

# Vermont Governor's Highway Safety Program 2017 Annual Report



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## Governor's Highway Safety Program Mission Statement

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

## Message from the Governor's Representative Vermont Agency of Transportation



The Vermont Agency of Transportation (VTrans) promotes the "Toward Zero Deaths" philosophy, as we believe that one death on Vermont's roads is too many. The Federal Fiscal Year 2017 Governor's Highway Safety Program Annual Report highlights the work of our many valued partners through the traffic safety initiatives and countermeasures outlined in the Highway Safety Plan. We are proud of the work performed by our partners and we are thankful for their contributions toward promoting safe driving in Vermont. We further appreciate all the support provided by our regional partners at the National Highway Traffic Safety Administration, as well as our other federal partners.

On behalf of all the staff at VTrans, we pledge to continually strive toward ensuring Vermont's roads are safe for travel.

Joe Flynn

Secretary of Transportation

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## Significant Contributions Provided by:

- Paul White, Bill Jenkins, & Tom Fields Law Enforcement Liaisons
- Glen Button, Impaired Driving Coordinator
- Mandy White, VTrans Data Specialist
- Our Many Highway Safety Partners



## Assessment of State Programs

### Core Performance Measures

All crash data considered for this report was complete as of 12/5/2017.

#### Data

The goals identified in this section were derived from the 2017 Vermont Governor's Highway Safety Plan. In those instances where 2017 data is not available, 2016 data was used in its stead. The data reviewed for each of the listed goals is set forth in a table. The evaluation is based on a five-year moving average consistent with our Strategic Highway Safety Plan.

The elements of a crash (accident) as defined in 23 V.S.A §1129 (b) are those in which a motor vehicle comes in contact with:

1. A person
2. Object; or
3. Another motor vehicle

All reportable crashes must have occurred on a public highway open to the general circulation of traffic.

A crash report must include at least one vehicle or unit that was involved in one of the three resulting harms: property damage only, injury or fatal. Property damage only crashes do not involve any injuries or fatalities and therefore are not included in the data. A fatal crash reportable to NHTSA must have at least one fatality involved in a crash with at least one motor vehicle, in transport, and the death must occur within 720 hours of the initial crash.

This data has been collected, collated and analyzed and/or reviewed by the VTrans via the Fatality Analysis Reporting System (FARS) Analyst, the Office of Highway Safety Director and members of the GHSP staff, specifically the Chief<sup>1</sup>. This team ensures accurate and informative reporting is provided. This team has also been successful in getting all law enforcement agencies in the state to use Vermont's electronic reporting system "Web Crash" for submitting motor vehicle crash reports.

Generally, April is the cut off month used for annual reporting for the previous calendar year. This procedure is communicated to law enforcement annually to ensure that VTrans has received all the previous calendar year data and that this information is entered into Web Crash. However, there are instances where the crash reports may not be submitted within this timeframe. In the event that a late report is received, Web Crash is built to not reject a law enforcement report, regardless of when the information is submitted. This will explain the discrepancies in the yearly counts from report year to report year.

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<sup>1</sup> At the time of the Annual Report compilation, the national FARS data available is from the prior year (2016). Any 2017 state data cited is current at the time of the report.

## Performance Targets/Measures

[From The National Fatality Analysis Reporting System (FARS) database as of December 2017]

### Goals

#### Core Outcome Measures (C)

##### Goal C1: Number of Traffic Fatalities (FARS2)

**Goal: To decrease traffic fatalities by 1.9 percent from the five-year average of 63.2 in 2011 - 2015 to a five-year average of 62.0 by December 31, 2017.**

#### Evaluation/Progress

Vermont saw an increase in fatalities from 65 in 2016 to 67<sup>2</sup> in 2017; the rate has decreased 3.19%. Vermont achieved our established goal of reducing our five-year average to fewer than 62. However, at the time of this reporting, Vermont has had 67 fatalities which is above our five-year average.<sup>3</sup> GHSP will continue its efforts to reduce our fatality rate by focusing its efforts in the following areas:

1. Alcohol- and Drug-Impaired Driving;
  - Increasing education efforts and awareness
  - Enhancing detection, apprehension and prosecution capabilities
  - Bolstering prevention, intervention, communication and outreach efforts
  - Enhance the awareness to target groups on the inherent dangers of underage drinking and driving
2. Seat Belts and Child Restraints
  - Continued educational efforts promoting seatbelt compliance
  - Communication and outreach
3. Speeding and speed management
  - Data collection and analysis through the use of e-Ticket information
  - Enhanced and specialized speed reduction programs
  - Communication and outreach
4. Distracted and Drowsy Driving
  - Communication, education and outreach
  - Enhanced law enforcement preventative actions and activities

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<sup>3</sup> The five-year average is influenced by the statistical outlier of 44 fatalities in 2014. But, even discarding the statistics reported in 2014 Vermont would have still achieved the five-year average of 67.2.

5. Motorcycle Safety

- Communication, education and outreach
- Motorcycle awareness and education
- Continued support of helmet law

6. Younger Drivers

- Strengthen the VT graduated licensing law (GDL) for young drivers
- Expand and incentivize initial driver education and advanced skills training
- Provide resources and training opportunities to parents of young drivers
- Create outreach programs targeting the 21 to >25 age group through colleges, employers, and other resources
- Continue to research statistics, trends, and legislation that can help improve understanding of the culture and mindset of young drivers
- Mandate driver education for all novice drivers under age 25

7. Older Drivers

- Increase education and outreach to older drivers
- Continue improving infrastructure to meet the needs of all roadway users
- Develop and implement programs to increase public understanding and enforcement of driving with diminished skills
- Continue to research statistics, trends, and legislation for older drivers

8. Bicycle and Pedestrian

- Improve bicyclist and driver understanding and education of how to properly share the road
- Continue to implement and promote "Complete Streets" policies and traffic calming measures that consider bicyclist early in the design phase of changes to the built environment
- Educate municipalities about the guidelines and opportunities that exist to create safer communities for bicyclists
- Implement and promote educational programs for bicyclists regarding proper equipment and safe riding in traffic including commuter programs and Safe Routes to School
- Enhance education and increase enforcement of improper bicycling and aggressive or harassing behavior on the part of motorists

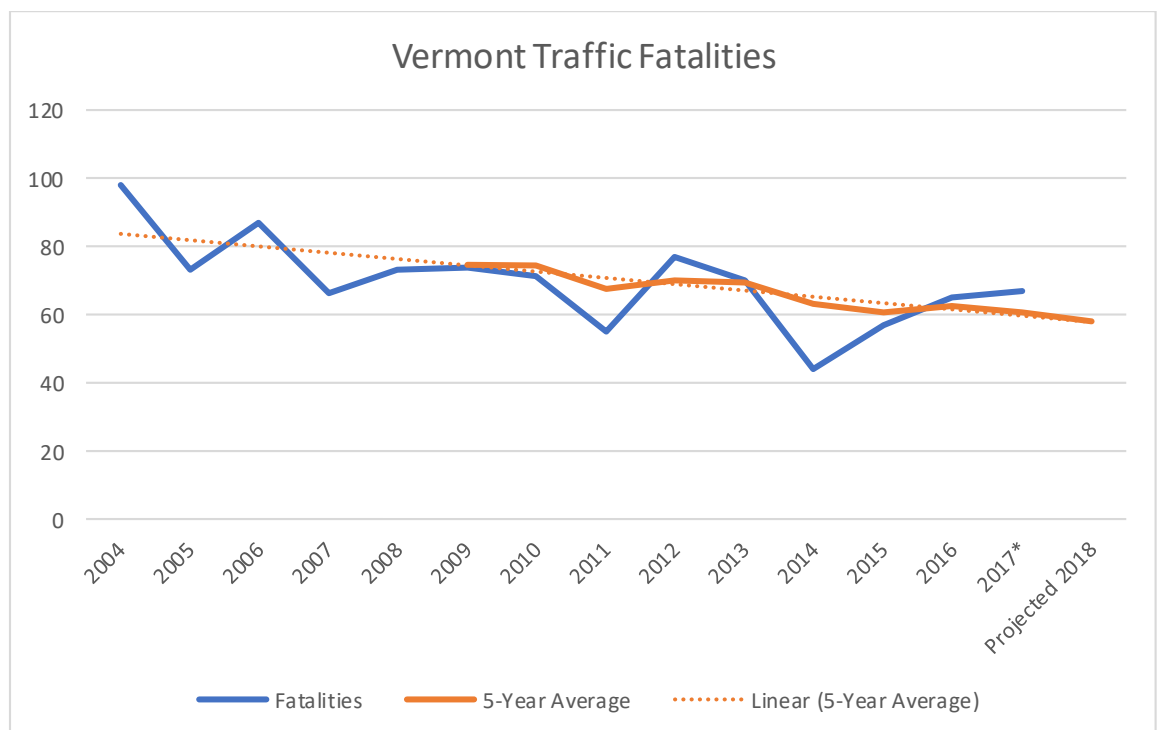
# Vermont Governor's Highway Safety Program

Year	Fatalities	5-Year Average
2009	74.0	74.6
2010	71.0	74.2
2011	55.0	67.8
2012	77.0	70.0
2013	70.0	69.4
2014	44.0	63.4
2015	57.0	60.6
2016	65.0	62.6
2017	67.0	60.6
<b>Projected 2018</b>		<b>58.0</b>

Projection for 2018: 58

2017 Statistics as of 12/5/17

## Vermont Traffic Fatalities



Used trend line to determine projection.

**Goal C2: Serious Traffic Injuries (VTrans Crash Database)<sup>4</sup>**

**Goal: To decrease serious traffic injuries 2.5 percent from the five-year average of 328.2 in 2011-2015 to a five-year average of 320.0 by December 31, 2017.**

**Evaluation/Progress**

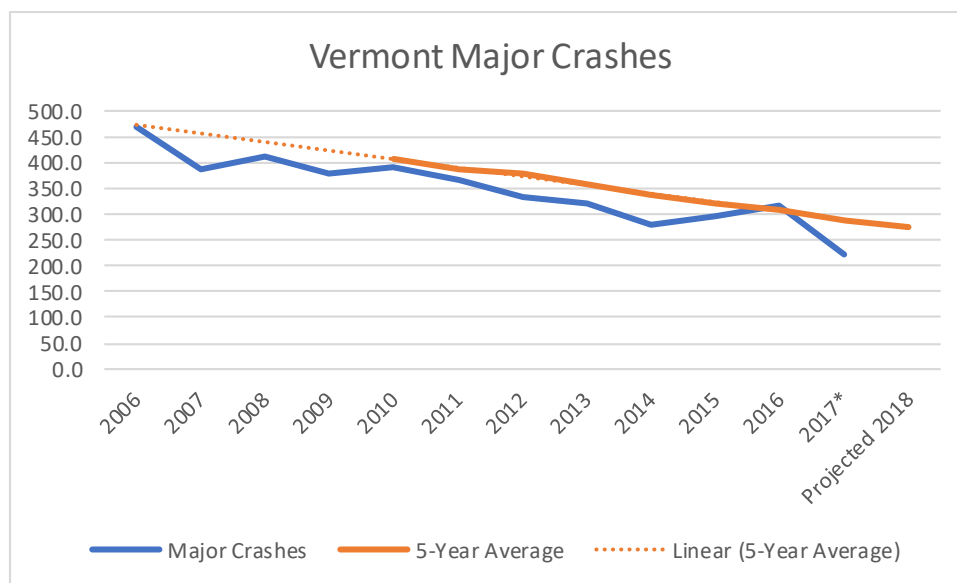
Vermont succeeded in surpassing its target goal for 2017 of 320 by reporting 287.4 major crashes for an overall decrease of 7.23 percent from the previous year. Vermont Law Enforcement as well as our other Highway Safety partners have put forth extraordinary effort in areas such as education, speed enforcement, impaired driving enforcement and occupant protection which all contributed to the overall reduction of serious traffic injuries. GHSP will continue its efforts to sustain/or reduce our serious traffic injury rate by focusing its efforts in the following areas:

1. support partnerships with enforcement, engineering, education and emergency responders;
2. enhance Vermont's emergency medical services capabilities;
3. improve the timeliness of EMS response and transport; and
4. create a culture of safety associated with emergency vehicle operation and emergency scene response.

Year	Serious Injuries	5-Year Average
2009	377.0	
2010	391.0	407.0
2011	368.0	386.8
2012	334.0	376.6
2013	322.0	358.4
2014	278.0	338.6
2015	297.0	319.8
2016	318.0	309.8
2017	222.0	287.4
<b>Projected 2018</b>		<b>275.0</b>

<sup>4</sup> In drafting the current year's response, it was discovered that in previous years fatalities had been inadvertently included within the category of serious injuries. This has been corrected for the current reporting year by excluding fatalities consistent with Vermont Crash Reporting Requirements.

## Vermont Major Crashes



Source: SOV Web Crash Database

Projection for 2018 287.4

2017 to Date 222.0

A serious injury crash or major crash is defined by Vtrans as a fatal or incapacitating injury crash.

**Goal C3: Fatalities/VMT3**

**Goal: To reduce fatalities per 100 million vehicle miles travelled by 1.14% from the five-year average of 0.88 in 2010 – 2014 to a five-year average of 0.87 by December 31, 2017.**

Vermont 2012 data for this section was provided by the VTrans OHS division and rates may differ slightly from the rates recorded in the 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 2007 and 2008 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."

**Evaluation/Progress**

Vermont's 2011-2015 five-year average of 0.84% is reflective of the most current data available as of this writing. When the data becomes available from FARS, GHSP will make the substitution. GHSP will continue its efforts to reduce our fatality rate per vehicle miles traveled by focusing its efforts in the following areas:

1. to educate the public on the dangers of speed;
2. the utilization of aggressive media messaging;
3. the creation of designated speed corridors on local and rural roads;
4. the continuation of designated speed corridors on our interstate highways; and
5. aggressive national and local enforcement mobilizations.

**Preliminary Source: AOT Crash Database; Final Source: FARS**

Year	Fatalities			Rates					
	Urban	Rural	Total Fatalities	Urban	5-Year Average	Rural	5-Year Average	Rate Total	5-Year Average
2009	6	68	74	0.32	0.36	1.18	1.18	0.97	0.94
2010	17	54	71	0.92	0.47	1.00	1.09	0.98	0.95
2011	13	42	55	0.70	0.56	0.8	0.99	0.77	0.92
2012	14	63	77	0.75	0.68	1.18	1.04	1.07	0.96
2013	14	55	70	0.75	0.69	1.05	1.04	0.98	0.95
2014	6	38	44	0.29	0.68	0.76	0.96	0.62	0.88
2015	6	51	57	0.29	0.56	0.97	0.95	0.78	0.84
2016	17	47	65						
2017	15	49	64						
<b>Projection 2018</b>									

Annual VMT not available at the time of this report

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

**Goal: To decrease unrestrained passenger vehicle occupant fatalities 6.0 percent from the five-year average of 23.4 in 2011 - 2015 to a five-year average of 22 by December 31, 2017.**

### Evaluation/Progress

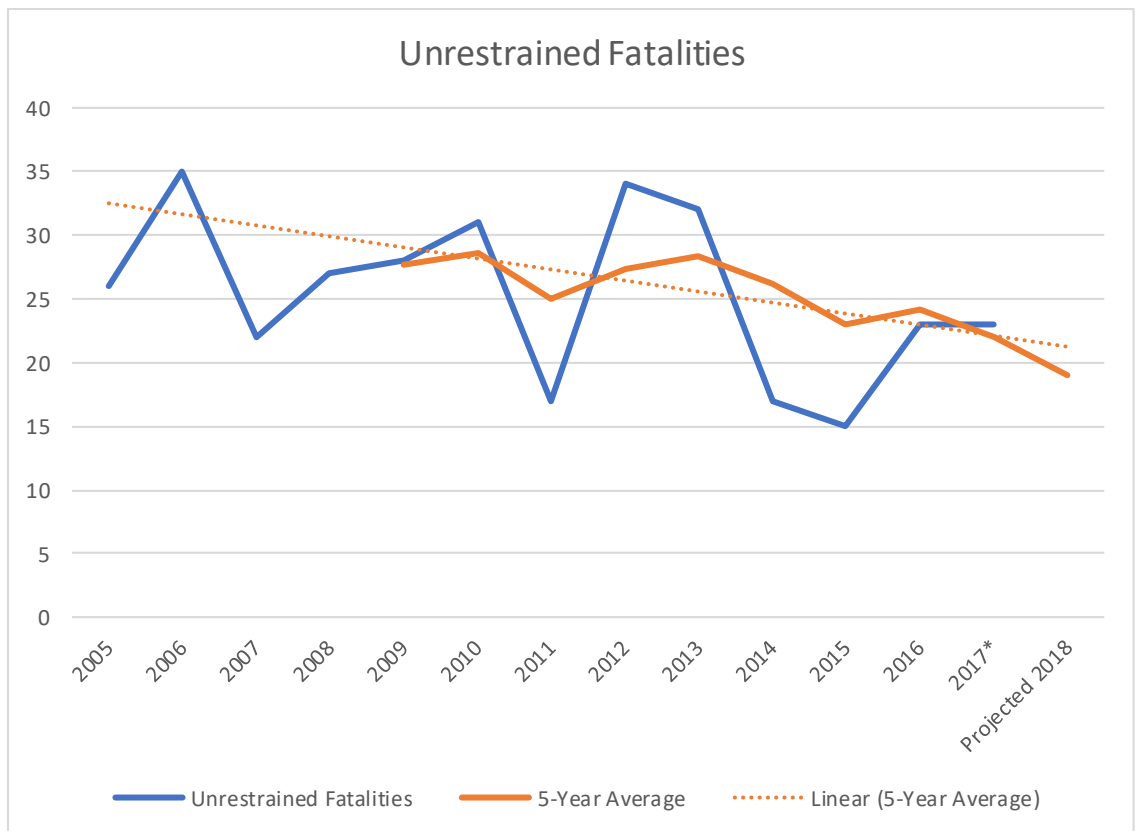
The 2017 five-year moving average of 22 is a 9.09% decrease from the 2016 five-year moving average of 24.2. The trend line is showing a slight decrease from a relatively stable five-year moving average. There is a statistical disparity between the number of actual unrestrained occupant fatalities and the results of the Vermont seatbelt compliance survey. Although the state met our five-year average goal the number of unrestrained fatality occupants was unchanged from the previous year.

GHSP will continue its efforts to reduce our unrestrained passenger vehicle fatality rate by focusing its efforts in the following areas:

1. raise awareness of the importance of using seat belts and occupant protection for all users;
2. increase enforcement and strengthen safety belt laws in Vermont;
3. increase proper use and installation of child safety restraints;
4. strengthen child safety restraint use laws;
5. implement programs for consistent education for a wide range of stakeholders including motorists, parents, and schools;
6. implement programs that target at-risk demographics (such as 21-35-year-old males);
7. continue education and outreach for vulnerable users (pedestrians, bicyclists, and motorcyclists); and
8. implement programs for occupant protection use on busses.

Year	Unrestrained Fatalities	5-Year Average
2009	28	27.6
2010	31	28.6
2011	17	25.0
2012	34	27.4
2013	32	28.4
2014	17	26.2
2015	15	23.0
2016	23	24.2
2017	23	22.0
<b>Projected 2018</b>		<b>19.0</b>

## Unrestrained Fatalities



Source: The national Fatality Analysis Reporting System (FARS) database link: [http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-\(FARS\)](http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-(FARS))

## Goal C5: Alcohol-Impaired Driving Fatalities

**Goal: To decrease alcohol-impaired driving fatalities 6.3 percent from the five-year average of 17.6 in 2010 - 2014 to a five-year average of 16.5 by December 31, 2017.**

## Evaluation/Progress

The five-year average trend line has remained relatively constant. However, we saw a spike in the data for 2016 that we had not seen since 2012. Alcohol impaired driving fatalities in 2017 dropped below the five-year moving average. GHSP attributes this reduction to continued efforts in education, increased enforcement and media messaging. GHSP will continue its efforts to reduce our Alcohol Impaired driving fatality rate by focusing its efforts in the following areas:

1. improve public awareness of what impaired driving is and its associated dangers;
2. regularly update and promote programs for consistent education for individuals and organizations charged with addressing impairment issues;
3. increase and enforce penalties for impaired driving with a streamlined approach to enforcement;

## Vermont Governor's Highway Safety Program

4. continue updating and implementing programs from impairment analysis and rehabilitation;
5. increase training for law enforcement officers to assist them in detecting incidents of Driving While Impaired by Drugs;
6. support a more efficient means of collecting evidentiary samples in Driving While Impaired by Drugs cases; and
7. support expansion of use of Ignition Interlock Devices by all DWI Alcohol offenders.

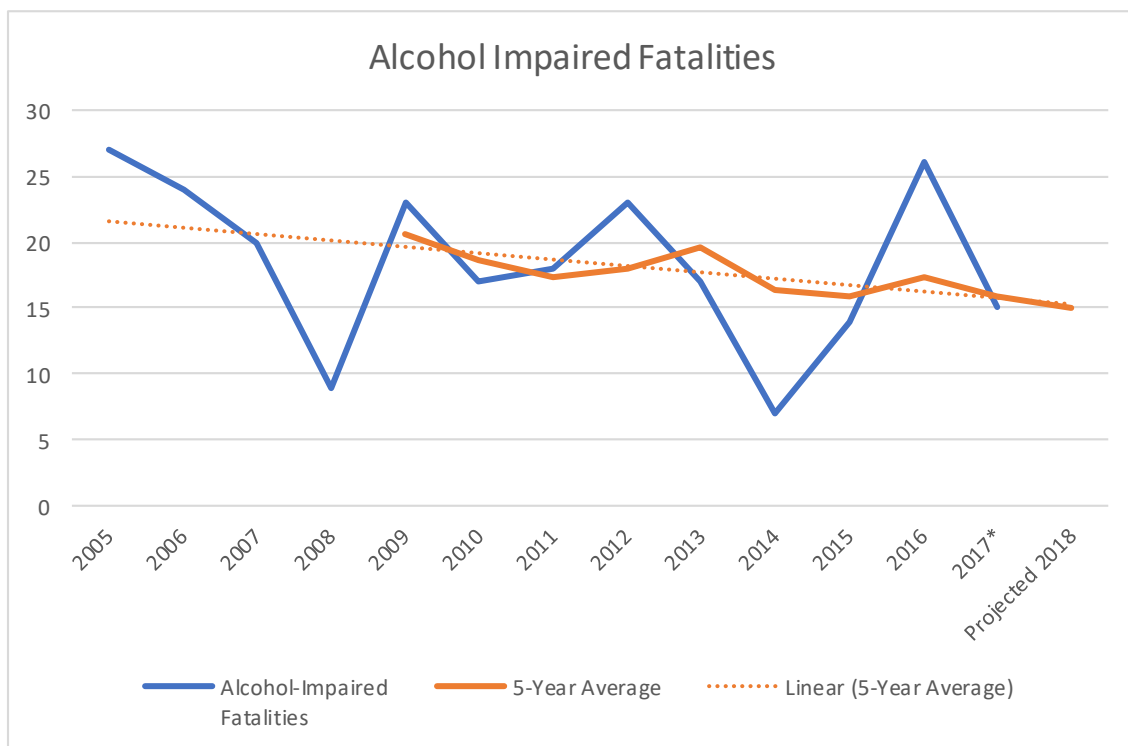
Projection for 2018: 15

2017 to Date: 15

\*Used trend line to determine projection.

Year	Alcohol Impaired Fatalities	5-Year Average
2009	23	20.6
2010	17	18.6
2011	18	17.4
2012	23	18.0
2013	17	19.6
2014	7	16.4
2015	14	15.8
2016	26	17.4
2017	15	15.8
<b>Projected 2018</b>		<b>15.0</b>

### Alcohol-Impaired Fatalities



Source: SOV Web Crash Database

**Goal C6: Speed-related fatalities (FARS)**

**Goal:** To decrease speed-related fatalities **7.1** percent from the five-year average of **22.6** people during the period of 2010 - 2014 to a five-year average of **21.0** by December 31, 2017.

**Evaluation/Progress**

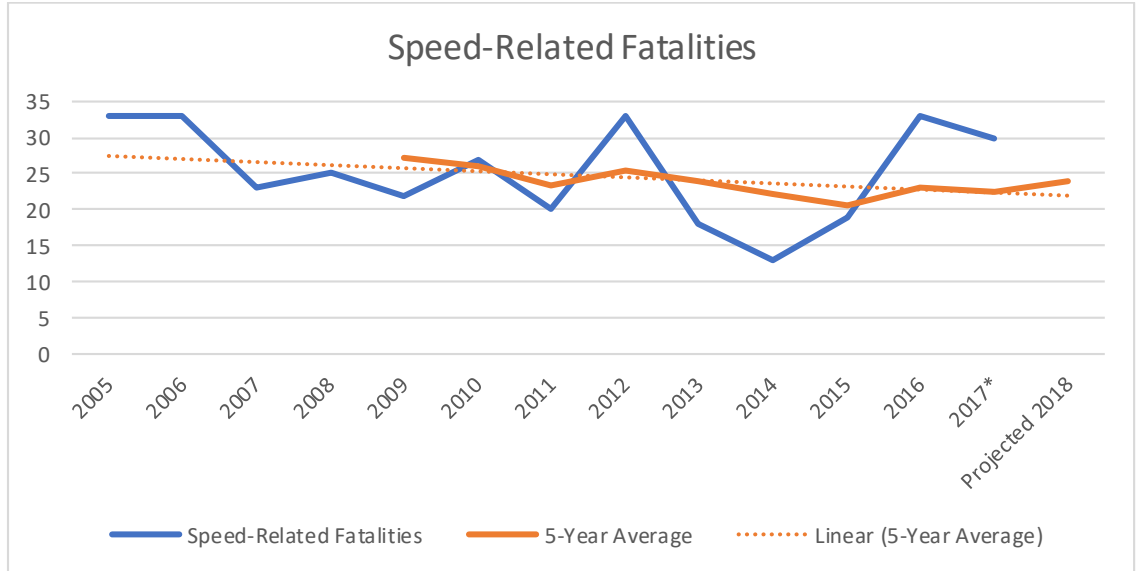
The five-year moving average in 2017 was 22.6, a 2.58% decrease. The trend line has remained relatively flat in comparison to the five-year moving average. The state did not meet its goal of having a five-year moving average of 22.6 speed-related fatalities. The GHSP will renew its efforts to:

1. educate the public on the dangers of speed;
2. continued utilization of aggressive media messaging;
3. implementation of designated speed corridors on local and rural roads;
4. implementation of designated speed corridors on our interstate highways; and
5. aggressive national and local enforcement mobilizations.

Year	Speed-related Fatalities	5-Year Average
2009	22	27.2
2010	27	26.0
2011	20	23.4
2012	33	25.4
2013	18	24.0
2014	13	22.2
2015	19	20.6
2016	33	23.2
2017*	30	22.6
Projected 2018	-	24

## Speed-Related Fatalities

Source: SOV Web Crash Database



## Goal C7: Motorcyclist Fatalities (FARS)

**Goal:** To maintain motorcyclist fatalities at or below a five-year average of 8.0 (the 2010-2014 average is 7.8) by December 31, 2017.

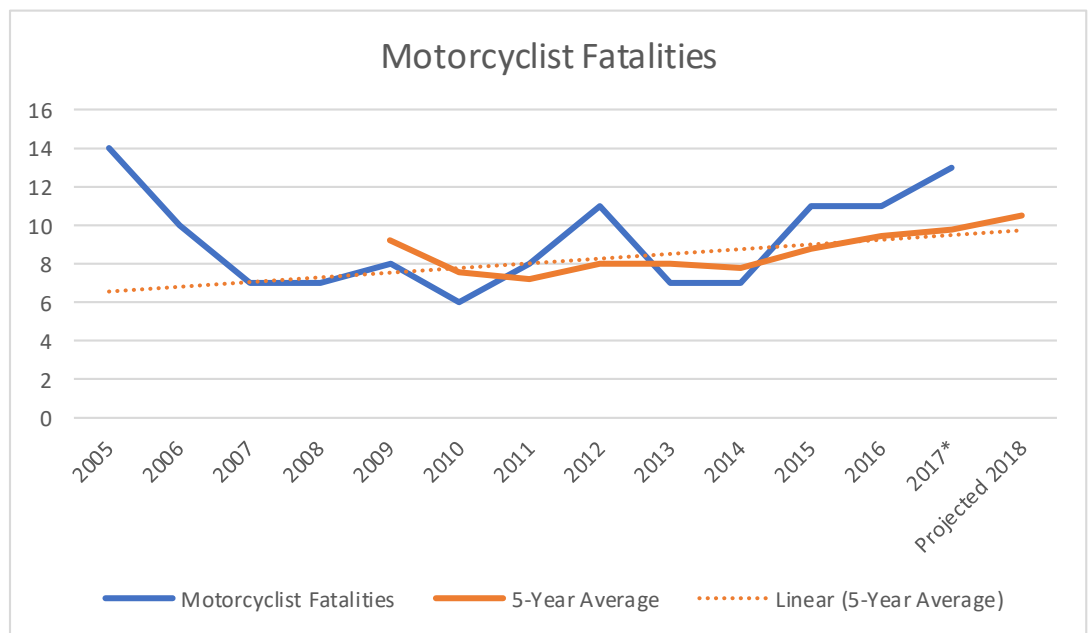
## Evaluation/Progress

The five-year average in 2017 was 9.8, a 4.25% increase. The state did not meet its goal of achieving an 8.0 motorcycle fatality rate. GHSP will continue its efforts to reduce our fatality rate by the following:

1. educating on Motorcycle awareness and Occupant Protection;
2. renewing our commitment to motorcycle safety programs;
3. dangers of motorcycling and speed;
4. educating the entire motoring public to be aware of motorcyclist on the road; and
5. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Year	Motorcyclist Fatalities	5-Year Average
2009	8	9.2
2010	6	7.6
2011	8	7.2
2012	11	8.0
2013	7	8.0
2014	7	7.8
2015	11	8.8
2016	11	9.4
2017	13	9.8
<b>Projected 2018</b>		<b>10.5</b>

### Motorcyclist Fatalities



Source: SOV Web Crash Database

**Goal C8: Number of un-helmeted motorcyclist fatalities (FARS)**

**Goal: To maintain the number of un-helmeted motorcyclist fatalities below the five-year average of **1.2** in 2010 - 2014 by December 31, 2017.**

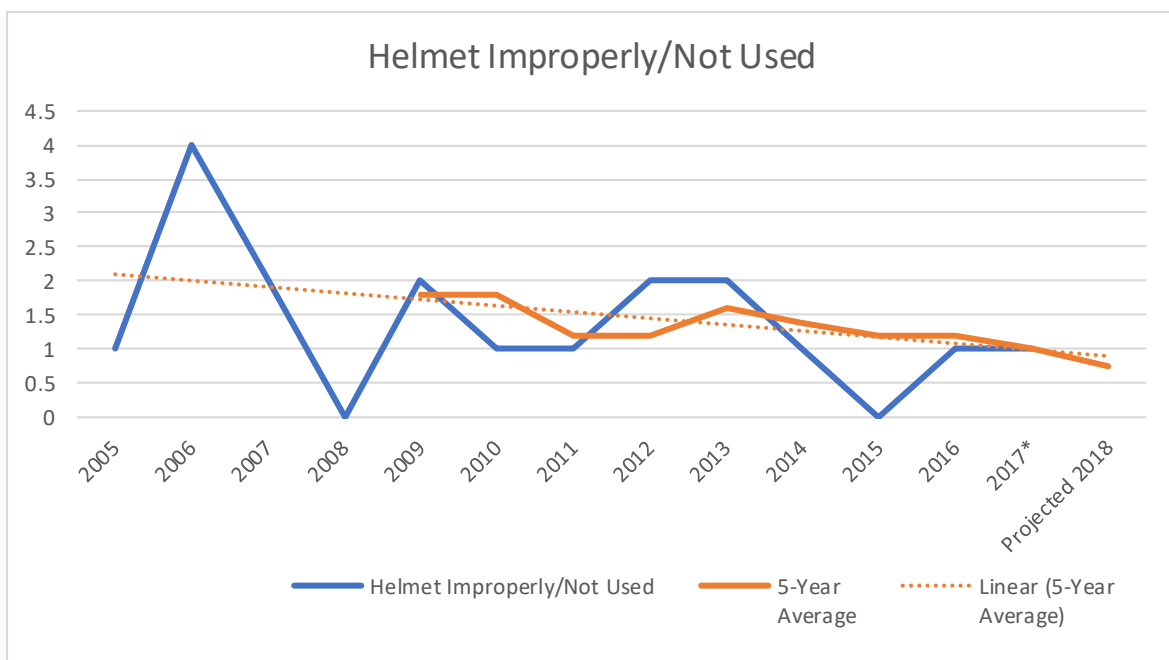
**Evaluation/Progress**

The five-year was 1., a decrease of \_\_\_\_\_. Although the five-year average was met we will continue Vermont's commitment to reducing number of un-helmeted motorcyclists fatalities to zero. The success in this reduction is attributed to aggressive media, educational outreach, and enforcement efforts. The GHSP will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY18. GHSP will continue its efforts to maintain a low un-helmeted motorcycle fatality rate by the following:

1. educating on Motorcycle awareness and Occupant Protection;
2. renewing our commitment to motorcycle safety programs;
3. dangers of motorcycling without a DOT approved helmet; and
4. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Year	Helmet Improperly/Not Used	5-Year Average
2009	2	1.8
2010	1	1.8
2011	1	1.2
2012	2	1.2
2013	2	1.6
2014	1	1.4
2015	0	1.2
2016	1	1.2
2017	1	1
<b>Projected 2018</b>		<b>1</b>

## Helmets Improperly/Not Used



Source: SOV Web Crash Database

## Goal C9: Drivers Age 20 or Younger Involved in Fatal Crashes

Goal: To decrease drivers age 20 or younger involved in fatal crashes **8.8** percent from the five-year average of **8.0** people during the time period of 2010 - 2014 to a five-year average of **7.3** by December 31, 2017.

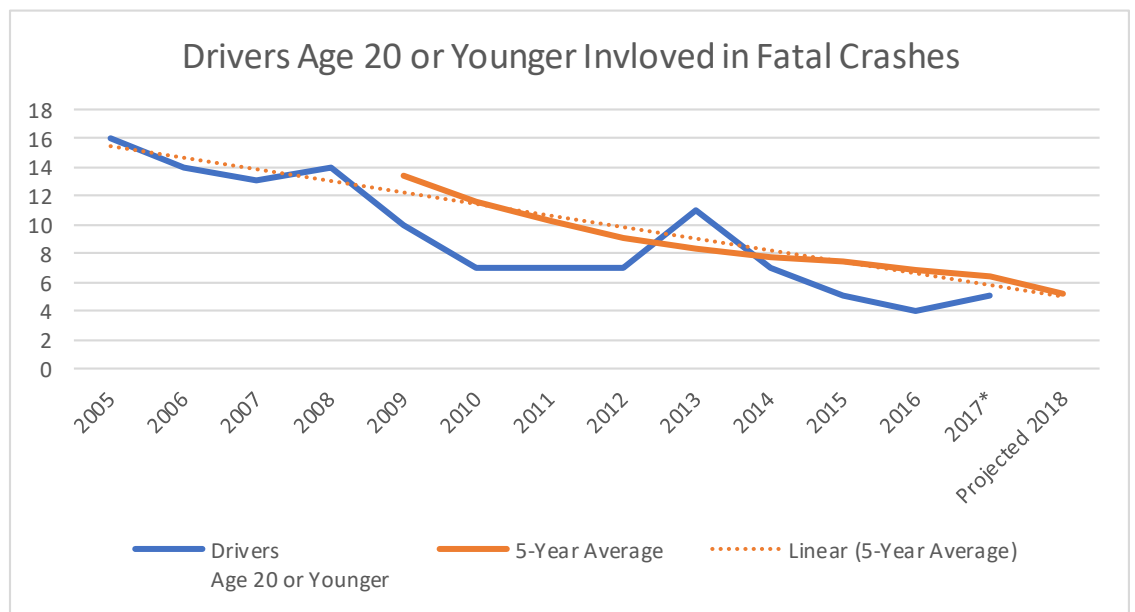
## Evaluation/Progress

The five-year average in 2017 was 6.4 a 5.88% decrease, we surpassed our goal. Despite reaching our goal, we will continue with HVE, Occupant Protection education, Distracted Driving education, Impaired Driving education, Driver Educators Summits and supporting our Youth Safety Council project, which focuses on younger drivers. GHSP will continue its efforts to decrease drivers age 20 or younger involved in fatal crashes rate by the following:

1. strengthen the VT graduated licensing law (GDL) for young drivers;
2. expand and incentivize initial driver education and advanced skills training;
3. provide resources and training opportunities to parents of young drivers;
4. create outreach programs targeting the 21 to >25 age group through colleges, employers, and other resources;
5. continue to research statistics, trends, and legislation that can help improve understanding of the culture and mindset of young drivers; and
6. mandate driver education for all novice drivers under age 25.

Year	Drivers Age 20 or Younger involved in fatal crashes	5-Year Average
2009	10	13.4
2010	7	11.6
2011	7	10.2
2012	7	9.0
2013	11	8.4
2014	7	7.8
2015	5	7.4
2016	4	6.8
2017	5	6.4
<b>Projected 2018</b>		<b>5.2</b>

### Drivers Age 20 or Younger Involved in Fatal Crashes



Source: SOV Web Crash Database

### Goal C10: Pedestrian Fatalities (FARS)

**Goal:** To decrease pedestrian fatalities 7.4 percent from the five-year average of 5.4 people during the time period of 2010-2014 to a five-year average of 5.0 by December 31, 2017.

### Evaluation/Progress

The five-year moving average in 2017 was 5.4. The state did not reach its goal of reducing the five-year average of 5 fatalities by December 31, 2017. GHSP will continue its efforts to reduce the pedestrian fatality rate by the following:

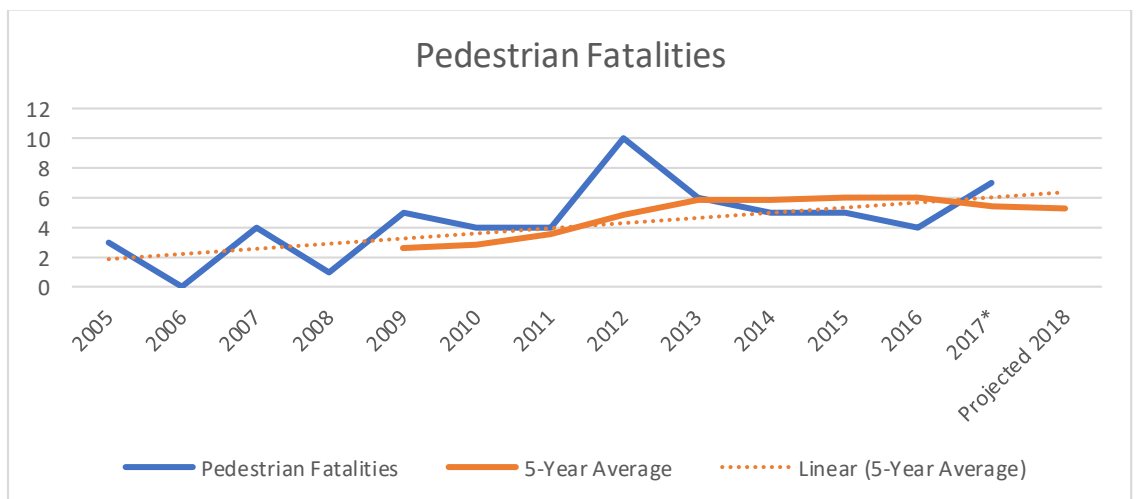
1. will continue to work with the VHSA for education and outreach;

## Vermont Governor's Highway Safety Program

2. continue to fund local motion, a member supported non -profit organization promoting people-powered transportation and recreation for healthy and sustainable Vermont communities; and
3. we have funded a Road Users Group to promote comprehensive pedestrian safety.

Year	Pedestrian Fatalities	5-Year Average
2009	5	2.6
2010	4	2.8
2011	4	3.6
2012	10	4.8
2013	6	5.8
2014	5	5.8
2015	5	6.0
2016	4	6.0
2017	7	5.4
<b>Projected 2018</b>		<b>5.2</b>

### Pedestrian Fatalities



Source: SOV Web Crash Database

## Goal C11: Bicycle Safety Performance Measures

**Goal:** To maintain the number of bicyclist fatalities below the five-year average of **0.2** in 2010 – 2014 by December 31, 2017.

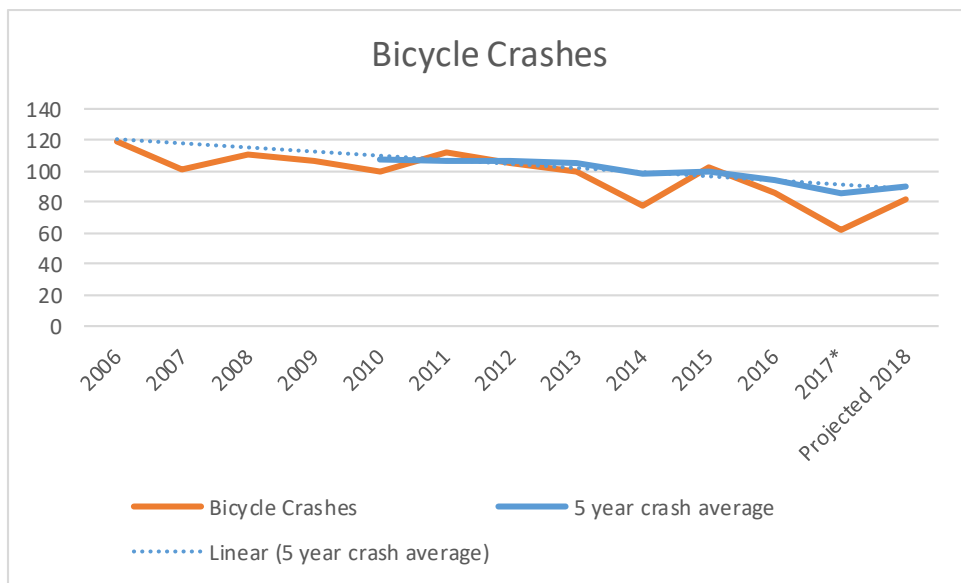
### Evaluation/Progress

The five-year bicycle crash average in 2017 was 85.6, a 9.12% decrease. We have an aggressive plan to reduce bicycle crashes with local bicycle advocacy groups continuing to conduct outreach and education and that work has shown in our statewide data. The GHSP will continue its efforts to maintain a low bike fatality and crash rate by the following:

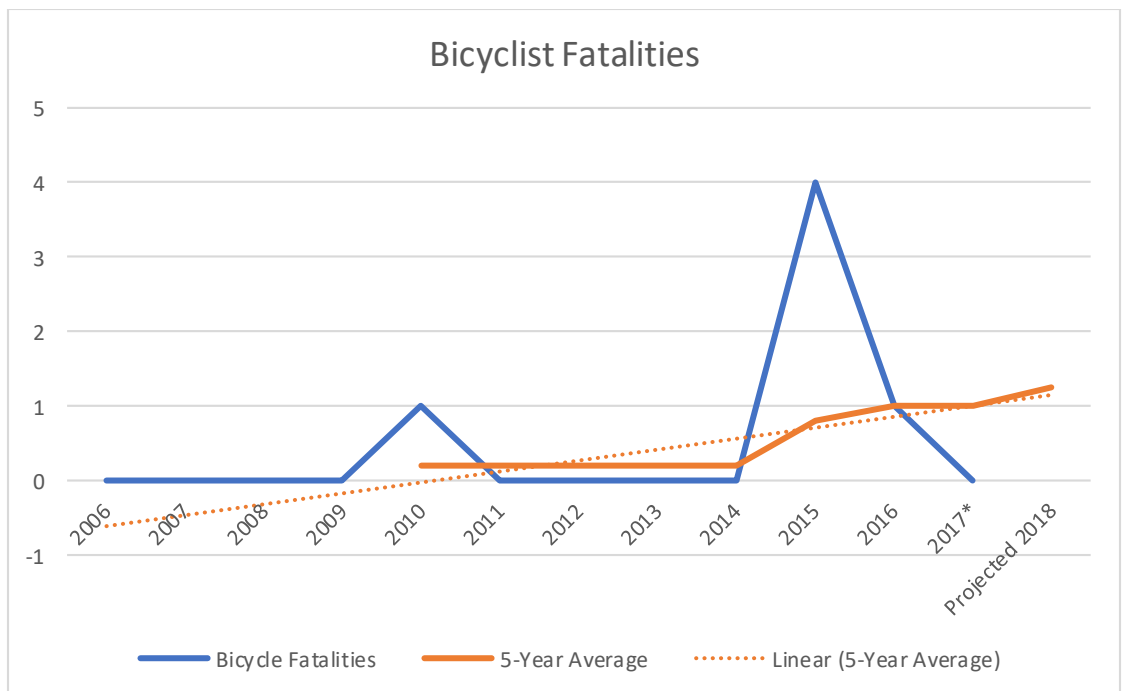
1. improve bicyclist and driver understanding and education of how to properly share the road;
2. continue to implement and promote "Complete Streets" policies and traffic calming measures that consider bicyclist early in the design phase of changes to the built environment;
3. educate municipalities about the guidelines and opportunities that exist to create safer communities for bicyclists;
4. implement and promote educational programs for bicyclists regarding proper equipment and safe riding in traffic including commuter programs and Safe Routes to School; and
5. enhance education and increase enforcement of improper bicycling and aggressive or harassing behavior on the part of motorists.

Year	Bicycle Fatalities	Bicycle Crashes	Fatalities 5-Year Average	5-Year Average Crashes
2010	1	99	0.2	107.4
2011	0	112	0.2	106.0
2012	0	105	0.2	106.8
2013	0	100	0.2	104.6
2014	0	77	0.2	98.6
2015	4	103	0.8	99.4
2016	1	86	1.0	94.2
2017	0	62	1.0	85.6
<b>Projected 2018</b>		<b>82</b>	<b>1.3</b>	<b>90.5</b>

## Bicycle Crashes



## Bicyclist Fatalities



Source: SOV Web Crash Database

Used trend line to determine projection.

## Evaluation/Progress

Vermont's first bicycle fatality since 2009 occurred in 2015 when we had four bicycle fatalities occurring in rapid succession. While our bicycle and pedestrian fatalities goal is ultimately "toward zero deaths," we saw a spike in bicycle deaths in 2015 that came just three years after our state saw our pedestrian deaths climb in 2012. The 2015 data of four bicyclist deaths appeared to be a disturbing outlier on our trend line, as our bicyclists had been involved in one death in previous nine years. We have had one bicycle fatality in FFY2017 and we have implemented several action steps to educate the public and to

support our bike/ped initiatives. A CEA for bicycle safety remains a top priority as the increase of bicycles in more rural areas with Rail Trail conversions crossing many of our roads and bicyclist traffic along our roads.

The bicycle fatalities in 2015 were attributed to a combination of motor vehicle speed and/or alleged DUIs by the motor vehicle operator(s). In 2015 one bicycle/motorist crash instance, Crash Reconstructionist teams have investigated and found alleged impairment of the bicyclist. In 2016, GHSP kept the Bicycle Safety Media project created in 2015 in order to remind the general driving/riding public to "Share the Road." Then VTrans also launched an awareness campaign to make roads safer for bicyclists and motorcyclists. Motorcyclist, Bicycle and pedestrian safety remains a CEA as we continue to strive to make our roads safe for all users.

## Core Behavior Measures (B)

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

**Goal:** To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by two-tenths of a percentage point from a five-year average rate of **84.8%** in 2011 - 2015 to a five-year average rate of **85.0%** by December 31, 2017.

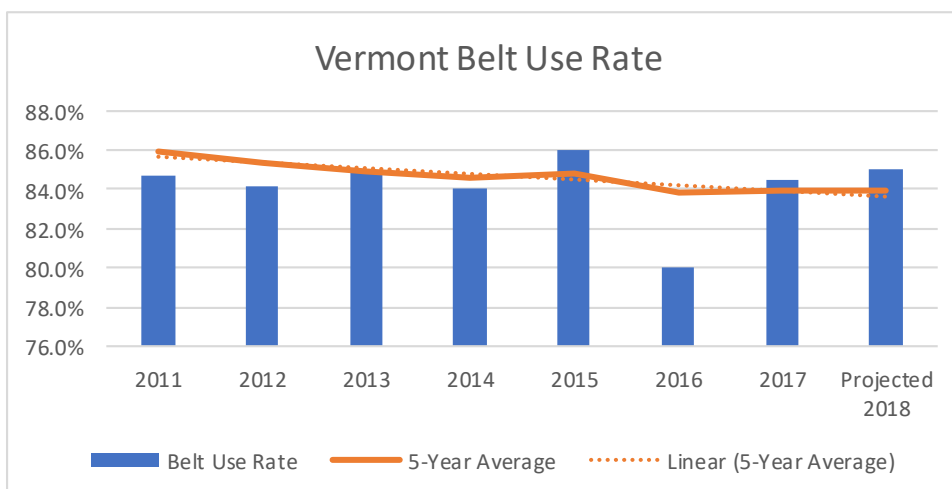
#### Evaluation/Progress

The five-year moving average in 2017 was 83.9%, a .11% decrease and the state did not meet its five-year moving average goal of 85%. GHSP staff will continue to review data and create focused messaging and enforcement models to increase the use rate. GHSP has made aggressive changes to increase Occupant Protection education and data driven enforcement statewide in FFY18. Vermont does not have a primary seatbelt law.

1. continued educational efforts promoting seatbelt compliance; and
2. communication and outreach.

Year	Belt Use Rate	5-Year Average
2011	84.7%	85.9%
2012	84.2%	85.4%
2013	84.9%	84.9%
2014	84.1%	84.6%
2015	86.0%	84.8%
2016	80.0%	83.8%
2017	84.5%	83.9%
<b>GOAL 2018</b>		83.9%

Source: SOV Seat Belt Use Survey by Contractors



2017 Statewide Unweighted Survey Results by County Grouping (% Belted)

		Variable	Driver Use	Passenger Use	Total Use
<b>County Group</b>					
		<b>Chittenden</b>	90.3%	91.5%	90.5%
		<b>Bennington/Addison</b>	89.0%	91.3%	89.6%
		<b>Franklin/Grand Isle</b>	84.3%	88.2%	84.8%
		<b>Northeast Kingdom</b>	84.5%	90.4%	85.8%
		<b>Rutland</b>	90.6%	90.4%	90.6%
		<b>Washington/Lamoille</b>	87.7%	89.5%	88.0%
		<b>Windham/Orange/Windsor</b>	86.7%	87.0%	86.8%
		<b>Statewide</b>	88.3%	89.6%	88.6%

\*2017 Vermont Safety Belt Use Study

## Activity Performance Measures (A)

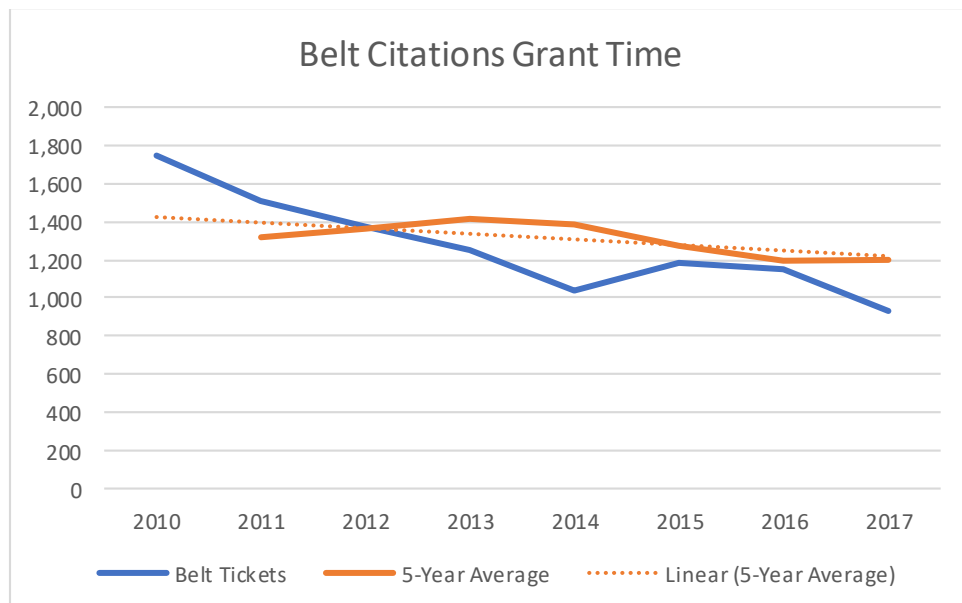
### Goal A1: Seat Belt Citations

#### Evaluation/Progress

Vermont will report actual data and trends of its five-year average of Seat Belt Citations issued during grant-funded enforcement activities. The performance period evaluated is from 10/01 – 09/30 each federal fiscal year.

Year	Belt Tickets	5-Year Average
2010	1,746	
2011	1,505	1,315
2012	1,368	1,364
2013	1,251	1,414
2014	1,043	1,383
2015	1,184	1,270
2016	1,152	1,200
2017	931	1,199

#### Belt Tickets



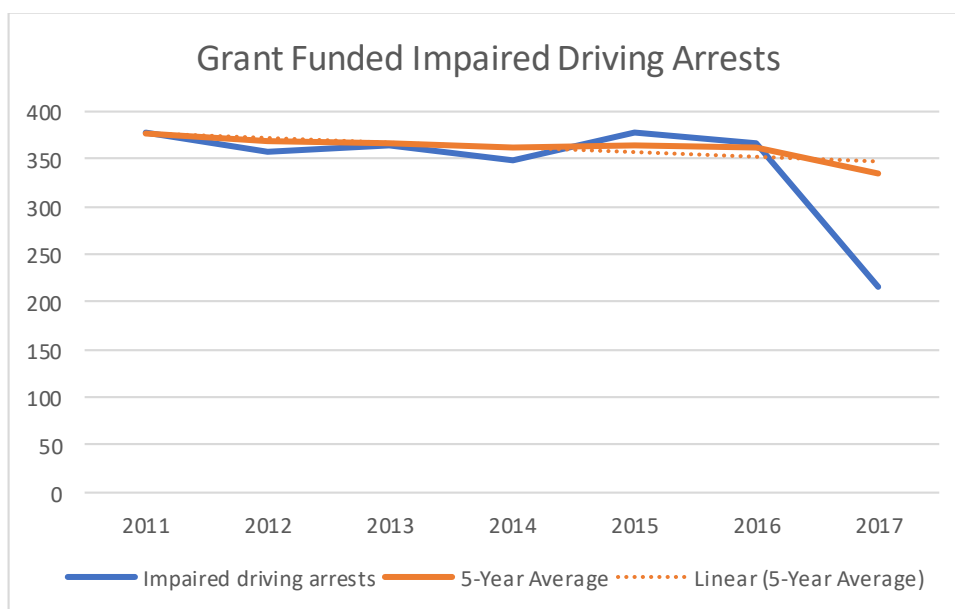
## Goal A2: Impaired Driving Arrests made during grant-funded enforcement activities (GHSP Performance Charts)

### Evaluation/Progress

Vermont will report actual data and trends of its five-year average of Impaired driving arrests during grant funded enforcement activities. The performance period evaluated is from 10/01 – 09/30 each federal fiscal year.

Year	Impaired driving arrests	5-Year Average
2011	377	377
2012	358	368
2013	365	367
2014	348	362
2015	378	365
2016	366	363
2017	216	335

### Impaired driving arrests Grant Funded Time



In 2015, the GHSP transferred from The Vermont Department of Public Safety to VTrans and in the reporting process the number for 2015 Impaired driving arrests under Sub-award time was reported incorrectly. The calculation has been performed again and was found that 694 was inaccurate and the total DUIs under sub-award time should have been 378.

\* In the 2015 Annual Report the three-year moving average was used and in this 2017 Annual Report the five-year moving average will be used.

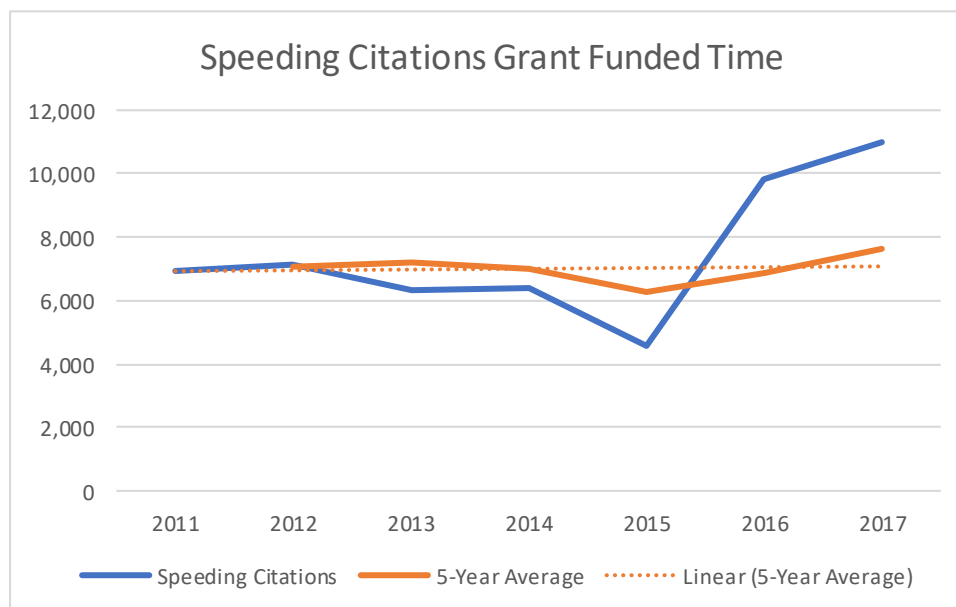
### Goal A3: Speeding citations issued during grant-funded enforcement activities (GHSP Performance Charts)

#### Evaluation/Progress

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

Year	Speeding Citations	5-Year Average
2011	6,900	
2012	7,134	7,086
2013	6,353	7,224
2014	6,394	7,018
2015	4,571	6,270**
2016	9,842	6,859
2017	10,993	7,631

#### Speeding Citations issued during grant-funded enforcement activities



Source: GHSP Performance Charts \*\*In 2015 the GHSP transferred from The Vermont Department of Public Safety to VTrans and in the reporting process the number for 2015 Speeding Citations under Sub-award time was reported incorrectly. The calculation has been performed again and was found that 4,147 was inaccurate and the total Speeding Citations under sub-award time should have been 4,571.

\* In the 2015 Annual Report the three-year moving average was used and in this 2017 Annual Report the five-year moving average will be used.

## Traffic Safety Enforcement Plan

As mentioned in Vermont's 2017 Highway Safety Plan the execution of an evidence-based enforcement plan is based on three major components:

- (1) Collection and analysis of specific data related to individual GHSP priorities. The data identifies who is crashing, where they are crashing, when they are crashing and how they are crashing. It also includes performance data such as enforcement activities and citation data;
- (2) Deployment of resources and the allocation of funding to enforcement sub awardees based on problem identification for the implementation of effective and efficient strategies and countermeasures;
- (3) Continual monitoring, evaluation and adjustments/modifications to strategies and countermeasures as appropriate.

These three steps are integral to GHSP's E-BE principles and will remain in place for all future granting considerations.

The principles listed below subscribe to the state's E-BE design:

- › Problem identification, using GHSP provided data
- › Countermeasures offered
- › Progress measurements and metrics
- › Project goals, strategies and performance measures
- › Availability of resources to accomplish described goals
- › The agencies past performance (activities, reporting, spending, etc.)
- › Subscriptions to necessary certificates and assurances

Regarding the collection and analysis of specific data Vermont employs a crash data analyst who serves as the focal point of information regarding the date, time, location, and causes of traffic crashes. This analyst publishes weekly reports/updates on fatal crash statistics that include year-to-date stats that compare the 2017 rates and causes with previous year-to-date values. This report is available to all law enforcement agencies, GHSP staff members and the coordinator of the Vermont Highway Safety Alliance, Evelyn McFarlane.

Vermont's data analysts developed clear and concise data and mapping relating to real time crash information. GHSP program coordinators utilize these data trends to evaluate sub-awardee performance and to provide sub-awardees with helpful data and information.

The data supports problem identification and is the foundation for setting performance targets and measurable outcomes.

This person is also the FARS data analyst. On a weekly basis law enforcement officials throughout the state have this data available to them. A version of this information is also available using the Crash Data Query Tool. This query tool is also available to the public in a format that protects the identity of the crash victims.

Vermont's grant application system, known as GEARS (Grant Electronic Application and Reporting System) developed during the 2017 grant year for use in the 2018 grant year allocation process. The data resource was provided to agencies in the 2017 grant application process as well.

During the grant application process in March and April of this year (2017) each potential sub-awardee was issued a pre-loaded application prepared by GHSP for 2018 grant applications with local data that identifies target areas of crash locations with associated times of the day and day(s) of the week that most of crashes occur.

It provides agencies with valuable crash and arrest data for their community. This information is site specific so that the applying agency can target their enforcement efforts in the areas of most need. In addition to the statewide crash analysis, GHSP utilizes collected data to chart crashes by counties, cities and towns, to identify enforcement strategies for impaired, unbelted, distracted and speeding related problems in local jurisdictions. To strengthen the evidence-based approach to statewide enforcement and streamline the applications and award agreements.

Other resources available to enhance the Evidence Based Enforcement theory include information obtained from Vermont's Traffic Ticket Bureau, the annual Occupant Protection (seatbelt) Surveys and major motor vehicle offense arrest records.

Our Countywide Safe Highway Alcohol Reduction Program (SHARP) model for Chittenden County was in place for 2017 as in previous years. This project has been coordinated by the Shelburne Police Department. During the 2017 grant cycle a second countywide SHARP project was implemented in Rutland County and coordinated by the Rutland County Sheriff's Department.

The law enforcement agencies located within each county have agreed to the terms of the project. In so doing they dedicate an officer to the project during each month. The Project Directors in each county provide leadership, supervision, coordination and direction to the participating agencies in their county.

In addition, the CIOT Task Force and the DUI Task Force were mobilized at various times throughout 2017 as needed. The CIOT Task Force was primarily used during the May National Mobilization and the DUI Task Force was activated at for local concerts, county and state fairs, and festivals. Plus, teams were active for holidays such as the fourth of July, Labor Day and the Holiday DUI campaign.

The OP and DUI grants focused on sustained traffic enforcement of motor vehicle traffic laws with a special emphasis on seatbelt compliance, impaired driving violations, speed and aggressive driving/distracted driving violations.

All participating agencies are required to submit monthly activity reports and quarterly progress reports. GHSP Program Coordinators evaluate all agency reports and assess productivity and progress towards defined goals and outcomes.

## (b) Program Area Analysis

### Occupant Protection Program Area

#### *Click It or Ticket* (Day and Night) National Mobilizations, Ongoing and Periodic Seatbelt and Child Passenger Restraint Enforcement and Support Equipment

**GOAL: To increase the statewide use of proper occupant restraints, including properly installed child passenger safety seats.**

#### Strategies

Using statewide and local data, conduct sustained occupant protection enforcement, high visibility enforcement and support the national CIOT campaign efforts in selected areas throughout the state. Enforcement activity will be supported with equipment directly related to occupant protections enforcement efforts.

#### Project Evaluation

Each year these CIOT Task Force teams work in conjunction with other Vermont law enforcement agencies to participate in several media reported kick-off events that set the stage for the May CIOT campaign. The Vermont GHSP and the LELs coordinate with their counterparts in New York State to participate in a Border-to-Border CIOT Kick-Off event in New York and Vermont. This year on May 22, the first day of the CIOT campaign, Vermont Law Enforcement again met with New York State Police on the Ferry from Charlotte Vermont to Essex New York. This Border to Border event signifies the start of the CIOT campaign, demonstrates the commitment both States have to traffic safety, and is well covered by the media from both States.

During the CIOT May 22 to June 04 campaign Vermont had the following participating LEAs:

41 Municipal Departments

2 Town constables

10 Vermont State Police Barracks

14 County Sheriff's Departments

The Department of Motor Vehicles

University of Vermont Police

6000 hours of high visibility patrol was conducted which resulted in the following:

17,000 vehicles contacted

476 Seatbelt tickets

69 Child Passenger tickets

5000 other motor vehicle related tickets

215 Criminal arrests.

Task Force Team Captain Al Fortin of Shelburne PD, and Team Lieutenant Kevin Geno of the Rutland County Sheriff's Department participated in media and other events to include: Multiple radio talk shows in Chittenden and Rutland Counties, a Public Service Announcement for Channel 3, an interview with Fox 44, partnering with the Red Cross, and conducting blood drives to promote seatbelt safety.

During the second week of CIOT, the Task Force leaders along with GHSP, NHTSA, and AAA, partnered with four trucking companies to promote the See it, Click it, Commit to it, initiative. This initiative promotes seatbelt safety by attaching large CIOT signs on the back of commercial motor vehicles that promote the use of seatbelts. The participating companies included JP Noonan, Markowski Excavating, Fabian Earth Moving and Farrells Distributing. This program started with a 2016 partnership with the Vermont Truck and Bus Association and involved Click it or Ticket posters attached to the back of Bellavance Trucking Commercial vehicles. This is an innovative program that spreads the message of seat belt saving lives throughout the year in Vermont, New England and beyond.

The task forces participated in the other continued to enforce seatbelt laws throughout the year. The task force in Rutland County has monthly meetings with participating LEAs in order to promote a focus on occupant protection enforcement. During those meetings, there is an emphasis on making sure all occupants of vehicles contacted are restrained in a seatbelt, and to look closely for child safety seats infractions. This has led to several tickets for Child Restraint Systems being issued at DUI checkpoints. When doing high visibility or saturation patrols with one person tasked with speed detection or observing use of electronic devices, the Officer will also concentrate on seat belt violations. The task force worked several construction zones during the summer where Deputies directing traffic looked for violations and indicated to task force members the violation and if the occupants were belted.

Vermont LEAs and Task Forces participated in a voluntary CIOT mobilization during the Thanksgiving Holiday. As a tourist destination State there is a significant increase in motor vehicle travel during the holiday. This increased volume of traffic correlates with the increased number of motor vehicle crashes and impaired driving arrests during these periods.

In addition to the task force teams, 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. This is a geographic area made up of three counties. The annual seatbelt 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 to combat the low usage rate and reduce the number of unbelted fatal crashes which occur during the specified periods.



## Summary of the May CIOT enforcement data:

May 2017 Click It or Ticket	# Hours at Patrols and Checkpoints	# of Contacts	Total # of Seat Belt Tickets	Total # of CPS Tickets	Total # Speed Tickets	Total # Other Tickets	#Arrests
Municipals Totals	2186.5	5010	100	16	573	773	81
DMV Totals	417.0	2392	14	0	47	102	2
VSP Totals	981.75	3743	9	2	932	482	66
County SD Totals	1421.5	3570	168	21	636	501	32
Task Force Totals	1234.5	2814	185	30	731	579	34
STATE TOTALS	6241.25	17529	476	69	2919	2437	215

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-101-146	Vermont Law Enforcement	1,587,536	1,024,102.31	\$402

## Countywide Safe Highway Accident Reduction Program (SHARP)

**GOAL:** To identify and prioritize critical targeted areas countywide so that officers can be deployed, and resources directed to high risk areas with a cohesive strategy and consistent oversight.

## Strategies

Address the ongoing highway traffic safety mission through implementation of a countywide project to consolidate law enforcement agencies into an umbrella sub-award (a unified SHARP team) as a single grant project with sub-awardees. The project will include a countywide Program Coordinator who will organize, supervise, and promote enforcement as well as plan and implement educational activities. In addition, the coordinator will facilitate and supervise OP and DUI enforcement activities and funding for combined countywide sub-awards.

## Project Evaluation

This countywide approach to traffic enforcement in Vermont's two most populated counties has proven to be very effective. The model is described in the 2017 H/S Plan, but briefly, Vermont's Highway Safety Office has awarded both Occupant Protection and DUI enforcement funds to the Project Coordinators in both Chittenden and Rutland County. The Coordinators are full-time certified police officers in Vermont that have proven to be highway safety champions for years. They have organized all of the law enforcement agencies in their county to work together to combat the problems of Speeding, Distracted/Aggressive Driving, Impaired Driving and failure of drivers and passengers to wear safety restraints. These participating agencies have pledged to participate in every enforcement action scheduled by their local Coordinator. In addition, they have the approval of their Chief or Sheriff as well as that agency's town or city government to develop this project in their respective counties.

Besides having well-staffed, very visible and very well-organized patrols, the Coordinators are an active part of each patrol. Consequently, the result is close supervision of the patrol team with accurate and timely reporting of grant funds used and the productivity generated.

In addition, each participating agency has a smaller portion of the total countywide enforcement grants, (O/P and DUI) to use in their respective community for special events or local and/or emerging traffic problem areas.

Shelburne SHARP OP: NH17402-138 OP	Total 2017
<b>Patrol Activity</b>	
Hours Patrolled	2137
Vehicles Stopped - Patrol	3264
<b>Checkpoints</b>	
Number of Checkpoints	0
CP Hours	0
CP Vehicles Stopped	0
CP Persons Contacted	0
<b>Action Taken</b>	
Warnings	2226
<b>Vermont Traffic Violations Written</b>	
CPS - Violations	32
Safety Belt Violation	75
Speeding Violations	780
All OCS detected	83
Other Traffic Violations	672
Hand Held Devices Violations	102
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	30
Processing Hours for Above	35
<b>DUI Actions</b>	
Alco Given Hand Held Test	14
Alco Refused Hand Held refused	0
Evidentiary Tests Given	5
Evidentiary Tests Refused	0
Impaired driving arrests Patrols	5
.02 Violations	1
Impaired driving arrests Checkpoint	0
Minor Alcohol Possession PMB	0
DUI Processing Hours	14.25
Designated Drivers Encountered	1

Rutland SHARP OP: NH17402-123	Total
<b>Patrol Activity</b>	
Hours Patrolled	2315
Vehicles Stopped - Patrol	4521
<b>Checkpoints</b>	
Number of Checkpoints	2
CP Hours	5.5
CP Vehicles Stopped	85
<b>Action Taken</b>	
Warnings	1480
<b>Vermont Traffic Violations Written</b>	

# Vermont Governor's Highway Safety Program

Rutland SHARP OP: NH17402-123	Total
CPS - Violations	14
Safety Belt Violation	176
Speeding Violations	1549
All OCS detected	151
Other Traffic Violations	981
Hand Held Devices Violations	Unknown

## Non-DUI Actions

Non-Impaired driving arrests - Patrol & CP	20
Processing Hours for Above	25.5

## DUI Actions

Alco Given Hand Held Test	5
Alco Refused Hand Held refused	0
Evidentiary Tests Given	6
Evidentiary Tests Refused	1
Impaired driving arrests Patrols	6
.02 Violations	0
Impaired driving arrests Checkpoint	0
Minor Alcohol Possession PMB	0
DUI Processing Hours	19
Designated Drivers Encountered	1

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-138	Shelburne Police Dept.	232,600	156,297.72	\$402
NH17402-123	Rutland County Sheriff Dept.	210,000	181,139.90	\$402



## Child Passenger Safety Statewide Program

**GOAL:** To provide Child Passenger Safety (CPS) 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

Maintain a roster of trained and certified technicians by location(s), local fitting stations statewide, annual schedule of public inspection events, website, helpline and printed materials for outreach and education and voucher system for income-eligible families to access seats.

### Project Evaluation



During FFY17, the focus of the funded activities included four full courses for new technicians, located in regions based on identified need for CPS technicians. The number of nationally certified technicians increased modestly again this year, from 162 to 177 statewide. We distributed over 900 child safety seats to low income families. The low-income seat voucher distribution program remains in place through the twelve WIC offices statewide to assure 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). This program works to increase awareness of existing fitting stations as a community resource and will ultimately decrease misuse.

The Vermont Police Academy implemented a new training program to increase awareness of CPS concerns to all new law enforcement officers. The first course was presented in June and will become a regular part of curriculum for law enforcement officers. Law enforcement technicians act as resources within their communities to assist un-trained officers on child restraint laws and enforcement of Vermont's Child Passenger Safety laws. Currently, 25% of all the certified technicians in Vermont represent law enforcement. During FFY2017 11 of the 14 counties in Vermont had certified technicians placed within law enforcement agencies.

The Vermont Child Passenger Safety program held courses in some of the counties that are without trained law enforcement personnel. The hope was to add some new law enforcement personnel to these areas. We were able to train two officers in Lamoille County and two officers in Addison County. We will work with the Vermont State Police and local law enforcement agencies to identify potential candidates for our 2018 training schedule. We are planning to hold New Tech trainings in the Northeast Kingdom, Franklin County and Rutland County for FFY2018.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405B-000	VT Department of Health	460,971	348,910.38	\$405(b)

## Road Users Group Statewide Program

**GOAL:** To provide statewide safety education and training focused on pedestrians and EMS providers on traffic safety best practices.

### Strategies

Deliver occupant protection education to Vermont EMS providers to reduce the number of severity of motor vehicle crashes involving emergency vehicle (ambulances). Implement Evidence-Based Fatigue Risk Management Guidelines for Emergency Medical Service.

### Project Evaluation

The creation of the project evaluation, in progress, is based on current available data. We have completed an initial literature review, assessment of relevant and accessible data sources, and initial data analysis utilizing EMS run data, hospital discharge data, and vital records data. The evaluation will be directed at the findings of the initial analysis and will include process measures like; number of trainings delivered, number of toolkits distributed, number of community partners promoting messaging. Outcome measures will include; number/rate of pedestrian injuries and deaths, number of ambulance crashes, number/rate of injuries/deaths resulting from crashes.

Priority activities for 2017 included the following:

- A. Personnel. The program did not receive funding until 6 months into the fiscal year. At that point we began the state new position approval process and hiring processes. We were only able to secure staffing for the Occupant Protection for EMS position starting September 2017 and the Pedestrian Safety Coordinator position October 2017.
- B. Data identification and analysis.
- C. Programmatic research review.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-424	VT Department of Health	133,000	15,271.36	\$402

## Vermont Highway Safety Alliance (VHSA): Partnership for Education and Outreach

**GOAL:** To bring together like-minded highway safety advocates in a forum that facilitates the exchange of ideas and methodologies to promote highway safety.

### Strategies

To provide funding, resources and support for the VHSA to provide community education and outreach activities.

### Project Evaluation



The VHSA increased partnerships and Alliance membership through networking and professional communications. The VHSA also engaged in public education and awareness activities thru forms such as; fairs, professional conferences, social media, and safety events. The VHSA, with SPIKE Advertising, developed a safety display for community outreach for the Road User Safety Pledge. Sixty-five organizations agreed to place over 100 displays in their place of business, including the DMV. In addition, the Vermont Tourist Centers are displaying 40 highway safety informational posters in their facilities statewide. The VHSA has leveraged opportunities for media coverage and PSA's through coordination of marketing efforts with partners. The VHSA contracted with SPIKE advertising to develop and produced three public safety videos for release and use with earned and purchased media outlets. The focus was on developing and implementing strategic outreach programs designed to change driver behavior and promote road safety for all ages, with a focus on a message that is appropriate for a young audience.

The VHSA conducted the 2016 VHSA annual meeting in at Mt. Snow, and planned for the 2017 annual meeting entitled "The Road to Highway Safety is Paved with Technology" in Burlington during the FFY2107 grant period.

The VHSA worked with Regional Planning Commissions (RPC's) who helped with media outreach for speeding and aggressive driving with a focus on the Central Vermont, Southern Windsor, Two Rivers, Chittenden County and Windham RPC's for the Operation Safety Corridor project.

The VHSA maintained an open access highway safety related data portal on their Website. Partner organizations have contributed to highway safety educational events with subject matter experts, volunteers and donations all focused on the mission of "Toward Zero Deaths".

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-426	VHSA	70,000	55,745.65	\$402

## Annual Safety Belt Survey

**GOAL:** To determine the annual post Click-It-or-Ticket seat belt usage rate statewide, analyze multi-year variations and use the results to improve statewide average and low rate areas of the state.

### Strategies

To post Click-It-or-Ticket NHSTA compliant observational study and analysis, i.e. Seatbelt compliance rate.

### Project Evaluation

Data collection was conducted June 2-9, 2017. Three observers gathered observation data with 9,089 vehicles observed and belt use collected for 11,536 occupants including 9,089 drivers and 2,447 passengers. Drivers accounted for 78.7 percent of persons observed. Vermont drivers and front outboard passengers had a combined weighted seat belt use of 84.5 percent. The standard error rate was 1.384 percent, below the required 2.5 percent threshold required.

The use rate was up more than 4 percentage points from the previous year (80.4% use). A standard analysis would likely suggest that this increase was significant but because of nuances in the weighting of Vermont's data this increase could have been a result of just a few occupants more being coded as restrained at 2 or 3 sites (which account for more than 50% of the weighting). That said, looking at the trend over time, it is likely that despite year-to-year fluctuation Vermont's seat belt use has been consistent. Starting with the 2018 survey there will be a new weighting scheme that will be less subject to the variability produced by the current design.

		Variable	Driver Use	Passenger Use	Total Use
<b>County Group</b>					
		<b>Chittenden</b>	90.3%	91.5%	90.5%
		<b>Bennington/Addison</b>	89.0%	91.3%	89.6%
		<b>Franklin/Grand Isle</b>	84.3%	88.2%	84.8%
		<b>Northeast Kingdom</b>	84.5%	90.4%	85.8%
		<b>Rutland</b>	90.6%	90.4%	90.6%
		<b>Washington/Lamoille</b>	87.7%	89.5%	88.0%
		<b>Windham/Orange/Windsor</b>	86.7%	87.0%	86.8%
		<b>Statewide</b>	88.3%	89.6%	88.6%

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405B-014	PRG	101,400	92,825	\$405(b)

## Data Collection (Support of Child Passenger Safety Questions in VDH PRAMS)

**GOAL:** To determine the annual post Click-It-or-Ticket seat belt usage rate statewide, analyze multi-year variations and use the results to improve statewide average and low rate areas of the state.

**Strategies:** To include a series of four questions in the annual Vermont Department of Health PRAMS survey. These questions will focus on the use of child restraints for infants in Vermont.

**Project Description:** The VDH CPS program continues into its third year to include four additional questions in the 2017 Vermont administration of the Pregnancy Risk Assessment Monitoring System. This is a population-based survey which collects data on maternal attitudes and experiences before, during and shortly after pregnancy. Data will be collected at all hospitals statewide. The four CPS questions address new mothers' preparedness to safely transport their infants in a car. The funds directly support the cost of including those questions in the survey instrument. It is anticipated that this opportunity will be continued for several cycles of the survey and provide useful information for the CPS program to improve outreach and education strategies.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405B-017	Vermont Department of Health	8,000	8,000	\$405(b)



## State Traffic Safety Information System Improvements

### AOT Crash Data Reporting System

**GOAL:** Crash Timeliness: Increase the timeliness of crash reports from the average timeliness of 26.86 days during the period of April 1, 2015-March 31, 2016 to 24 days during the same period ending in 2017

#### Strategies

Agency of Transportation (AOT) staff, Traffic Records Data Coordinator will work with the subcontractor to effectively gather electronic Crash Data from statewide Law Enforcement Agencies. This will be done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the Timeliness, Accuracy, and Completeness of this data, and to improve the linkage of data to other statewide data gathering systems.

#### Project Evaluation

All Law Enforcement agencies are using Web Crash, with 100% of the crashes being reported electronically. Currently, 30 municipal agencies and 9 State Police Regional Offices are using Web Crash. Now that we have 100% of the crash data being submitted electronically, we can more effectively measure the timeliness, accuracy, and completeness of this data.

There were no expenditures on this project as the contract was not executed in FFY17.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405C-700	Vermont Agency of Transportation	203,000	0	\$405(c)

### EMS Statewide Incident Reporting Network (SIREN)

**GOAL:** To increase by 70% the number of Vermont based agencies submitting NEMSIS version 3 compliant data electronically in to the state Emergency Medical Services (EMS) electronic patient care (ePCR) database for the period of April 1, 2016-March 31, 2017. Currently, for the period of April 1, 2015 – March 31, 2016, 0% of VT based agencies are reporting NEMSIS version 3 compliant data to the state.

#### Strategies

The Vermont Department of Health's (VDH) EMS unit is another vital source of information and data for statewide use. The Vermont Statewide Incident Reporting Network (SIREN) is a comprehensive pre-hospital patient care data collection, analysis, and reporting system. It has been in use since 2010, and 100 percent of Vermont's EMS agencies are reporting into the system. This is being done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the Accuracy, Uniformity, and Completeness of this data, and to improve the linkage of data to other statewide data gathering systems.

## Project Evaluation

In 2017, several Vermont EMS agencies began pilot testing a new version of the SIREN system called SIREN Elite with statewide implementation starting December 15, 2016. This system upgrade will improve data collection points in several areas, including "Cause of Injury," "Use of Occupant Safety Equipment," "Airbag Deployments," "Ambulance Incident (Crash) tracking," and "Use of ACN (Auto Crash Notification) systems.

Work continues with the data integration effort between SIREN and Emergency Department Data. Hospital staff can access the EMS incidents that are transported to their facility via the SIREN Hospital Hub.

The Traffic Records Coordinating Committee (TRCC) continues to work to improve the integration of Crash Data with SIREN, and to ensure the Accuracy, Uniformity, and Completeness of this data and to improve the linkage of data to other statewide data gathering systems. The effort continues to move forward, data will become more readily available as the VDH's Hospital Injury, Trauma Center, and Medical Examiner databases continue to grow, and the data becomes more accessible. The GHSP will continue to support and work with the EMS staff on this important data acquisition project. To date, SIREN has 100% of Vermont EMS Services Reporting (92 Licensed Services) with 89,953 electronic Patient care reports being submitted in SIREN.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405C-701	Vermont Department of Health	170,000	83,880.22	\$405(c)



## TRCC Consultant

**GOAL:** To maintain regular and accurate compliance with TRCC and TR project reporting requirements.

### Strategies

- Coordinate and attend regular Traffic Records Coordinating Committee (TRCC) meetings. Provide TRCC meeting agenda. The meeting agenda shall be provided to TRCC members via email or posted to the SharePoint site.
- Coordinate sharing safety data between the state agencies, state and local police.
- Assist in monitoring the compliance of TRCC approved statewide data improvement program.
- Assist in project prioritization using expert understanding of Vermont Traffic Records.
- Develop annual Interim Progress Report and deliver to Vermont for review at least 45 days before Application submission.
- Develop annual Section 405 grant application and deliver to the federal agency one month before the deadline. This is contingent on Vermont providing all information required for the Section 405 grant application 30 days prior to the federal agency deadline listed previously.
- Provide support in applying for other Federal Grant Applications. This item is contingent on the contractor identifying applicable grants in consultation with the TRCC.
- Provide support for Quarterly Reports to National Highway Traffic Safety Administration (NHTSA).

### Project Evaluation

*LexisNexis Coplogical Solutions* Inc. (formerly *Appriss*) facilitated five meetings in FFY2017 and also filed project updates and progress reports on the sharepoint website. They also continued to provide information and guidance regarding compliance with the federal regulations. In October through December of 2016 Traffic Records Assessment was conducted by NHTSA. Recommendations were made in January 2017 to the TRCC. The TRCC is now following up on these recommendations.

The state will be seeking post-closeout approval from NHTSA for an invoice from Lexis Nexis and with that approval the budget will be fully expended.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405C-702	<i>LexisNexis Coplogical Solutions</i> , Inc.	74,000	72,864	\$405(c)

## DPS e-Citation Implementation

**GOAL:** To develop and implement a statewide implement an electronic citation system.

### Strategies

The Department of Public Safety in collaboration with other highway safety partners will complete a pilot of the e-citation technical solution in FY2018 based on design and development work completed in

previous years. The solution was launched in August 2016 and is being measured and reported to TRCC on a quarterly basis. This will be done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the timeliness, accuracy, and uniformity of this data, and to improve the linkage to other statewide information gathering systems.

### Project Evaluation

During FFY17, DPS finalized design details and developed a solution with a core development team consisting of DPS, Judiciary, DMV and vendors. A solution was launched in two parts, one in August 2016 and the second in November 2017. To date, over 3100 eTickets have been issued across 17 different agencies; this represents a 17% increase over the number of agencies issuing eTickets in FY16 and a 10-fold increase in number of eTickets issued. DPS holds quarterly stakeholder meetings and provides monthly status reports for key stakeholders. The 2017 Grant Management measurements are in place and baselines/actuals have been communicated.

Department	# eTickets
Barre City Police Department	3
Brandon Police Department	217
Chittenden County Sheriff's Department	8
Colchester Police Department	70
Franklin County Sheriff's Office	41
Milton Police Department	690
Morristown Police Department	1
Rutland County Sheriff's Department	16
South Burlington Police Department	259
St Albans Police Department	209
UVM Police Services	58
Vermont Department of Liquor Control	9
VT Department of Motor Vehicles	437
Washington County Sheriff's Department	642
Windham County Sheriff's Office	251
Winooski Police Department	203
VSP	8
<b>Grand Total</b>	<b>3122</b>

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405C-703	Vermont Department of Public Safety	768,509	214,365.15	\$405(c)

## Horizontal Curve Data Inventory on Local Roads

**GOAL:** Increase the Data inventory of horizontal curves on the local road system (VTrans' road class 2, 3, and 4) in terms of location, degree of curve, length of curve, curve radii, and types of curve. This project will also provide a level of completeness of roadway data in our data system.

### Strategies

Create an inventory of horizontal curve data using GIS extracting methods. Using the Data elements available in the crash data alone, conduct a simple crash risk factor analysis on the local roads system.

### Project Evaluation

This project was completed as scheduled on September 30, 2017.

The focus of this project was in developing curve data on local rural roads to facilitate systemic safety planning. This project involved extensive manual quality control review and edits of the GIS Vermont centerline data, specifically on local rural roads. It also involved the calculation of the basic curve classification and radius information to provide a curve data inventory that includes Model Inventory of Roadway Elements (MIRE) number 107 through 114, (but excludes element 111 since it cannot be derived from GIS centerline data).

Calculation of horizontal curves was performed using an ArcGIS Desktop extension developed by Works Consulting called Curve and Grade Tools for ArcGIS.

Because curve classification information has been calculated from GIS centerline geometry, the validity of the curve data is, therefore, limited to the accuracy of digitized roadway centerlines. The completeness of data extracted is regarded as 100%.

MIRE #	MIRE Element
107	Curve Identifiers and Linkage Elements
108	Curve Feature Type
109	Horizontal Curve Degree AND Radius
110	Horizontal Curve Length
111	Superelevation (Not deliverable from GIS centerline data)
112	Horizontal Transition/Spiral Curve Presence
113	Horizontal Curve Intersection/Deflection Angle
114	Horizontal Curve Direction

The final product for this project includes a database file containing three critical files:

The first of these is a simple polyline geospatial feature class representing all independent, compound, and reverse horizontal curves along the VTrans centerline. This feature class contains as attributes the Curve Identifier, Linkage Elements, Feature Type, Curve Degree and Radius, Curve Length, Horizontal Transition, and Curve Direction. The second file is a point geospatial feature class representing all Horizontal Angle Points. The third file is an Excel table containing all curve types together —Horizontal Angle Points, Independent Curves, Compound Curves, and Reverse Curves.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17402-303	Agency of Transportation	90,000	74,776.73	\$402

## Traffic Records Program Coordinator

**GOAL:** To ensure quality and consistency with grants and contract deliverables which are designed to address the critical emphasis areas (CEAs) in the SHSP and the HSP.

### Strategies

Regular document review, site visits and technical assistance with grantees and contractors: attend training for professional development, Traffic Records Coordinating Committee (TRCC) and other collaborative meetings with highway safety partners, as needed.

### Project Evaluation

The Program Coordinator worked closely with our TRCC Contractor to prepare the 405C Application and Strategic Plan. Additionally, they prepared for and maintained notes for all TRCC meetings, posted documents to the TRCC SharePoint website, corresponded with member agencies, and performed general assistance for the TRA. The Coordinator managed the bid/contract process for the TRCC vendor selection for FFY18 and FFY19 implementation periods.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-300	Employee	45,000	34,525.94	\$402

## Program Evaluation (Traffic Records Assessment)

**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 a Traffic Records Assessment for FY16. It is currently scheduled to take place during the period of October 2016 to January 2017.

### Project Evaluation

A Traffic Records Assessment (TRA) was conducted from October - December 2016 to identify new measures for enhancing Vermont's traffic records systems. This assessment measures timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems six core data systems of crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance. This assessment will aid in the Traffic Records Strategic Plan developed improving priorities for moving forward for the next several years.

The state will be seeking post-closeout approval from NHTSA for an invoice from Lexis Nexis and with that approval the budget will be fully expended.

# Vermont Governor's Highway Safety Program

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405C-702	<i>LexisNexis Coplogical Solutions, Inc.</i>	74,000	72,864	\$405(c)

## Impaired Driving Countermeasures

### High Visibility Alcohol Enforcement and Support Equipment

**GOAL:** To reduce the number of impaired driving fatalities.

#### Strategies

Conduct high visibility impaired driving enforcement details, supported by effective equipment.

#### Project Evaluation

Driving under the influence of alcohol remains a major contributing factor in many of the state's fatal crashes. With many small law enforcement agencies (LEAs) in Vermont, there are limited resources to pay for costly law enforcement activity and the equipment necessary to assist officers engaged in impaired driving enforcement. Approximately 80% of the state's LEAs employ fewer than 24 full-time officers, and low staffing levels frequently impact an agency's ability to participate in High Visibility Enforcement (HVE) mobilizations and ongoing sustained enforcement. This project supports LEAs with the opportunity to increase enforcement on the roadways, and to upgrade equipment that is used in HVE campaigns and ongoing sustained enforcement.

Participating LEAs must agree to work cooperatively with nearby agencies to conduct a minimum of one joint sobriety checkpoint during national mobilizations such as the Drive Sober or Get Pulled Over campaign. These participating LEAs are also encouraged to team up with neighboring agencies to work multi-agency saturation patrols. In addition, LEAs use their grant funds for ongoing DUI enforcement and directed patrols within their respective areas of responsibility, utilizing their own crash and DUI arrest data to determine locations for increased enforcement. Finally, there are regional DUI Task Force teams, modeled after the Click It or Ticket task force, in which teams of specially selected officers work together to target geographic areas across the state. These officers are recruited from LEAs throughout the state and must demonstrate proficiency in all phases of DUI enforcement. These target areas are identified using crash and DUI arrest data provided by the State Highway Safety Office. This increased enforcement model is especially useful during holidays and other special days that historically have seen increased rates of drunk driving crashes, such as St Patrick's Day, Super Bowl Sunday, and other local high-profile community events.

LEAs which have demonstrated active participation in national and state-initiated impaired driving enforcement campaigns, are afforded the opportunity to obtain traffic safety equipment items that are directly related to improving the efficiency and effectiveness of their DUI enforcement activities. This equipment includes but is not limited to; portable breath testing equipment and related supplies, checkpoint lighting and sign packages, traffic cones/flares, reflective traffic vests, and high visibility rechargeable flashlights.

During FFY-2017 Vermont required its grantee LEAs to participate in two impaired driving (Drive Sober or Get Pulled Over) national mobilizations, the first occurring between December 14, 2016 and January 1st, 2017, and the second occurring between August 16 and September 4, 2017. LEAs that do not receive grant funding are also encouraged to participate in these mobilizations, however they are ineligible to receive grant-funded equipment support. During the December mobilization 70 LEAs participated in the campaign, of which 55 LEAs participated to a sufficient degree to qualify for equipment support. During the August mobilization 61 LEAs participated in the campaign, of which 45 LEAs participated to a sufficient degree to qualify for equipment support. These participating agencies

included 42 of Vermont's 55 municipal police departments, all 14 county sheriffs' departments, all 11 of the Vermont State Police stations (including the Headquarters traffic safety unit), three town constables, the enforcement divisions of the Departments of Motor Vehicles and Liquor Control, and the University of Vermont Police Services.

When the DUI Task Force project began several years ago it was with four regional teams: South (Bennington and Windham Counties), Central (Rutland and Windsor Counties), Northwest (Chittenden, Addison, Franklin, Grand Isle, and Lamoille Counties), and Northeast (Washington, Orange, Caledonia, Orleans, and Essex Counties). During 2017 however the Southern and Northeast teams struggled with a lack of team leadership and LEA participation. This is partially attributable to the fact that 2016 and 2017 were transition years for Vermont's Law Enforcement Liaison staff who are responsible for promoting this project.

The Northwest DUI Task Force conducted eight enforcement details in 2017 while the Central Task Force conducted seven. Twenty-four agencies contributed officers to these task force details, including 14 municipal police departments, five county sheriffs' offices, four state police stations, and one town constable. Dates selected for these enforcement details included New Year's Eve, Super Bowl Sunday, Mardi Gras, St Patrick's Day, July 4th, Labor Day weekend, Halloween, and Thanksgiving, as well as several local fairs, field days, and festivals. The Northwest and Central DUI Task Forces work in conjunction with the Chittenden and Rutland County Safe Highway Accident Reduction Program (SHARP) teams respectively.

This three-pronged approach (LEAs utilizing grant funding to conduct sustained and ongoing DUI enforcement within their own area of responsibility, agencies working with neighboring jurisdictions to conduct joint checkpoints and saturation patrols, and the activities of the regional DUI Task Force teams) delivers a strong message throughout the state that Vermont has a zero-tolerance policy with regard to impaired driving. Vermont continues to use and promote the national campaign message of Drive Sober or Get Pulled Over.



Team Activity/Dollars Spent	Local Statewide DUI
<b>Patrol Activity</b>	
Hours Patrolled	7806.25
Vehicles Stopped - Patrol	12268
<b>Checkpoints</b>	
Number of Checkpoints	175
CP Hours	515.33
CP Vehicles Stopped	10871
<b>Action Taken</b>	
Warnings	8281
<b>VT Traffic Violations Written</b>	
CPS - Violations	48
Safety Belt Violation	192
Speeding Violations	2339
All OCS detected	343
Other Traffic Violations	1726
Hand Held Devices Violations	132
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	191
Processing Hours for Above	163
<b>DUI Actions</b>	
Alco Given Hand Held Test	425
Evidentiary Tests Given	116
Impaired driving arrests Patrols	135
.02 Violations	38
Impaired driving arrests Checkpoint	8
DUI Processing Hours	431.75

Of the budgeted \$164AL funds (\$1,566,600) 34% were expended. Of the budgeted \$405(d) (\$445,000) 88.6% were expended by the Vermont State Police.

During this grant period many agencies experienced staffing shortages, competing overtime opportunities and were unable to fulfill their grant expectations.

In FFY2018 the GHSP reallocated funds in recognition of demand and program needs and will continue to monitor expenditures.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17164-101-144	Vermont Law Enforcement	1,556,600	497,079.76	\$164AL
NH17405D-032	Vermont State Police	445,000	394,270.11	\$405(d)

## Countywide Safe Highway Accident Reduction Program (SHARP)

**GOAL:** To identify and prioritize critical targeted areas countywide so that officers can be deployed, and resources directed to high risk areas with a cohesive strategy and consistent oversight

### Strategies

Address the ongoing highway traffic safety mission through implementation of a countywide project to consolidate law enforcement agencies into an umbrella sub-award (a unified SHARP team) as a single grant project with sub-awardees. The project will include a countywide Program Coordinator who will organize, supervise, and promote enforcement as well as plan and implement educational activities. In addition, the coordinator will facilitate and supervise OP and DUI enforcement activities and funding for combined countywide sub-awards.

### Project Evaluation

This countywide approach to traffic enforcement in Vermont's two most populated counties has proven to be very effective. The model is described in the 2017 H/S Plan, but briefly, Vermont's Highway Safety Office has awarded both Occupant Protection and DUI enforcement funds to the Project Coordinators in both Chittenden and Rutland County. The Coordinators are full-time certified police officers in Vermont that have proven to be highway safety champions for years. They have organized all of the law enforcement agencies in their county to work together to combat the problems of Speeding, Distracted/Aggressive Driving, Impaired Driving and failure of drivers and passengers to wear safety restraints. These participating agencies have pledged to participate in every enforcement action scheduled by their local Coordinator. In addition, they have the approval of their Chief or Sheriff as well as that agency's town or city government to develop this project in their respective counties.

Besides having well-staffed, very visible and very well-organized patrols, the Coordinators are an active part of each patrol. Consequently, the result is close supervision of the patrol team with accurate and timely reporting of grant funds used and the productivity generated.

In addition, each participating agency has a smaller portion of the total countywide enforcement grants, (O/P and DUI) to use in their respective community for special events or local and/or emerging traffic problem areas.

Shelburne SHARP DUI: NH17164-139	Total 2017
<b>Patrol Activity</b>	
Hours Patrolled	1161.45
Vehicles Stopped - Patrol	1641
Persons Contacts - Patrol	N/A
<b>Checkpoints</b>	
Number of Checkpoints	19
CP Hours	40.25
CP Vehicles Stopped	1641
CP Persons Contacted	N/A
<b>Action Taken</b>	
Warnings	1135
<b>Vermont Traffic Violations Written</b>	
CPS - Violations	11

Shelburne SHARP DUI: NH17164-139	Total 2017
Safety Belt Violation	18
Speeding Violations	321
All OCS detected	44
Other Traffic Violations	215
Hand Held Devices Violations	10
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	18
Processing Hours for Above	21.25
<b>DUI Actions</b>	
Alco Given Hand Held Test	88
Alco Refused Hand Held refused	11
Evidentiary Tests Given	22
Evidentiary Tests Refused	0
Impaired driving arrests Patrols	29
.02 Violations	27
Impaired driving arrests Checkpoint	2
Minor Alcohol Possession PMB	4
DUI Processing Hours	64.5
Designated Drivers Encountered	13

Rutland SHARP DUI: NH17164-123	Total
<b>Patrol Activity</b>	
Hours Patrolled	2848.75
Vehicles Stopped – Patrol	4322
Persons Contacts - Patrol	N/A
<b>Checkpoints</b>	
Number of Checkpoints	19
CP Hours	129.5
CP Vehicles Stopped	2367
CP Persons Contacted	N/A
<b>Action Taken</b>	
Warnings	2268
<b>Vermont Traffic Violations Written</b>	
CPS - Violations	15
Safety Belt Violation	85
Speeding Violations	1240
All OCS detected	141
Other Traffic Violations	783
Hand Held Devices Violations	N/A
<b>Non-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	52
Processing Hours for Above	67.5
<b>DUI Actions</b>	

Rutland SHARP DUI: NH17164-123	Total
Alco Given Hand Held Test	148
Alco Refused Hand Held refused	Unknown
Evidentiary Tests Given	47
Evidentiary Tests Refused	0
Impaired driving arrests Patrols	26
.02 Violations	2
Impaired driving arrests Checkpoint	2
Minor Alcohol Possession PMB	0
DUI Processing Hours	165.5
Designated Drivers Encountered	Unknown

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17164-139	Shelburne Police Dept.	232,600	81,629.18	\$164AL
NH17164-123	Rutland County Sheriff Dept.	180,000	156,889.27	\$164AL

## Impaired Driving Project Manager

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

### Strategies

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

The Impaired Driving Project Manager (IDPM) works closely with staff from the Governor's Highway Safety Program, National Highway Traffic Safety Administration Region 1 staff, the Traffic Safety Resource Prosecutor, the Drug Evaluation and Classification Program Manager, the Vermont Criminal Justice Training Council, law enforcement partners, driver educators, Department of Motor Vehicles staff, the American Automobile Association, the American Association of Retired Persons, the American Association of Motor Vehicle Administrators and numerous others, on increased awareness of impaired driving issues.

The IDPM was the chairperson of the Vermont Highway Safety Alliance (VHSA), a public/private partnership of nearly sixty organizations who want to make our highways safer and reduce major crashes. These partners include federal, state, county and local governmental entities, as well as members from the private sector. The IDPM authored the strategic plan titled "Blueprint for Driving While Impaired Enforcement, A Guide for What Vermont Can Do". The VHSA uses crash data to identify Critical Emphasis Areas in the State's Strategic Highway Safety Plan. One of the seven Critical Emphasis Areas of the Strategic Highway Safety Plan is to Reduce Incidents of Impaired Driving.

Strategies Under this CEA are:

1. Improve public awareness of what impaired driving is and its associated dangers

2. Regularly update and promote programs for consistent education for individuals and organizations charged with addressing impairment issues
3. Increase and enforce penalties for impaired driving with a streamlined approach to enforcement
4. Continue updating and implementing programs for impairment analysis and rehabilitation
5. Increase training for law enforcement officers to assist them in detecting incidents of Driving While Impaired by Drugs
6. Support a more efficient means of collecting evidentiary samples in Driving While Impaired by Drugs cases
7. Support expansion of use of Ignition Interlock Devices by all DWI Alcohol offenders
8. Increase offender accountability and rehabilitation through DWI Courts and 24/7 Programs

The IDPM worked on planning for the 2017 annual conference for the VHSA that included a presentation on the South Dakota 24/7 Project. The 2016 annual conference had over 100 highway safety partners in attendance and addressed issues on impaired driving.

The IDPM works with media outreach on impaired driving issues including interviews on statewide television programs, local cable television and radio, to include a broadcast from Fenway Park on August 5 from New England based radio station WEEI.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-012	Impaired Driving Project Manager	100,000	91,995.07	405(d)

## Vermont Police Academy Impaired Driving Training Coordinator

**GOAL:** To hire a full-time Impaired Driving Training Coordinator in FFY 2017 to enhance the quality and the number of training opportunities offered for basic DUI enforcement courses, Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Testing (SFST) and to provide oversight of the State's Drug Recognition Expert (DRE) Program.

### Strategies

The GHSP provided funding, job expectations, and assistance with the Request for Reclassification (RFR) to the Vermont Criminal Justice Training Council (VCJTC).

### Project Evaluation

After an extensive search, in August of 2017, a new coordinator was hired, and the duties are transitioning from GHSP and VSP to the VCJTC.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-013	Vermont Police Academy	75,000	9,376.96	\$405(d)

## Impaired Driving Training Programs (DRE, ARIDE, SFST)

**GOAL:** The VCJTC will enhance the quality and the number of training opportunities offered for basic DUI enforcement courses, ARIDE, SFST and to provide oversight of the state's DRE Program.

### Strategies

The GHSP provided resources to the VCJTC to fund the Impaired Driving Training Coordinator. The training coordinator will assist in the statewide coordination and oversight of initiatives and efforts within the impaired driving countermeasures and other assigned program areas within the GHSP Highway Safety Plan. Participates as an active member of the Vermont Highway Safety Alliance (VHSA) "Impaired Driving Task Force" and attends meeting with impaired driving task forces and other work groups. Provides coordination for impaired driving related training, equipment and other support activities to include Drug Recognition Experts (DRE), Standard Field Sobriety Tests (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), courtroom testimony and report writing. Participates in the selection of DRE, ARIDE and SFST instructors. Reviews and interprets local, state and national Traffic Safety data and schedule, presents and directs information to relevant staff/partners. In coordination with the GHSP, works with the State DRE Coordinator, Traffic Safety Resource Prosecutor (TSRP), Judicial Outreach Liaison (JOL) and legislature to advance Impaired Driving legislation. Assists GHSP Law Enforcement Liaisons (LEL) in coordination of required resources for all impaired driving related field activities throughout the state.

### Project Evaluation/Training Programs

Due to the extended state approval process the position wasn't filled until August of 2017. The training coordinator has been in the position for a limited period of time, becoming acclimated with the programs and the facilities, thus evaluation data is limited.

### Project Evaluation/DRE Program

Due to the late calendar year hiring of the training coordinator, the GHSP and VSP managed the program.

Vermont's cadre of DREs is currently at 52. Vermont held an August 2017 class and trained fifteen (15) new DREs. In addition, five prosecutors and one forensic lab staff member also participated in the entire course curriculum, including the field certification training in Phoenix, AZ. Two DREs have achieved their instructor rating in 2017, making five DRE instructors available in Vermont.

ARIDE training is a very effective recruitment tool for the DRE program and is now mandatory for every new certified law enforcement officer in the state. Many potential candidates have been introduced to the DRE program via the two-day ARIDE training. The DRE program has also benefited from providing Drug Identification Training for Driver Educational Professionals (DITEP) 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. Six regional ARIDE classes were delivered throughout the state.

DREs continue to use issued tablets to perform evaluations electronically and collect additional data that has not been collected in the past. This will help improve the quality of data to determine more accurate locations of when and where evaluations are being conducted as well as crash type involvement.

Vermont has completed a yearlong oral fluid pilot program on the use of oral fluid (saliva) drug testing for both roadside and evidentiary samples. There is pending legislation to allow oral fluid samples to be collected at roadside and for evidentiary purposes.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-014	Vermont Police Academy	180,000	67,827.99	\$405(d)

## DUI Court Windsor

**GOAL:** To enhance public safety by implementation of a Drug Court model that uses accountability and long-term treatment to change offender behavior.

### Strategies

To have regular court team meetings for continuous review, planning and implementation of all phases of the DUI Court process, evaluation and specialized training opportunities. The DUI Court is an accountability court dedicated to changing the behavior of high-risk DUI offenders.

### Project Evaluation

The Windsor County DUI Treatment Docket (WCDDT) continued to increase alignment with best practice standards. Positive outcomes this year include: conducting DUI Court-specific screenings; implementing increased urinalysis (UA) testing; strong team communication and collaboration; and ongoing team training. Challenges this year included: impacts due to transitioning team members, including a new Judge, State's Attorney, and coordinator; unexpected and ongoing delays with the UA provider establishing best practice procedures; and delayed progress in development of a community partnership group.

In FFY2017, the program had fourteen (14) referrals, seven (7) of whom were discharged from the program, seven (7) who are currently active in the program, and one (1) currently in orientation. We anticipate nine (9) graduates for FY18 as the program has a minimum seventeen-month duration. The average length of time from citation, to appear in court, to referral into the WCDDT was 2.10 months. This represents a 5.83-month decrease over FY16.

GHSP has had meetings with the program to facilitate transition to a state funded activity.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-026	Vermont Court Administrator's Office	234,521	180,418.93	\$405(d)

## DUI Court Implementation – Statewide - Vermont Law School

**GOAL:** To reduce recidivism by expansion of availability of DUI Courts statewide.

### Strategies

Statewide education, outreach and training with states attorneys, courts personnel, policymakers and allied stakeholders.

### Project Evaluation

FFY2017 saw limited progress toward expanding the DUI treatment court model. During the current fiscal year, the Vermont legislature made no further progress toward funding a statewide DUI treatment court

model. In upcoming fiscal years, the data will need to be carefully reviewed to determine the scope and breadth of the impact of DUI courts in Vermont.

Expenditures nearly met the initial budgeted amount for this program that was modified by an early year amendment of \$15,000. But for the \$15,000 amendment expenditures were consistent with expected costs. The expenditures included salaries and benefits, contractual, travel and indirect costs.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17410-025	Vermont Law School	83,411	66,172.05	\$405(d)

## Traffic Safety Resource Prosecutor (TSRP)

**GOAL:** Maintenance of progress to date in improving and enhancing enforcement of impaired driving laws in Vermont. Adaptation of existing enforcement tools and capabilities to meet the changing landscape of DUI enforcement.

### Strategies

Utilize the TSRPs for the support of the state's impaired driving programs.

### Project Evaluation

The longtime person in this position left state employment in March of 2017. A replacement started in the position late in the calendar year. The 2017 Federal Fiscal Year saw the TSRP challenged by the increase in Drugged Driving cases and the litigation and laboratory services they require. Demand for TSRP services among prosecutors continues to be high. In addition to litigating multiple cases throughout the state, the TSRP represented the state in multiple appellate cases before the Vermont Supreme Court. The TSRP continues to field multiple daily requests for advice and counsel from fellow prosecutors and law enforcement officers. These requests are in addition to providing several hours of annual instruction to cadets enrolled in the Academy. The TSRP is aiming to implement additional refresher training DUI training for LEOs who have been on the road for two plus years. Additionally, the TSRP is aiming to create a training for prosecutors regarding litigation of DUI alcohol and DUI drug cases. The TSRP also provides instruction to DREs and continues to be 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. It is expected that the upcoming legislative session will focus on several laws of critical importance to highway safety and DUI that will require TSRP input and analysis.

The 2017 Department of States Attorney Annual Meeting was held May 31 – June 2. A variety of highway safety training topics were covered to educate attendees on a prorated basis.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-015	Vermont Dept. of States' Attorneys	210,303	63,113.78	\$405(d)

## Forensic Laboratory Support Program

**GOAL:** To strengthen Vermont's drugged driving blood sample testing capacity and expertise and reduce the costs of out-of-state laboratory services.

### Strategies

Provide the Vermont Forensic Laboratory necessary resources to operate the blood and breath alcohol testing program and expand the scope of testing to other impairing drugs according to International Standards Organization (ISO) 17025 accreditation standards.

### Project Evaluation

GHSP provided funding to enable the purchase of instrumentation and equipment for blood-drug analysis, new printers for the DataMasters (DMTs) as well as other DMT parts/accessories, materials and testing supplies for blood alcohol analysis.

In addition to the major equipment listed above, the Laboratory purchased miscellaneous parts for repair of DMTs, blood collection kits and laboratory supplies. Staff members attended the International Association of Chemical Testing annual meeting, the annual Intoximeters User Group meeting and other courses to include Forensic Pharmacology, Forensic Toxicology Instrumentation Techniques & Applications and Cannabis Science and Medicine, these offered up to date skills and knowledge from the field. The Toxicology laboratory underwent renovations using capital funds to prepare the area for blood-drug testing and two new Forensic Chemists were hired to work in this section and to help bring blood-drug testing in house.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-027	Vermont Forensic Laboratory	776,938	670,274.18	\$405(d)



## Judicial Outreach Liaison

**GOAL:** Continued improvement in communication and understanding between the state's traffic safety community and Vermont's judicial community.

### Strategies

Engage a retired or active judge to perform liaison functions with current members of the judicial community.

### Project Evaluation

The JOL position remained vacant in FFY2017. The request for proposal was rewritten and will be posted in FFY2018.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-017	Contractor	100,000	0	\$405(d)

## Impaired Driving Summit

**GOAL:** To provide support to our highway safety partners in reducing the number of major crashes related to impairment by 10% in accord with the 2012-2016 VT Strategic Highway Safety Plan (SHSP).

### Strategies

Communications and outreach focusing on informing the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable.

### Evaluation

A daylong summit was held in December 2016. AAA of Northern New England was a co-sponsor of the event.

The GHSP hosted the 2016 Vermont Impaired Driving Summit at the Doubletree Hotel and Conference Center in South Burlington. Over 150 people attended the Summit to discuss a coordinated approach to tackling the issues of impaired driving in Vermont. Attendees included legislators, judges, prosecutors, defense attorneys, law enforcement officers, driver educators, engineers, chemists, healthcare providers and other traffic safety professionals who discussed collaborative solutions to combat impaired driving.

Distinguished speakers shared their expertise on topics of impaired driving, that included: Chris Halsor, a former Colorado prosecutor made a presentation on "Colorado What We Have Learned," Dr. Barry Logan of NMS Labs discussed "Oral Fluid Testing," Dr. Jack Richman spoke on "Cannabis and Public Safety," and Jake Nelson, of the American Automobile Association, discussed "Traffic Safety Research on Cannabis Impaired Driving."

The GHSP plans on hosting another summit in FFY19 to update our partners on issues involving impaired driving.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-029	Contractor	30,000	12,924.09	\$405(d)

## Statewide 24/7 Program

**GOAL:** To encourage sobriety of DUI offenders 24 hours per day and 7 days per week.

### Strategies

The program seeks to reduce recidivism through intensive testing and monitoring of alcohol consumption.

### Project Evaluation

DUI offenders are placed in the 24/7 Sobriety Project as a condition of bail, sentencing, probation, parole, or child custody or visitation orders. The program monitors abstinence from alcohol and drug use through a variety of tests, including: 1) twice-a-day breathalyzer tests, 2) alcohol monitoring ankle bracelets, 3) Ignition Interlock, and 4) drug patch and urine testing. Breathalyzer tests are administered every 12-hours (once in the morning and once in the evening). The electronic ankle bracelets (Secure Continuous Alcohol Remote Monitor or SCRAM bracelets) allow for continuous monitoring of alcohol consumption by law enforcement with daily remote electronic reporting. Participants may also be required to wear drug patches to monitor drug use (patches are worn for 7–10 days and then mailed in) or provide random urine samples twice a week. Program participants may be placed on one or more types of tests at the same time. In addition, participants are required to cover the costs of their tests. If program participants test positive for substance use, they are immediately subject to a short jail term (usually 1 or 2 days). Failure to show for a scheduled test may result in an arrest warrant for the participant. Further, offenders' bond, parole, or probation may be revoked if they fail or skip tests. Potential Outcomes: The following outcomes are based on an evaluation of the South Dakota 24/7 Sobriety Project. Vermont compares with South Dakota in its rural nature and small population and may experience similar results.

Art Mabry, who administers the South Dakota 24/7 Program, will be making a presentation on the program on November 8, 2017 at the Vermont Highway Safety Alliance Annual Conference. Members of the Senate and House Committees on Transportation and Judiciary have been invited to the conference and given information on the agenda, including the 24/7 Program. Attendance at the conference by legislators, prosecutors, law enforcement officers and corrections staff may prompt interest in having legislation for a Vermont 24/7 Program.

The state is in the beginning stages of evaluating the 24/7 program and how it works. To date the GHSP has not found a home for the project or secured state funds toward the project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-033	24/7 Project	300,000	0	\$405(d)





Adam D.  
Alexander M.  
Alex P. Amanda D.  
Andrew G. Andrew L.  
Andrew S. Andra J. Andy B.  
Angelique F. ● April O.  
Arnold L. Aubrey A. Bartholomew D.  
Benjamin W. Billy Jo A. Brandon  
**G. Brenton S. Brian S. Brittany C.**  
Bruce S. Bryan G. Caleb K. Carol R.  
Christine H. Christopher L. Clayton B.  
Clinton S. ● **Corey C. Crystal S. Danielle C.**  
Darryl T. David C. Devyn B. Diane B. Dominique B.  
Dustin M. Dylan S. Edward B. Elizabeth W. Franklin T.  
Galen D. Garth D. **Gavin B.** Gene O. Gerald B. Gregory B.  
Heidi B. Holly T. Hunter P. Jakob M. James A. James B.  
James E. James T. Jarrise S. **Jared A. Jason P.** ● Jennie N.  
**Jennifer J. Jennifer J. Jessica S. John F. John H. Jonathan R.**  
Jonathan L. Jordan B. **Jordan P. Joseph S. Joseph M. Joshua B.**  
Joshua G. Julie B. Justin B. **Justin B. Justin D. Justin L. Justin S.**  
**Justin J. Justin W. Katelyn L. Kathy J. Kelly B. Kelly M. Kenneth A. Kerry H.**  
Kyle A. **Lance M.** ● **Ledora H. Leo William P. Leonard A. Leonard D. Linda V.**  
Lynn B. Marietta P. ● **Marjorie E. Marland B. Mary O. Michael B. Michael H.**  
Nathaniel W. **Nolan A. Nicolas M. Orr B. Owen T. Paul P. Paul S. Peter L. Peter S.**  
**Peter W. Philip B. Phillip C. Pierce B. Quinn F. Randall R. Randy B. Raphaela B. Richard T.**  
**Richard W. Robert A. Robert B. Robert S. Roger D. Ronald T. Rosemary H. Ruth L.**  
Ryan N. **Samantha F. Sara T. Scott B. Seaborn H. Simon W. Stephanie B.** ● **Stephanie M.**  
**Stephanie P. Steven L. Susan A. Tasha M. Thomas M. Thomas S.** ● **Timothy B. Timothy G.**  
**Timothy L. Timothy P. Timothy W. Tressa M. Tyler B. Tyler C. Tyler G. Tyler P. Walter M.**  
**Warren L.**  
**Zachary P.**

The tree on the left  
contains the names of  
153 people who lost their  
lives in Vermont from  
2012-2016, at the hands  
of impaired drivers.

Copy: Spilke Advertising  
Design: Eve Us Design



## Distracted Driving

### Distracted Driving Education

**GOAL:** Reduce the number of major crashes related to distracted and inattentive drivers by 10% in 2017 (VT SHSP, VHSA).

#### Strategies

Develop and implement standardized materials for teenage education for use by Emergency Medical Services and law enforcement.

#### Project Evaluation

This project was intended for the Vermont DMV; however, they were not ready to develop or implement these materials. No funds were spent in FFY17.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405E-000	DMV	50,000	0	\$405(e)



## Motorcycle Program

### State Motorcycle Rider Education Program

**GOAL 1: To maintain motorcyclist fatalities at or below a five-year average of 8.0 or lower (2010-2014 average is 7.8) by December 31, 2017.**

**GOAL 2: To maintain the number of un-helmeted motorcyclist fatalities below the five-year average of 1.2 in 2010 – 2014 by December 31, 2017**

#### Strategies

Provide funding for Department of Motor Vehicles (DMV) rider education courses for first-time riders and advanced skills development; share the Road radio messages, social media rider safety messages and annual national RiderCoach train-the-trainer opportunities for the program administrator.

#### Project Evaluation

During the program's 2017 training season 954 students attended courses at the eight training sites (96 courses); 856 successfully completed. Many students wish to take the course early in the training season in order to have more riding time available.

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. The program also offered experienced RiderCourses, which are designed for individuals that already have some experience riding a motorcycle and are looking to improve their riding skills. There are eight training sites around the state. A rider course instructor training was also offered. In addition, regular media messaging aired during the motorcycle riding season.

In 2017, the program purchased 32 new motorcycle helmets to replace the helmets at the program's two Colchester training locations.

In the spring of 2017, the Vermont DMV Rider Education Program updated the curriculum used to train riders with some on-road experience to the Motorcycle Safety Foundation's revised Basic RiderCourse Level 2 (BRC2u) curriculum. Once training was completed three of the program's eight training locations were remarked for the BRC2u.

The five-year average in 2017 was 9.8, a 4.25% increase. The state did not meet its goal of maintaining its goal an 8.0 motorcycle fatality rate. The GHSP will continue its efforts to maintain a low fatality rate by the following:

1. educating on Motorcycle awareness and Occupant Protection;
2. renewing our commitment to motorcycle safety programs;
3. dangers of motorcycling and speed;
4. educating the entire motoring public to be aware of motorcyclist on the road; and
5. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Year	Motorcyclist Fatalities	5-Year Average
2009	8	9.2
2010	6	7.6
2011	8	7.2
2012	11	8.0
2013	7	8.0
2014	7	7.8
2015	11	8.8
2016	11	9.4
2017	13	9.8
<b>Projected 2018</b>		<b>10.5</b>

### Evaluation/Progress

The 2011–2015 five-year moving average is 1.2. 2016 is showing 1 un-helmeted motorcyclist fatality at this time. The state met its goal of having a five-year moving average of 1 and we attribute that success to aggressive media, educational outreach, and enforcement efforts. The GHSP will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY18.

Year	Helmet Improperly/Not Used	5-Year Average
2009	2	1.8
2010	1	1.8
2011	1	1.2
2012	2	1.2
2013	2	1.6
2014	1	1.4
2015	0	1.2
2016	1	1.2
2017	1	1
<b>Projected 2018</b>		<b>1</b>

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405F-000	Vermont Department of Motor Vehicles	35,000	35,000	\$405(f)
NH17402-500	Vermont Department of Motor Vehicles	62,300	45,344.88	\$402

## Law Enforcement Support

### Law Enforcement Liaisons

**GOAL:** Continue to increase interest in the support of GHSPs priority initiatives. Increase LEAs participation in national enforcement campaigns to 90% by the completion of FFY 2017.

#### Strategies

The Law Enforcement Liaisons will provide specialized Law Enforcement knowledge, promote involvement in traffic safety initiatives, and act as a link between the State's law enforcement agencies and the Governor's Highway Safety Program.

#### Project Evaluation

The role of the LEL is to provide expert knowledge to GHSP staff and VHSA members about Law Enforcement operations and to use their vast amount of experience to facilitate communication and action between GHSP staff and the Vermont Law Enforcement Agencies. LELs use their contacts to network with their Law Enforcement Partners, and they promote and encourage the LEAs to participate and excel in the critical areas of traffic safety. LELs work with both the GHSP and the VHSA to advance highway safety programs with the goal of reducing traffic related fatalities, serious injury crashes and to promote overall safety of Vermont's roadways.

Increasing law enforcement participation in highway safety activities and programs enhances likelihoods of achieving the State Highway Safety Office's (SHSO) goals and objectives. Using networking and established relationships the LELs need to be prepared to lead Vermont Highway Safety partners and stakeholders through emerging issues and trends. In addition, their participation in activities generated through the VHSA ensure they are equipped to stay informed regarding state and national trends. This is done through information sharing and having immediate access to real time data that is available through the vast network of partnerships built by the LEL. Priorities of the LELs include partnering with VHSA, increasing law enforcement participation in high visibility enforcement campaigns, staying apprised of national campaigns, and the occupant protection and impaired driving task forces.

Vermont's LELs were in a transition period during 2017, with one getting ready for retirement and another working on a part-time basis. At the end of July 2017 two contracted LELs were retained and they are looking forward to working with the GHSP, VHSA and Vermont's LEAs. Despite this period of transition, the goal of 90% participation was nearly met as 87% of Vermont's LEAs participated in at least one of the high visibility enforcement campaigns. In addition, 67% of Vermont LEAs participated in all four High Visibility Campaigns. For 2018 the objective of the LELs will be to attain the goal of 90% LEA participation in the National Enforcement Campaigns.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-010	LEL #1 - South	50,000	33,824.60	\$405(d)
NH17402-202	LEL #1 - South	60,000	15,950.80	\$402
NH17405D-011	LEL #2 - North	50,000	44,424.67	\$405(d)
NH17402-203	LEL #2 - North	60,000	47,049.20	\$402
NH17405D-020	LEL #3 - South	50,000	8,625.00	\$405(d)
NH17402-207	LEL #3 - South	50,000	8,625.00	\$402

## Crash Reconstruction Support

**GOAL:** To develop an effective cadre of troopers trained in the skills, science and technology of a crash reconstruction in order to provide an appropriate response to crash incidents.

### Strategies

Provide crash reconstruction training and equipment to the Vermont State Police.

### Project Evaluation

GHSP provided funding to aid in the ongoing education of the crash team members. There were several out-of-state trainings attended on various collision analyses, and GHSP funded three troopers to attend in the grant period.

The team averages responding to 60 serious injury/fatal collisions per year. Many calls are to assist local and county law enforcement agencies. The Crash Reconstruction team's support in these serious crashes has 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.

GHSP funded the purchase of the software updates for the reconstruction equipment, including a Hyundai EDR Kit, the Bosch Crash Data Retrieval (CDR) software and cables that plug into vehicles.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-201	Vermont State Police	218,000	13,571.48	\$402

## Work Zone Safety

**GOAL:** To decrease speed-related crashes in highway work zones.

### Strategies

To increase enforcement of speed and distracted driving laws in select work zones across the state using grant funding.

### Project Evaluation

In FFY 2017, three county sheriff departments participated in work zone safety, logging 76 hours on work zone speed and distracted driving enforcement. During these hours 96 vehicles were stopped, 73 warnings were issued, 75 speeding tickets were issued, and 13 other tickets were issued.

Due to logistic and other scheduling matters the program implementation was delayed. As we move into the next fiscal year we are facilitating communication and scheduling initiatives amongst our partners to discover the most effective ways to utilize this resource. In moving towards this goal, we will be formulating a new procedure that will incorporate best practices.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-260-267	County Sheriff Departments	125,000	2,470.63	\$402

## Highway Safety Program Coordinators

**GOAL:** To ensure quality, accuracy, accountability and consistency with grants and contract deliverables which are designed to address the critical emphasis area in the Strategic Highway Safety Plan and the Highway Safety Plan.

### Strategies

The designated staff is responsible for all duties related to oversight of Impaired Driving and Occupant Protection Programs including application review, programmatic monitoring, technical assistance, review of monthly and quarterly reports and analysis of grant data. The coordinators ensure quality and consistency with sub-award and contract deliverables, all of which are designed to address the critical emphasis areas in the SHSP and the HSP. The staff members ensure Federal, State, NHTSA and GHSP regulations are followed for compliance, through email correspondence, by telephone and on-site visits.

### Project Evaluation

The HS Program Coordinators review and assist the sub-awardees to manage their projects effectively. For the law enforcement and equipment sub-awards, each agency's activity was reviewed for: the monthly financial reporting and quarterly progress reports for each grant. The enforcement grants required tracking and submission of pertinent data and statistics documenting their enforcement hours, contact numbers, citations, arrests, patrol activity, etc.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-290	HS Program Coordinators	220,000	109,251.90	\$402



## Speed Enforcement

**GOAL:** To decrease speed-related fatalities 7.1 percent from the five-year average of 22.6 in 2010 – 2014 to a five-year average of 21.0 by December 31, 2017 as per the 2017 HSP

### Strategies

Crash location maps and other data will be used to target areas and roadways for enforcement of Vermont's major routes, consistent with the E-BE model.

### Project Evaluation

The VSP targeted speed enforcement in Operation STRIVE (Safe Travel on Roadways In Vermont Everyday) over the summer months as well and Operation Safe Corridors on four interstate corridor locations. Speed trailers continue to be deployed in high speed crash locations throughout the state.

Speed enforcement is also integrated into strategies to identify impaired drivers and occupant protection in DUI Mobilization patrols as well as Operation C.A.R.E. over the holiday periods.

Strive Speed ENF VSP 2016	Total
Dollars Spent	\$58,294.94
Hours Patrolled	1244.1
Vehicles Stopped – Patrol	1883
Contacts – Patrol	1883
Checkpoints	
Hours at Activity – CP	2.5
Vehicles Stopped – CP	492
Contacts – CP	492
Warnings	911
<b>Tickets</b>	
Child Passenger (CPO)	3
Safety Belt	8
Speed	848
PED	57
OSC	42
Other	198
<b>DUI</b>	
Alco (Hand Held) Given	9
Alco Refused	0
IR (Evidentiary) Given	4
IR Refused	0
<b>Arrests</b>	
Impaired driving arrests – Patrol	4
.02 Violations	0
Impaired driving arrests – CP	0
Minor Alcohol Possession (PMB)	0
DD Encountered	0

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-130	Vermont State Police	250,000	58,294.94	\$402



*Photos Courtesy Vermont State Police Facebook Page*

## Community Educational Programs

### Local Law Enforcement Educational Programs

**GOAL:** To increase driver knowledge and awareness of occupant protection, impaired, distracted, drowsy and aggressive driving, and locally identified highway safety issues for bicyclists and pedestrians.

#### Strategies

To provide funding and resources to local law enforcement agencies to implement education programs focused on:

1. Traffic safety awareness to reduce speed, aggressive, distracted and impaired driving;
2. Increase seat belt use; and
3. Other traffic safety issues identified in their local communities.

#### Project Evaluation

In 2017 local law enforcement agencies, including the Orange County Sheriff's, Essex County Sheriff's, Milton Police Department, Shelburne Police Department, Randolph Police Department and the Northfield Police Department continued several successful, interactive community education activities with local driver education classes, youth bike safety rodeo, Local Safety Days, and Texting and Driver Safety awareness. Orange County Sheriff's and the Northfield Police Department have continued to include other highway safety partners such as the Youth Safety Council of Vermont's TOT program and the Vermont Department of Health's child passenger safety program. Both departments continue to use social media tools such as Facebook and Twitter to publicize educational events. This has proven to be an excellent outreach tool for the local communities.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-410	Essex County Sheriff Dept.	3,900	3,198.17	\$402
NH17402-411	Northfield Police Department	8,300	8,293.08	\$402
NH17402-412	Orange County Sheriff Dept.	7,800	4,549.33	\$402
NH17402-413	Milton Police Department	3,000	3,000.00	\$402
NH17402-414	Randolph Police Department	10,000	1,892.05	\$402
NH17402-415	Shelburne Police Department	9,191	6,100.72	\$402

## Local Motion Safe Streets Coalition

**GOAL:** To increase awareness of traffic safety laws and local ordinances regarding pedestrians, bicyclists and motorists and also to improve bicyclist, pedestrian and motorist behavior.

### Strategies

To provide funding, resources and support that further enhance community education, outreach activities, public messaging and school and college campus educational events. Local Motion leads the Safe Streets Network, a broad-based campaign to reduce crashes, injuries, and deaths for people on foot and on bike.

### Project Evaluation

For FFY 2017, Local Motion reached and exceeded most of their education and outreach goals in Vermont. This included two bike safety presentations designed for college students that had over 200 young adults in attendance, over 6,000 children trained in bike safety skills and over 1,000 helmets distributed to youth/teens/young adults. In addition, over 7,000 safety informational brochures were distributed state-wide. It has been recognized that parent education as a "habit building" tool for youth, and they continue to expand their distribution opportunities as community partnerships continue to grow and move forward. Local Motion recognized that parent/child education isn't enough, and other audiences need to be targeted as well. Over 160 law enforcement officers were trained in strategies for using law enforcement to improve walk-bike safety, and more than 350 bike lights were distributed to high-risk groups, such as nighttime riders without lights and college students. A series of adult programming is in place, called Everyday Bicycling, which educates adults on how to ride bicycles safely while on our shared roadways.

This program has a community engagement platform, which has already accelerated the capacity of the organization to coordinate community groups statewide, identify potential safety ambassadors, and strengthen the network of safe streets partners. Local Motion has already leveraged this platform to create an engagement tool for Shelburne and Middlebury. This tool has also increased engagement in our safety outreach and provided an excellent vector for distributing safety materials.

2017 Local Motion Safe Streets Coalition	
Number of grade-school students in school and rec programs trained in Bike Smart	6449
Number of hours of Bike Smart training	25,434
Number of towns receiving Safe Streets programming/materials	52
Number of counties receiving Safe Streets programming/materials	13
Number of community events organized/participated in	125
Number of ambassadors in state-wide online network	192
Number of counties in state-wide ambassador network	14
Number of helmets distributed to youth & teens	1200
Number of helmets distributed to young adults	73
All helmets distributed	1273
Reflective Gear	500

Bike Lights	356
Safety Brochures Distributed	7,520
Public Education Signage Deployed Statewide	219
Police Officers Trained in Bicyclist Safety Enforcement	160

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-416	Local Motion	131,250	129,355.01	\$402

## Vermont State Police Educational Program

**GOAL:** To provide highway safety presentations statewide in the jurisdictions served by the Vermont State Police (VSP) to address the identified highway safety issues including, high incidence of DUI's, lower than average seat belt usage rate, and bike and pedestrian hazards.

### Strategies

To provide funding, resources and support to the Vermont State Police to aid in their educational effort focused on the critical and significant emphasis areas outlined in the Vermont SHSP. VSP will administer interactive presentations at schools (age and audience specific) and at community events to reach broader public audience. One focus in FFY17 is targeted teen driver education classes with emphasis on alcohol impairment, speeding, distracted driving, occupant protection and motorcycle safety. The interactive presentation is built by the respective agency, they include a PowerPoint, rollover demo, mock crashes, impaired vision goggles, and other highway safety presentations. Evaluation tools such as pre-and post-surveys are used. FFY2018 includes seven to nine agencies.

### Project Evaluation

The Vermont State police participated in a number of public speaking traffic safety events during the year. Events were held for Car Seat Safety Schools, Drivers Ed classes, Lake Monsters Games and the Champlain Valley Fair. The grant was also used as part of the 'Drug Impaired Training for Educational Professionals' program. Events were evaluated by the participating troopers to assess the effectiveness of the project.

Grant funds supported the purchase of education messaging materials for these events, which included the message "Choices Matter". Other items distributed were brochures, highway safety coloring books and handbooks. Additionally, three upright/expandable type boards were purchased with interchangeable highway safety messaging.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17405D-028	Vermont State Police	10,000	8,915.70	\$405(d)
NH17402-418	Vermont State Police	23,000	18,052.44	\$402
NH17405B-015	Vermont State Police	11,250	3,583.77	\$405(b)

## Community Justice Network for Vermont (CJNVT) Safe Driving Program

**GOAL:** To increase knowledge and awareness of the lifelong impact of impaired driving fatalities and injuries.

### Strategies

To provide funding to the CJNVT to implement a six-hour behavior-change curriculum (including live/video presentations by those harmed as a result of DUI crashes) provided to community supervised DUI offenders (required).

### Project Evaluation

Two new sites were fully trained in 2017 and Rutland County began to deliver classes. This met our goal to have the Safe Driver program available in all counties in Vermont delivered at least four times a year. The St. Albans site has adjusted the program length and content to adhere to the recommendations from the April 2017 workshop and Bennington will have made the transition by the first course offering in January 2018. The Safe Driving Program is now offered as part of Community Justice Network of Vermont's statewide programming. The program manager, with the assistance of two coordinators has continued to support the program facilitators to deliver quality program by visiting, training and problem-solving with them. There have been site visits to all 14 programs to review Safe Driving data, the curriculum, and to help with transition from Probation and Parole. Some recommendations for potential group activities for the Safe Driving plan were identified and will be piloted by the Chittenden County Safe Driver facilitators.

CJNVT has phased in a standard fee for the program so the Safe Driver program is universally available in Vermont and so there is not a geographic disparity in fees charged. A memo was sent and shared by Probation and Parole to all field offices, so the information is shared to clients.

The annual Red Ribbon Ceremony was held at the Statehouse December of 2016 in commemoration of those impacted by DUI throughout the year. This event was well attended by multiple Law Enforcement as well as the GHSP staff.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-425	Community Justice Network of Vermont	20,000	14,544.54	\$402

## Youth Safety Council of Vermont

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

### Strategies

Provide funding, resources and support for the YSC to utilize the DMV golf-cart "Turn off Testing" curriculum/course and an educational project of interactive presentations at teen drivers' education classes at schools statewide.

## Vermont Governor's Highway Safety Program

### Project Evaluation

Priority activities for FFY2017 included the following:

- During the FFY17 grant, the Turn Off Texting (TOT) course was scheduled at 54 sites across Vermont during the grant term. The program is increasingly well received, in demand and provides great media opportunities to help create awareness for the driving public.
- The TOT program conducts regular surveys during its training. In FFY2017, a total of 875 pre-and post-surveys completed and tabulated. Surveys are given before and just after the intervention to measure the effectiveness of the program in changing students' awareness and behavior. No statistical analysis was performed on the pre and post surveys, in the next fiscal year this will be required as a measurement tool to assess the program.
- During this period, the YSCVT piloted a mid-winter TOT presentation that were not weather dependent, using a mobile classroom that travels to high schools. This abbreviated program was received positively by driver educators and has been sought-after since.

2017 YSC of Vermont	
Number of TOT sites conducted	54
Total TOT student contacts	875

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-420	Youth Safety Council	88,162	81,794.86	\$402

### Workplace Traffic Safety Program

**GOAL:** To improve knowledge and awareness of safe driving through employer/workplace education.

#### Strategies

To fund, support and provide resources to the Associated General Contractors of Vermont (hereinafter "AGC"), to implement the Project RoadSafe program. AGC sponsors statewide and regional workforce safety forums and conferences and, conducts employer worksite requested presentations that provide education/training and materials on highway safety. They also offer the NSC certified Alive@25 course at Vermont's technical career centers.

#### Project Evaluation

AGC reported involving more than 3200 people of all ages in various RoadSafe activities. This extensive activity ranged from participation in trade shows and conferences (600+) to workplace safety trainings (600+) to classroom driver training safety presentations (1200+). RoadSafe was also involved in several other activities to include; Regional Planning Commission forums, the Drivers Education Summit presented by the Vermont State Department of Motor Vehicles Division, as well as several at company safety day events.

AGC continues their work with the National Safety Councils course, "Alive@25." This course was offered at a special Safety Summit at Mt. Abraham Union High School in Bristol, VT, as four, one -

## Vermont Governor's Highway Safety Program

hour defensive driving classes for more than 60 students. In addition, AGC staff conducted the four-hour course, "DDC-4 defensive driving", with more than 60 employees from several different companies successfully completing this course.

AGC Staff participated in the annual rotation of statewide safety conferences for the public and private trade and business sectors providing driver safety materials and several driver safety mini-training sessions for hundreds of attendees. The Project RoadSafe eNewsletter continued its semi-monthly distribution while posting relevant driver safety information and a regularly updated training schedule and other information on the AGC website.

Project RoadSafe continues data review collaboration with Workers Compensation and Safety Division of the Vermont Dept. of Labor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-419	Associated General Contractors of Vermont	116,185	114,782.17	\$402

## Teen Driver Educator Summit

**GOAL: To provide continuing education for Vermont's school based and driving school instructors.**

### Strategies

To provide funding, resources and support for presentations, workshops and demonstrations available to enhance teen driver education instruction statewide. Driver Educators will be given strategies as to how to present the importance of occupant restraint usage, not driving impaired, and reducing speed and aggressive behavior when behind the wheel of a motor vehicle.

### Project Evaluation

The fifth annual Teen Driver Education Summer Summit, EDUCATION – ENFORCEMENT – ENGINEERING- EMS → ZERO DEATHS, was held on July 27th, 2017 at the Holiday Inn in Rutland. This summer conference was a collaboration between the GHSP and the Department of Motor Vehicles. It was designed to provide a full day of professional development credit in order to enhance the skills of all Vermont driver educators. Approximately 85 participants attended. The Director of the Department of Motor Vehicles Enforcement Unit gave a legislative update. The day included a motivational speaker with a positive message for educators to start out the new school year concerning perspective, purpose, and persistence. This positive message was followed by an outdoor activity given by LT Giolito from DMV enforcement demonstrating the procedures involved in a traffic stop as he pulled over, and processed, the driver training coordinator in her personal vehicle. Time was also given for a question and answer period for all educators. Roundtable presentations were given by driver educators at three different times throughout the day where various activities were shared with fellow driver educators concerning different units of instruction, and activities to be used in the classroom, behind the wheel, and during observation times. Projects that have been done with students were also shared during the roundtable presentations. All of these activities were provided to all participants in the form of a lesson plan booklet in order to take home and freshen up driver education programs with new ideas. A Rutland Regional Ambulance representative, Mike Tarbell, gave a presentation inside concerning Responding to

## Vermont Governor's Highway Safety Program

Emergencies and the Move Over Law, and Vermont Electric's Dave Roberts, gave a presentation on the use of electric cars as well. Both of these presenters also provided their vehicles in an outside demonstration. Driver Educators were allowed to test drive four different electric vehicles that day.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-417	Various Vendors	5,000	2,822.33	\$402

## Community Programs Coordinator

**GOAL:** To ensure quality and consistency with grant and contract deliverables which are designed to address the critical emphasis areas in the SHSP and HSP.

### Strategies

Regular document review, site visits and technical assistance with grantees and contractors; attend trainings for professional development and collaborative meetings with highway safety partners.

### Project Evaluation

This full-time staff position is split between Community Education, Drug Recognition Expert (DRE) program and Contract Management. Community education responsibilities involve management and monitoring of the education grants, review grant reports and activities, and related contracts for education events and public education materials. Site visits were conducted as necessary. Grant application workshops were conducted for the 2017 grant cycle. Regular communication was maintained from start to finish with partners and contractors.

There has been a change in personnel, one of the coordinators has been in this position for less than a year and is still learning the program and her responsibilities. The program coordinators work well within the program and are valuable assets to highway safety community in Vermont.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-400	Community Programs Coordinator Employee	50,000	43,798.96	\$402

## Law Enforcement & State and Local Partners Highway Safety Training Programs

**GOAL:** To provide financial resources to enable highway safety partners to attend in-state and out-of-state trainings which promote NHTSA's traffic safety priorities.

### Strategies

Traffic safety training is continually evolving and at times there's not enough lead time to incorporate these trainings into the state's Highway Safety Plan. This project earmarks funds for

## Vermont Governor's Highway Safety Program

such trainings and allows opportunities to participate which is beneficial to the core mission of the state's highway safety program.

### Project Evaluation

In the 2017 Highway Safety Plan a second countywide SHARP program was created to include all law enforcement agencies in Rutland County. The Rutland County Director of this project is Lt. Kevin Geno of the Rutland County Sheriff's Department. Lt. Geno was sent to a NHTSA grants management training program in Rhode Island in June. This training prepared Lt. Geno for the position as director of a countywide Safe Highway Accident Reduction Program (SHARP) implemented in Rutland County where the agencies are coordinated under a single grant. The program director provides the team with a cohesive approach and consistent oversight. The director tracks and assesses productivity and progress through monitoring of activity reports and ensures compliance of state and federal guidelines.

A limited number of funds were expended in FFY2017 as this fund is subject to requests received from our partners.

Project Number(s)	Partners	Budget	Expended	Source
NH17402-422	Agency of Transportation	20,000	2,056.63	\$402
NH17405D-030	Agency of Transportation	15,000	596.76	\$405(d)

## 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 that recognizes those individuals and organizations displaying extra effort and energy promoting the GHSP Highway Safety priorities during the past year. The gathering encourages networking and relationship-building between diverse highway safety advocates.

### Project Evaluation

In 2017 the "Lifesavers Highway Heroes Awards" were announced at the VHSA Annual Meeting. These award recipients were chosen utilizing a defined criterion; *Lifesavers Highway Heroes* event awards were given in the categories of Enforcement, Engineering, Education, and Emergency Services.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH17402-421	Various Vendors	16,000	294.60	\$402

## Vermont Governor's Highway Safety Program Attitude Survey

**GOAL:** To sample self-reported media message awareness, attitudes and behavior about traffic safety topics.

### Strategies

To survey and analyze public attitudes and knowledge of highway safety.

### Project Evaluation

The Center for Research & Public Policy (CRPP) conducted an online survey from July 26, 2017 – August 10, 2017 and presented the results in September 2017. The survey was conducted among licensed drivers throughout the State of Vermont. The 2017 survey replicated most of the questions held in surveys conducted between 2010 and 2016. The survey was designed to provide resident input on law enforcement, personal driving behavior and awareness of the Governor's Highway Safety Program messages.

The research study included a comprehensive online survey. For tracking purposes, The Vermont Agency of Transportation and CRPP utilized many of the same questions posed in the 20010-2016 survey. Questions on pedestrian activity/concerns were added in 2016 and continued into 2017. Several new bicycling /bicycling safety questions were added in 2017. The Attitude Survey link was added to the GHSP website.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17402-301	Center for Research and Public Policy	8,000	7,000	\$402
NH17405D-031	Center for Research and Public Policy	8,000	7,000	\$405(d)



Vermont Governor's Highway Safety Program

## Paid Media

### Alcohol and Impaired Driving

#### Sports Marketing Campaign

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

##### Strategies

Provide educational information regarding the hazards of alcohol impaired driving at sporting events held across the state.

##### Evaluation

The Sports Marketing Program used the highway safety message, Drive Sober or Get Pulled Over or Choices Matter in places where sport fans congregate so 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.

Alliance Sports ran the campaign at the following venues at 2017: 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 and High schools, statewide.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405D-204	Alliance Sports Marketing Creative	186,000	186,000	\$405(d)

#### Strike Out Drugged Driving Campaign

**GOAL:** Broadcast "drugged" impaired driving messaging to baseball fans throughout the state of Vermont with an estimated delivery of 2,500,000 impressions. Deliver over 1,500,000 guaranteed online impressions through video and display marketing to Vermont over the course of the program.

##### Strategies

Educate Vermont residents on the dangers and consequences of "drugged" impaired driving through a multi-platform outreach and awareness campaign.

## Vermont Governor's Highway Safety Program

### Project Evaluation

The campaign significantly over delivered by over 1,000,000 impressions as the program delivered a combined total of 2,582,282 impressions. Of those impressions 1,474,943 were display, 1,107,339 were video impressions.

The Strike Out Drugged Driving program focused on creating awareness and educating Vermont motorists on the dangers and repercussions of "drugged" impaired driving. Media platforms for connecting these messages with the intended audience are as follows:

:30 Radio Spots on all Vermont based Red Sox Radio Network stations.

- › WWOD 93.9 FM Woodstock
- › WCPV 101.3FM Burlington
- › WSTJ 1340 AM St. Johnsbury
- › WSYB 1380 AM Rutland
- › WIKE 1490 AM Newport
- › WCVR 1320 AM Randolph
- › WDEV 550 AM Waterbury
- › WDEV 96.1 FM Waterbury
- › WLVB 93.9 FM Morrisville

With the great public safety message that was offered through Vermont Highway Safety's creative. The Red Sox Radio Network delivered this message to all of its radio stations throughout New England at NO ADDITIONAL COST to Vermont Highway Safety. In addition to the 9 Vermont stations listed above the message was delivered across 13 Massachusetts stations, 13 Maine stations, 12 New Hampshire stations, 5 Connecticut stations, 2 New York stations, and 1 Rhode Island station. Reminding Red Sox fans throughout New England to be safe on the roadways and Vermont's commitment to safe driving.

: 15 second online video pre-roll messaging featuring Vermont law enforcement.

Developed an online video featuring GHSP representatives and/or Vermont Law enforcement discussing the dangers and consequences of "drugged" impaired driving.

These videos were delivered online specifically targeting those who have engaged with marijuana, drugged driving and other similar messaging.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405D-209	WEEI	104,000	103,500	\$405(d)

### DUI Labor Day

**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.

**Primary Target Audience:** Adults 18-34 (skewed slightly toward men)

**Campaign Parameters:** August 14 - September 4, 2017 (in accordance with the NHTSA Communications Calendar)

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

### Media Strategy

Utilized three: 15 newly produced video assets for placement on television and across the most widely used digital channels. Expanded reach of the target audience was gained through the use of traditional and internet radio as well as Facebook.

Vermont Governor's Highway Safety Program  
Media Tactics

Medium	Programming
Television	Place television spots primarily in prime-time programming (44%) and sports (16%). <div>  <p>:15 Mom's Night Out/Plan Ahead</p> </div> <div>  <p>:15 Game Night/Plan Ahead</p> </div> <div>  <p>:15 Dinner Party/Plan Ahead</p> </div>
Est. Added Value	Additional no charge spots were negotiated due to GHSP non-profit status equating to 583 spots or \$9,328 in added value
Radio	Placed ads on stations where ratings indicate Adults 18-34 are most likely to be listening, like country and rock formatted stations. Spots were placed Monday – Friday 6a–7p and on the weekends 10a – 7p. One free spot was provided by most of the stations for every three spots purchased. Weather and/or news billboards were also negotiated as added value.
Est. Added Value	An additional 868 spots were included for a total of \$8,816.20 in added value (an additional 42% more in spot placement value).
Internet	Purchased video ad placements on AdDaptive (ad network), YouTube and Xfinity (streaming and VOD) to expand reach.  Audio ad placements were made on Pandora which included banner ad placements at no charge.  Placements were made on FACEBOOK to run as newsfeed ads in profiles matching the target audience Some targeting included Facebook interests in concerts, parties, bars, nightclubs, drinking games, and alcoholic beverages.
Est. Added Value	Utilized client non-profit status to negotiate

### Frequency of Message:

Demo	Reach	Frequency
Adults 18-34	73.1%	7.7

## Vermont Governor's Highway Safety Program

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405D-202	HMC Marketing Creative	37,000	0	\$405(d)
NH17405D-203	HMC Marketing Media Buy	73,000	72,648.31	\$405(d)

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

## DUI Holiday

**GOAL:** To reduce drugged and alcohol driving related crashes.

**Primary Target Audience:** 18-34 Adults (skewed slightly towards men)



**Campaign Dates:** December 14, 2016 – January 6, 2017 (mirrors NHTSA Calendar)

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

## Media Strategy

To educate the motoring public regarding the dangers of drinking and driving especially during the holidays when there are more celebrations.

## Media Tactics

Medium	Programming
Television	Placed television spots on channels with high viewership of the target audience: primarily in sports & prime time programming with over 65% of the buy allocated to these dayparts.
	 <p>:15 Mom's Night Out/Plan Ahead</p>
	 <p>:15 Game Night/Plan Ahead</p>

## Vermont Governor's Highway Safety Program



:15 Dinner Party/Plan Ahead

<i>Est. Added Value</i>	<i>Bonus spots were negotiated based on rating point under delivery from the 2015 campaign and due to non-profit status. Amount received \$11,508 or 822 additional spots.</i>
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Radio	Radio spots have been purchased to air on broadcast stations with the high ratings of the target audience. Research indicates they are most likely to be listening to formats such as country and rock formatted stations.
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<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports &amp; special programming. The value of the bonus spot placements was \$6,800.23 which included 609 additional spots (39%) of the buy.</i>
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Internet	Purchased video ad placements on YouTube, Hulu, Xfinity, and Facebook.
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<i>Est. Added Value</i>	<i>Additional impressions were provided by HULU and Xfinity totaling 2,073.</i>
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### Frequency of Message

Demo	Reach	Frequency
Adults 18-34	76%	8.1

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405D-201	HMC Marketing	50,000	74,833.69	\$405(d)

Vermont Governor's Highway Safety Program

## DUI 2016-17 Football Championship Season Media Planning and Buying

**GOAL:** This campaign was aimed at reaching Vermonters encouraging them to drink responsibly surrounding the celebrations for the end of the 2016-17 Football Season and Super Bowl.

**Primary Target Audience:** 18-34 Adults (skewed slightly towards men) \*

**Campaign Dates:** January 9, 2017 – February 5, 2017

**Communication Channels:** Television

### Strategies

Utilized television as the primary medium to reach the target audience with placements made in all NFL post-season championship games including the Super bowl.

### Media Tactics

Medium	Programming
Television	Placed 100% television spots only in football programming including the Super Bowl—the highest rated program of the year. :15 Mom's Night Out/Plan Ahead :15 Game Night/Plan Ahead :15 Dinner Party/Plan Ahead
<i>Est. Added Value</i>	<i>19 Spots at no charge as part of the football package equate to an estimated \$3,000 in added value.</i>

### Frequency of Message

Demo	Reach	Frequency
Adults 18-34	55.9%	2.3

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405D-200	HMC Marketing	30,000.00	30,000	\$405(d)

## Vermont Governor's Highway Safety Program Drug Impaired Driving (Marijuana)

**GOAL:** To reduce drugged driving related crashes.

**Primary Target Audience:** 18-34 Adults (skewed slightly towards men)

**Campaign Dates:** November 7 – December 11, 2016 (five weeks)


**Campaign Dates:** May 22 – June 25, 2017 (six weeks)

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

### Strategy

To purchase media messaging that is directed toward educating the community on the dangers of drugged driving.

### Media Tactics

Medium	Programming
Television	Utilized television as the primary channel to reach the target audience by allocating 54.6% of the budget. Placements were mostly in prime-time programming and sports – 53.7% of the buy was allocated to this daypart. 
<i>Est. Added Value</i>	<i>A total of 772 additional spot placements on both broadcast and cable were negotiated at no charge due to the client's non-profit status and under delivery from previous DID campaign. Added value: \$19,180.</i>
Radio	Radio spots aired on broadcast stations where ratings indicate the young target audience skewed male was most likely to be listening including country, classic rock and alternative formatted stations.
<i>Est. Added Value</i>	<i>A campaign total of 1,140 spots were negotiated at no charge as well as news/weather/sports sponsorships wherever available (32.9% of the buy) estimated added value of 12,969.38.</i>
Internet	To further expand reach of the target audience, pre-roll and display ad placements were made on Facebook Newsfeeds, YouTube and Xfinity.com (190,953 impressions across streaming video and Video on Demand).
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 2,956 impressions on HULU at no charge. Utilized client non-profit status to negotiate additional 3978 impressions on Xfinity at no charge. This buy also generated 230 click throughs to the website and 80% VTR and same percentage of total completions.</i>

## Frequency of Message

Demo	Reach	Frequency
Adults 18-34	79.8%	6.9

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-206	HMC Marketing	75,000	29,762.53	\$405(d)

## Prescription Drug Impaired Driving

Goal: To reach adults through a targeted media plan delivering messaging that drugs (specifically prescription drugs) and alcohol users should not drive impaired.

Primary Target Audience: Adults 50+

### Media Strategy

The media plan incorporated the most relevant communication channels to gain the greatest media penetration toward the target audiences. It included the use of both traditional broadcast and digital media in an effort to reach Vermonters statewide. The agency's non-profit status was used to negotiate lowest/best vendor rates and to obtain added value.

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

### Media Tactics

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-102	HMC Marketing Media Buy	75,000	0	\$405D

Vermont Governor's Highway Safety Program  
Occupant Protection

## National *Click It or Ticket* May Mobilization

**GOAL:** To encourage the target audience to use their seat belts through paid media channels used by the target audience.

**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 15-May 29, 2017

**Communication Channels:** Television | Internet

### Strategies

Utilize television as the primary medium to reach the target audience supported by video placements on internet channels across desktop, tablet and mobile platforms.

### Media Tactics

Medium	Programming
Television	Utilizing both local produced and NHTSA produced video, placed television spots largely in prime-time programming and sports—53.7% of the buy was allocated to these dayparts.



NHTSA spot "Second Chance: :30

<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's television CIOT buy were made up on this year's campaign plus no charge bonus spots due for an additional 449 spots on broadcast and cable; an added value of \$11,225</i>
Internet	Video impressions were purchased across four different ad networks: YouTube, Xfinity (streaming and Video on Demand), Visible Measures & AdDaptive (ad networks with specific targeting capabilities) served across desktop, tablets and mobile devices
<i>Est. Added Value</i>	<i>Received an additional 2,465 impressions and over 350 click throughs to the website and over 150,000 completed views of the :30 spot.</i>

### Frequency of Message

Demo	Reach	Frequency
Men 18-34	81%	5.8

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405B-011	HMC Marketing	75,000	73,996.15	\$405(b)

## Thanksgiving Occupant Protection

**GOAL:** To encourage the target audience to use their seat belts through paid media channels used by the target audience.

**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:** November 14- November 27, 2016

**Communication Channels:** Television | Internet

### Media Strategy

Utilized television as the primary medium to reach the target audience supported by placements of the: 30 TV spot on-line.

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405B-010	HMC Marketing Creative	37,000	0	\$405(b)
NH17405B-018	HMC Marketing Media Buy	78,000	74,985.43	\$405(b)

## Speed and Aggressive Driving Media Buy

**Goal:** Develop new :30 radio spot (may run on Pandora)

### Media Strategy

Develop a broadcast and/or digital (Pandora) radio spot campaign that will reach at least 60% with a frequency three times which is measured through Nielsen and Arbitron Surveys.

## Vermont Governor's Highway Safety Program

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17402-600	HMC Marketing Creative	25,000	0	\$402
NH17402-601	HMC Marketing Media Buy	25,000	0	\$402

### Distracted Driving

**Goal:** The purpose of this campaign was to educate Vermonters about the dangers posed by distracted driving.

**Primary Target Audience:** Young Adults and Adults 16-34 years' old

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

### Media Strategy

The media plan incorporated the most relevant communication channels to gain the greatest media penetration toward the young adult population in Vermont. It included the use of mass media and with slightly more focus toward on-line media.

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-505/506	HMC Marketing Media Buy	187,000	0	\$402

### Bicycle Safety Media

**Goal:** To reduce incidents of bicycle related deaths on Vermont highways, this initiative was part of a prevention and intervention education communication campaign.

## Vermont Governor's Highway Safety Program

### Strategies

Utilize the FFY 2016 campaign for broadcast and cable television; broadcast and/or digital (Pandora) radio; online channels.

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-604	HMC Marketing	50,000	0	\$402

## Child Passenger Safety Radio

**Goal: Increase knowledge of child passenger safety restraint laws and the safety benefits of booster seats.**

### Strategies

Produce a broadcast radio; online channels that include: Google, Facebook and print ads.

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17405B-013	HMC Marketing	50,000	0	\$405(b)

## Child Passenger Safety Media

**Goal: Secure a campaign reach of at least 50% with a frequency of three times towards the primary target audience.**

### Strategies

Develop in-house child passenger safety messages utilizing mass media for radio, digital media for audio and print/newspaper ads during the back to school time frame.

## Vermont Governor's Highway Safety Program

### Media Tactics

The GHSP did not deploy the media creative and/or a buy under this project due to staffing shortages. The GHSP is now up to full staff and we are revising our media procedures in FFY2018. We will be applying those new practices with our media vendors in FFY2019 so that we are more judicious in the way we plan and program our media.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405B-019/020	HMC Marketing	115,000	0	\$405(b)

### 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 educational materials for public distribution.

#### Project Evaluation

The GHSP office supplied partners with a poster campaign featuring the in-kind work of Hallstrom Motorsports. The poster depicts 15-year-old Evan Hallstrom with his racecar and the message *Click It or Ticket* on the hood of the car. The posters were distributed statewide.

The impaired driving pamphlets were a "Drinking and Driving Calculator" that also listed "Alcohol's Effects on the Body and Mind". The GHSP did not expend any funds under the 402 PI&E project because we had enough educational materials on hand. We did, however, need posters and other educational pamphlets that had Occupant Protection and Impaired Driving messages.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH17402-605	Various Vendors	15,000	0	\$402
NH17405D-208	Various Vendors	8,000	1,766.55	\$405(d)
NH17405B-016	Various Vendors	15,000	5,688.00	\$405(b)



## Planning and Administration

### 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

Conduct business guided by all applicable rules, regulations, laws and statutes. Provide highway safety guidance and assistance to all appropriate traffic safety partners in the state.

#### Project Evaluation

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

Project Number(s)	Project	Budget	Expended	Source
NH17402-000	GHSP Chief	125,000	35,000.90	\$402
NH17402-000	Financial Manager	90,000	49,562.01	\$402
NH17402-000	Grants Management Specialist	80,000	35,834.19	\$402
NH17402-000	Operating Expenses	13,000	6,026.24	\$402
NH17402-000	GHSA Dues	4,500	2,260.50	\$402
NH17402-001	EGMS	275,000	171,471.68	\$402
NH17164-000	EGMS	53,059	37,000.00	\$164
NH17406-500	EGMS	54,000	53,049.14	\$406

