

VERMONT GOVERNOR'S HIGHWAY SAFETY PROGRAM

Monthly Newsletter

June / July 2017

Drive Sober or Get Pulled Over - Labor Day Campaign 2017

Impaired driving is one of the deadliest, most often committed, yet preventable crimes committed in our country. In 2015 in the United States, 10,265 people died in alcohol-impaired crashes; that's equal to 28 people each day or one person every 51 minutes. Nationally about one-third of all fatalities are the result of impaired driving but here in Vermont the numbers are a little more grim; of the 62 roadway deaths in 2016, more than half (37) involved a driver impaired by alcohol, drugs or a combination of both.

The national "**Drive Sober or Get Pulled Over**" enforcement mobilization goes into effect here in Vermont and across the country from August 16 to September 4. To our law enforcement partner agencies, many of you have unspent money in your Impaired Driving grants and this is your opportunity to use that funding to put additional officers on the road and make a difference in your communities. We need your help to prevent these tragedies.



Ford Driving Skills for Life Program

Pictures from the two-day event held in Essex Junction on July 19 and 20th 2017. Overall, the program was a complete success. All sessions were filled with eager students looking to learn about vehicle handling, safety, and critical factors that influence teen crashes. While students were on the course, parents got the opportunity to learn and watch the session. A big thank you to GLOBALFOUNDRIES, VHSA, VSP, Essex Police, Essex Rescue, and Heritage FORD for their support of this great program.



From the 2017 NHTSA Campaign Calendar

August is...

"Back to School Safety Month"



Primary Message: *Walk, Bike and Ride to School Safely!*

August 16 - September 4, 2017

"Drive Sober or Get Pulled Over"



National Enforcement Mobilization

Primary Message: *Drive Sober or Get Pulled Over*

Summer Heatstroke Prevention



Primary Message: *"Act Fast, Save a Life"*

Our Mission Statement

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

This Month's Issue

- Labor Day Campaign 2017
- Current Campaigns
- FORD Driving Skills - Update
- Highway Safety Risks
- VSP Photo Shared
- Call for Nominations
- Complete Streets
- Better Data Collection
- FARS Statistics & Crash Facts
- Last Call 360 Experience
- The VHSA Update Page

Need materials for your agency's Website or Social Media page? Visit the [Traffic Safety Marketing](#) website, NHTSA's official media resource for Highway Safety Professionals.

GHSA Applauds NTSB for Raising Profile of Speeding as Highway Safety Risk

Speeding is often a forgotten issue

WASHINGTON, D.C. - The Governors Highway Safety Association (GHSA) thanks the National Transportation Safety Board (NTSB) for [studying and evaluating approaches to reduce speeding-related traffic crashes](#) and raising awareness of this critical safety issue. Speeding is a factor in approximately the same proportion of traffic fatalities as alcohol impairment (27% and 29%, respectively, in 2015), yet it is not subject to same social stigma as drunk driving and is often a forgotten highway safety problem despite its clear significance.

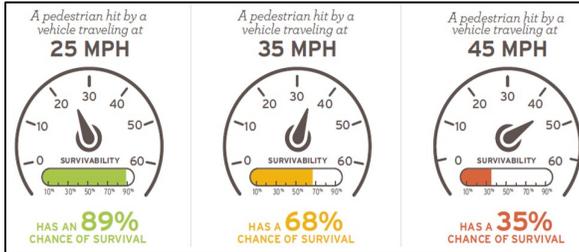
This NTSB action should spur responses at the national, state and local levels to prioritize addressing excessive vehicle speeds along with other pressing traffic safety problems. National leaders must come together to develop best practices and programs to deter drivers from speeding and prevent the crashes, injuries and fatalities that too often result.

We know from experience that sustained, high visibility enforcement efforts - including automated speed ... [Click here](#) to read the remainder of this article at GHSA.org.

Complete Streets are Safe Streets

By Jon Kaplan, P.E. Bicycle and Pedestrian Program Manager, VTtrans

Have you heard the term “Complete Streets”? The Vermont Complete Streets law (Act 34) went into effect July 1, 2011. In the statutory language, it is stated that the purpose of the law is to “ensure that the needs of all users of Vermont’s transportation system—including motorists, bicyclists, public transportation users, and pedestrians of all ages and abilities—are considered in all... transportation projects and project phases, including planning, development, construction, and maintenance.” There is no single “complete street” design or treatment. Every road is different and its context must be considered. Many roads in Vermont, and the U.S., were designed primarily for cars and trucks. With an increased focus on personal health, the environment, livable communities and the positive economic impact of walkable communities, “Complete Streets” is an opportunity to re-examine our roads. One of the main factors influencing safety is traffic speed (see graphic below.) An effective way to control speed is to design roads that have adequate space for all transportation users and keep the width to a safe minimum. For more on how to implement Complete Streets in your community, check out the National Complete Streets Coalition at <https://smartgrowthamerica.org/program/national-complete-streets-coalition/> and the VT Natural Resources Council at <http://vnrc.org/resources/community-planning-toolbox/tools/complete-streets/>.



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States Urged to Utilize Updated Traffic Crash Guideline for Better Data Collection and Reporting

Governors Highway Safety Association (GHSA)

WASHINGTON, D.C. - With traffic fatalities on the rise, guidance on how to collect high-quality crash data becomes ever more important. Developed cooperatively by the Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA), the Model Minimum Uniform Crash Criteria (MMUCC) 5th Edition guideline has been updated to reflect the latest behavioral and technological changes impacting vehicles, drivers, and front-line data collectors. The voluntary MMUCC guideline identifies ... [Click here](#) to read the remainder of this article at GHSA.org.

VSP Photo

Vermont State Police Corporal Andrew Leise of the Williston Barracks took this great picture to share with all of us. He felt the black and white gives it a unique



touch, and sends a clear message on Distracted Driving in Vermont. **“Head Up, Phones Down”**

Call for Nominations

GHSP is looking for nominations for the 2018 annual Life Saver Awards to be presented at the VHSA annual conference. For more information, nomination criteria and forms, [Click here](#)

Deaths on Vermont Roadways

Year	Deaths
2012	77
2013	71
2014	44
2015	57
2016	62

39 Deaths as of August 7th, 2017

Motor Vehicle Crash Facts:

- [June 27, 2017 - July 10, 2017](#)
- [July 11, 2017 - July 17, 2017](#)
- [July 18, 2017 - July 24, 2017](#)
- [July 25, 2017 - July 31, 2017](#)

Last Call 360 Experience places users in a bar

NHTSA’s Office of Communications and Consumer Information is trying to make our products user-friendly to enhance campaign activities of State partners. Last December, we debuted the virtual reality Last Call 360 Experience (<https://www.nhtsa.gov/lastcall/>). The 360 Experience places users in a bar with the choice to drink or stay sober. You can then enjoy a night out with friends; explore the bar to play games, watch videos, have conversations and keep exploring to see where the night takes you -- based on your choice. This December, to coincide with the DSOGPO campaign, (continued on page 3)

VERMONT HIGHWAY SAFETY ALLIANCE UPDATES

(Last Call 360 Continued) Last Call will be updated to allow the states more flexibility to drive traffic back to their respective sites during national and local campaigns. The plan is to revise the consequences screens on the Last Call 360 2.0 experience not only to include each state's drunk driving consequences, but also include each state's unique page URL to drive users to learn more about local drunk driving prevention efforts (i.e., Maryland's Impaired Driving Prevention Page <http://www.mva.maryland.gov/safety/mhso/program-impaired-driving-prevention.htm>). The URL will appear as a call to action at the end of the consequences content, which is geo-served based on the location of the user when they are accessing the experience.

Please feel free to share the "Last Call 360" experience on your departments Facebook or Twitter feeds, or the department web page.

The Road To Highway Safety Is Paved With Technology

Address highway safety issues with colleagues and experts in education, engineering, enforcement, and emergency services.



Please visit us on the web at [VHSA](#) or 'Like' us on [Facebook](#)

[Contact us](#) to join the VHSA or to participate on one of our highway safety working groups.



2017 Vermont Teen Driver Educator Summit

The summer summit took place on Thursday July 27, 2017 in Rutland at the Holiday Inn. The theme was Education, Enforcement, Engineering, and EMS, working towards *Zero Deaths*. The event kicked off with welcome messages delivered by Commissioner Robert Ide from the Department of Motor Vehicles (DMV) and Allison Laflamme from the Governor's Highway Safety Program (GHSP). Colonel William Elovirta gave a DMV legislative update. A motivational speaker/magician presented a message to all participants encouraging them to have a positive outlook on the upcoming school year. Lt. Robert Giolito from the DMV conducted an informative "Traffic Stops" presentation in the parking lot, and entertained questions from the driver educators. Dave Roberts from the Vermont Energy Investment Corp did a presentation on hybrid and all-electric vehicles, followed by the



opportunity for teachers to drive one of four cars that he brought to demonstrate "drive electric" along with new technology. Michael Tarbell from Rutland Regional Ambulance Service presented "Responding to Emergencies and the Move Over Law", and brought a regional ambulance for the group to see. The afternoon featured the driver educators who led individual roundtable presentations in a rotational format to share new ideas with colleagues. Nancy Andrus provided a handbook with curricular activities for instructors to use in their classes, including behind the wheel activities, observation activities, projects, and a resource section. Participants said it was both an enjoyable and informative day that was well worth attending. The driver educators received certificates for the seven contact hours of professional development. Hats off to Nancy Andrus for all the great work that went into organizing and running this annual successful event.

NOVEMBER 8, 2017

THE HILTON, BURLINGTON, VT

Vermont Highway Safety Alliance 5th Annual Conference

Wednesday November 8th 2017
from 8:00 to 5:00

Includes the Governor's Highway Safety Award Program honoring the:

"Vermont Lifesavers Highway Heroes"

Join us at 2:45 for discussions on how Automated Vehicles will impact Vermont.

For information, or to register please contact [Evelyn McFarlane](#)



Governor's Highway Safety Program

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[Please add my name to the GHSP monthly newsletter mailing](#)

Visit our Website...

www.ghsp.vermont.gov

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

For additional *Occupant Protection* posters, cards, or other campaign materials and handouts, please contact us at the **Governor's Highway Safety Office** at - <http://ghsp.vermont.gov> or the **Vermont Highway Safety Alliance** at - <http://vermonthighwaysafety.org>



EVAN HALLSTROM
VERMONT HIGH SCHOOL STUDENT
NEW ENGLAND PROFESSIONAL STOCK CAR DRIVER
FULL-TIME SEATBELT WEARER

