportation	45,015	22,930.36	§408