



# Highway Safety Plan Annual Report | 2021



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# 1

## Introduction

The Vermont Highway Safety Plan (HSP) for Federal Fiscal Year (FFY) 2021 established aggressive targets for safety on Vermont highways. To meet these goals, the State planned 52 activities divided between eight program areas. This HSP Annual Report describes each activity's purpose, progress, and outcome. This report also describes how Vermont performed against the National Highway Traffic Safety Administration (NHTSA) safety performance metrics and how the State's safety programs will be adjusted next year to rectify identified challenges.

## Strategic Partners

Through the Vermont Highway Safety Alliance (VHSA), Vermont invites participation from over fifty organizations in the activities outlined in the 2021 HSP. These partners are listed in **Table 1.1**.

**Table 1.1 Strategic Partners**

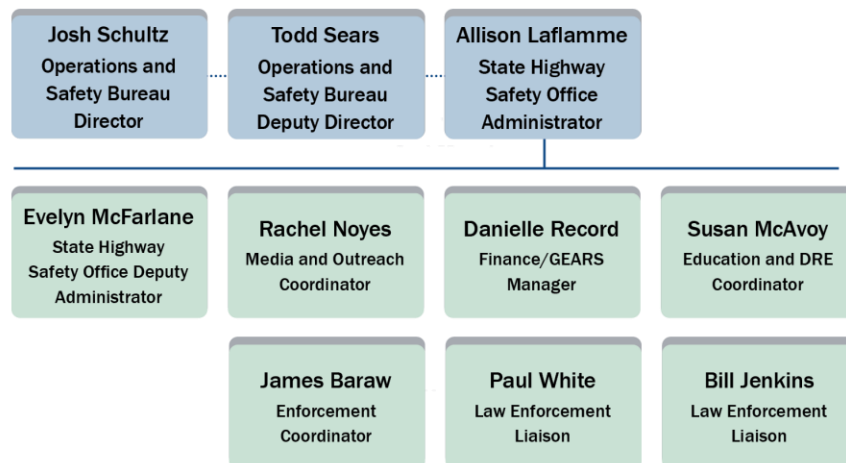
- |   |   |
|---|---|
| ▪ 3M                                    | ▪ Sp!ke Advertising                                       |
| ▪ AAA of Northern New England           | ▪ TextLess Live More                                      |
| ▪ AARP Driver Safety                    | ▪ Town of Barre   |
| ▪ Addison County RPC                    | ▪ Vermont Sheriff's Association                           |
| ▪ Associated General Contractors of VT  | ▪ TXT U L8R   |
| ▪ AT&T                                  | ▪ University of Vermont Medical Center                    |
| ▪ Co-Operative Insurance Companies      | ▪ UVM Transportation Research Center                      |
| ▪ Central Vermont RPC                   | ▪ Vermont Agency of Transportation                        |
| ▪ Chittenden County RPC                 | ▪ Vermont Association of Chiefs of Police                 |
| ▪ Bennington County Regional Commission | ▪ Vermont Vehicle and Automotive Distributors Association |

- Community Justice Network of Vermont
- F.R. Lafayette
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Impaired Driving Rehabilitation Program
- Hallstrom Motor Sports
- Green Mountain Transit
- Lamoille County RPC
- Local Motion
- NHTSA
- Northeastern Vermont Development Association
- Northwest RPC
- Operation Lifesaver
- Private Driver Education Schools
- Ride Safe Vermont
- Rutland RPC
- Southern Windsor County RPC
- Vermont Department of Health
- Vermont Department of Liquor Control
- Vermont Department of Motor Vehicles
- Vermont Department of Tourism and Marketing
- Vermont Driver and Traffic Safety Education Association
- Vermont Forensic Laboratory
- Vermont Insurance Agents Association
- Vermont Judiciary
- Vermont League of Cities and Towns
- Vermont Local Roads Program
- Two Rivers-Ottawaqueche Regional Commission
- Vermont State Highway Safety Office
- Vermont State Police
- Vermont Truck and Bus Association
- Volunteer Citizens
- Work Safe TCI
- Youth Safety Council of Vermont

## Organization and Staffing

The Vermont State Highway Safety Office (SHSO) is a unit of the Operations and Safety Bureau at the Vermont Agency of Transportation (AOT). The SHSO is responsible for administering federal grants to facilitate safety programs across the state. The SHSO has eight full time staff. An organizational chart is shown in **Figure 1.1**.

**Figure 1.1** Organizational Chart



## Problem Identification

Vermont's 2021 HSP was divided into eight program areas. Each program area was connected to a safety need identified in the HSP or State Strategic Highway Safety Plan (SHSP) and encompasses a set of activities.

### Driver Education and Behavior

Driver behavior is largely shaped by norms, habit, and personal risk tolerance. The activities under this program area influence these by raising awareness of the risks of unsafe driving and making certain behaviors less socially acceptable. The Vermont Driver Attitude Survey is key to understanding drivers' perception of different behaviors. By focusing on areas of dissonance or unrealistic risk assessment, educational programs motivate safer behaviors on the road.

### Impaired Driving (Drug and Alcohol)

Approximately half of Vermont fatalities involve impaired drivers. Vermont is committed to using evidence-based approaches to eliminate impaired driving. This has meant adjusting the state's approach in recent years as drugs have overtaken alcohol as the leading source of impairment in fatal crashes.

Many of the activities this year focused on improving DUI-drug enforcement, particularly on training officers to detect and investigate drug impairment. The SHSO also provided support to the state forensic laboratory and the Traffic Safety Resource Prosecutor (TSRP) program.

The SHSO continues to find that enforcement is the most effective tool to reduce impaired driving, and the bulk of the resources in this program area were used for that purpose.

### Motorcycle Safety

There are approximately 30,000 motorcycle registrations in Vermont. While a small portion of the approximately 600,000 vehicles registered in the state, motorcyclists are among the most vulnerable road users. Motorcyclists can greatly increase their personal safety by riding within their skills and wearing all recommended protective gear. To encourage these practices, Vermont enforces a mandatory helmet law and provides rider education for various skill levels.

Over the past decade, the average annual number of motorcycle fatalities has hovered near ten. The fatality rate is suppressed somewhat by Vermont's short riding season and relatively few motorcyclists. Vermont's motorcycle safety efforts are primarily educational, including a widely available rider education course and motorcycle awareness advertising. Despite these efforts, motorcycle fatalities increased to a 10-year high in 2021. The SHSO will monitor motorcycle fatalities to determine whether 2021 was an outlier or reflects a more significant change in the trend.

### Occupant Protection

Vermont's seat belt law makes riding unbelted a secondary offense. Despite this limitation, our seat belt usage rate is at par with the New England states with primary laws. The five-year moving average for seat belt usage in Vermont has fluctuated between 84-89 percent. Seat belt

usage is measured in two ways, though direct observation and by poll questions in the Driver Attitudes Survey. The percent of survey respondents who self-report always wearing their seat belt is consistently within 1-2 points of the observed rate.

To reach higher levels of seat belt use, Vermont has taken care to identify demographics and locations with lower belt use. 18- to 34-year-old males are one targeted demographic, which has been reached through media campaigns and driver education programs. Vermont also regularly participates in Click It Or Ticket mobilizations.

Occupant protection program also address child car seat restraint use. Between 2015 and 2018, at least five children under the age of 8 in Vermont sustained a serious injury in a crash due to no or improper restraint use. Vermont uses educational programs to teach parents and caregivers about proper restraint use.

## **Planning and Administration**

The SHSO awards federal highway safety grant funds to projects within the state that improve highway safety. The SHSO has three full-time Program Coordinators that provide guidance, oversight, and monitor compliance for subgrantees. The SHSO's programs are federally funded through NHTSA. The SHSO plans safety programs for each year, analyzing data, identifying problems, defining emphasis areas, and setting targets.

## **Police Traffic Services**

Capable crash investigations are a necessity for accurate safety data and for prosecution when criminal behavior contributes to crashes. Responding agencies must have adequate training and resources to investigate regardless of where a crash occurs in Vermont. To this end, the SHSO coordinates between agencies through its two law enforcement liaisons (LELs) and supports training in topics like crash reconstruction to ensure a consistently high investigation standard statewide.

## **Racial Profiling Data Collection**

Vermont law enforcement agencies are required by state statute to collect and report race data of the subjects of motor vehicle stops. Statute requires that this information be publicly accessible. This information is used to track racial disparities and for training. Vermont has struggled to collect this data uniformly and comprehensively. Training for officers on race data collection is needed so that this data can become more reliable and usable.

## **Traffic Records**

Vermont's Traffic Records program aims to improve the timeliness, accuracy, and completeness of crash and citation data. This data is critical for identification of problem areas for safety planning and other uses. The Traffic Records Coordinating Committee (TRCC) and AOT maintain a database of vehicle fatalities and injuries. This program area includes projects that improve ease of crash reporting, EMS run reporting, and the e-Citation project.

## Media

In addition to the eight program areas, AOT retains qualified, experienced marketing firms to design and execute advertising campaigns on behalf of the SHSO. These firms add value by creating persuasive, compelling media and by placing campaigns on appropriate advertising channels for the targeted demographics.



# 2

## Performance Data

This section provides a summary of crash, fatality, and serious injury data for 2021 and their alignment to targeted values.

### Target Summary

**Table 2.1** lists the eleven crash performance measures, one behavioral measure, and three activity measures against which Vermont's HSP is evaluated. Progress in 2020 and 2021 is compared against target values and any adjustments made are highlighted.

Table 2.1 Core Performance Measure Target Summary

Performance Measure	Assessment of Results in Achieving Performance Targets for FFY21 and FFY20								
	FFY 2021 (Five-Year Moving Average)					FY 2020 (Five-Year Moving Average)			
	Target Period	Target Year(s)	Target Value FFY21 HSP	Data Source/ FFY 21 Progress Results	On Track to Meet FFY21 Target Y/N (in progress)	Target Value FFY20 HSP	Target Year(s)	Data Source/ FFY20 Final Result	Met FFY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	58.0	FARS & AOT/ 63.8	No	58.0	2016-2020	2016 – 2020 FARS/ 62.0	No
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	275.0	FARS & AOT/ 255	Yes	275.0	2016-2020	2016 – 2020 FARS/ 265.4	Yes
C-3) Fatalities/100 Million VMT	5 year	2017-2021	0.82	Available June 2022	In Progress	0.82	2016-2020	2016 – 2020 FARS/ 0.88	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-2021	22.2	FARS & AOT/ 25.4	No	21.0	2016-2020	2016-2020 FARS/ 24.4	No
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-2021	12.8	FARS & AOT/ 15.4	No	14.0	2016-2020	2016-2020 FARS/ 16.2	No
C-6) Speeding-Related Fatalities	5 year	2017-2021	25.4	FARS & AOT/ 24.8	Yes	23.8	2016-2020	2016-2020 FARS/ 26.0	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2017-2021	9.8	FARS & AOT/ 10.8	No	10.0	2016-2020	2016-2020 FARS/ 9.8	Yes

Performance Measure	Assessment of Results in Achieving Performance Targets for FFY21 and FFY20								
	FFY 2021 (Five-Year Moving Average)					FY 2020 (Five-Year Moving Average)			
	Target Period	Target Year(s)	Target Value FFY21 HSP	Data Source/ FFY 21 Progress Results	On Track to Meet FFY21 Target Y/N (in progress)	Target Value FFY20 HSP	Target Year(s)	Data Source/ FFY20 Final Result	Met FFY20 Target Y/N
C-8) Un-helmeted Motorcyclist Fatalities	5 year	2017-2021	0.6	FARS & AOT/ 1.6	No	0.5	2016-2020	2016-2020 FARS/ 1.0	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 year	2017-2021	5.2	FARS & AOT/ 6.6	No	4.0	2016-2020	2016-2020 FARS/ 5.6	No
C-10) Pedestrian Fatalities	5 year	2017-2021	5.4	FARS & AOT/ 6.4	No	5.2	2016-2020	2016-2020 FARS/ 5.6	No
C-11) Bicyclist Fatalities	5 year	2017-2021	0.4	FARS & AOT/ 0.2	Yes	1.0	2016-2020	2016-2020 FARS/ 0.4	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	5 year	2017-2021	88.6%	State survey/ 88.3%	No	86.8%	2016-2020	State survey/ 86.5%	No
Additional State-defined performance metrics									
TR-1) Citation Uniformity	Annual	2021	50%	AOT / 36%	No	40%	2020	AOT / 29%	No
TR-2) Electronic Citation Usage	Annual	2021	40%	AOT / 52%	Yes	35%	2020	AOT / 36%	Yes
TR-3) Evidence Based Race Data Enforcement Reporting	Annual	2021	50%	AOT / 0%	No	100%	2020	AOT / 100%	Yes



## Core Performance Measures Detail

This section summarizes recent history in Vermont for each performance metric and its associated program area. Tables and figures in this chapter summarize the required performance measures (eleven crash and one behavioral) for the most recent 8-year period.

Where Vermont has fallen short of targets, each area lists steps that will be taken in the next HSP to boost progress.

### Measure C-1: Number of Traffic Fatalities

Goal: Achieve a five-year moving average of 58 traffic fatalities in 2021.

Table 2.2 Traffic Fatalities by Year

Year	Total Traffic Fatalities	5-Year Moving Average
2014	44	63.4
2015	57	60.6
2016	65	62.6
2017	69	61
2018	68	60.6
2019	47	61.2
2020	61	62
2021	74	63.8

Vermont **did not** reach its performance target for total traffic fatalities. The five-year average number of fatalities increased to 63.8 in 2021. The next Highway Safety Plan will be adjusted based on this year's data to target high-risk groups and implement the most effective strategies. These adjustments will include:

1. Impaired Driving

Contributing factor in 44.1 percent of fatalities in 2021

- Support the Vermont State Police (VSP) in writing a new driver education curriculum
- Use the Drive Well Vermont media campaign to target males ages 18-35 with messages about impaired driving
- Increase the number of Drug Recognition Experts (DRE)
- Support and conduct an impaired driving summit for traffic safety professionals and advocates in coordination with the VHSA in the spring of 2022.

2. Speed

Contributing factor in 32.4 percent of fatalities in 2021

- Support the legislative appointed working group recommendations for the speed camera pilot program in Vermont work zones
- Hold recurring Traffic Committee meetings to coordinate between law enforcement and AOT
- Use targeted media campaigns in areas with high rates of speeding and aggressive driving

3. Older Drivers

Drivers over age 65 are over-represented in fatal crashes. Older drivers were involved in 27.9 percent of all traffic fatalities in 2021.

- Provide funding to the Vermont Department of Health (VDH) Older Driver Program to increase program capacity. The program provides materials to hospitals, medical facilities, and caregivers about driving with diminished skills.
- SHSO staff to attend trainings to expand knowledge and professional development on Older Driver Programs.
- Collaborate with partners such as AARP and AAA for research statistics, trends, and legislation affecting mature drivers

4. Distracted Driving

Distracted driving is believed to be an underreported factor in crashes. Behavior surveys and citation records show that distracted driving is prevalent enough to merit dedicated strategies.

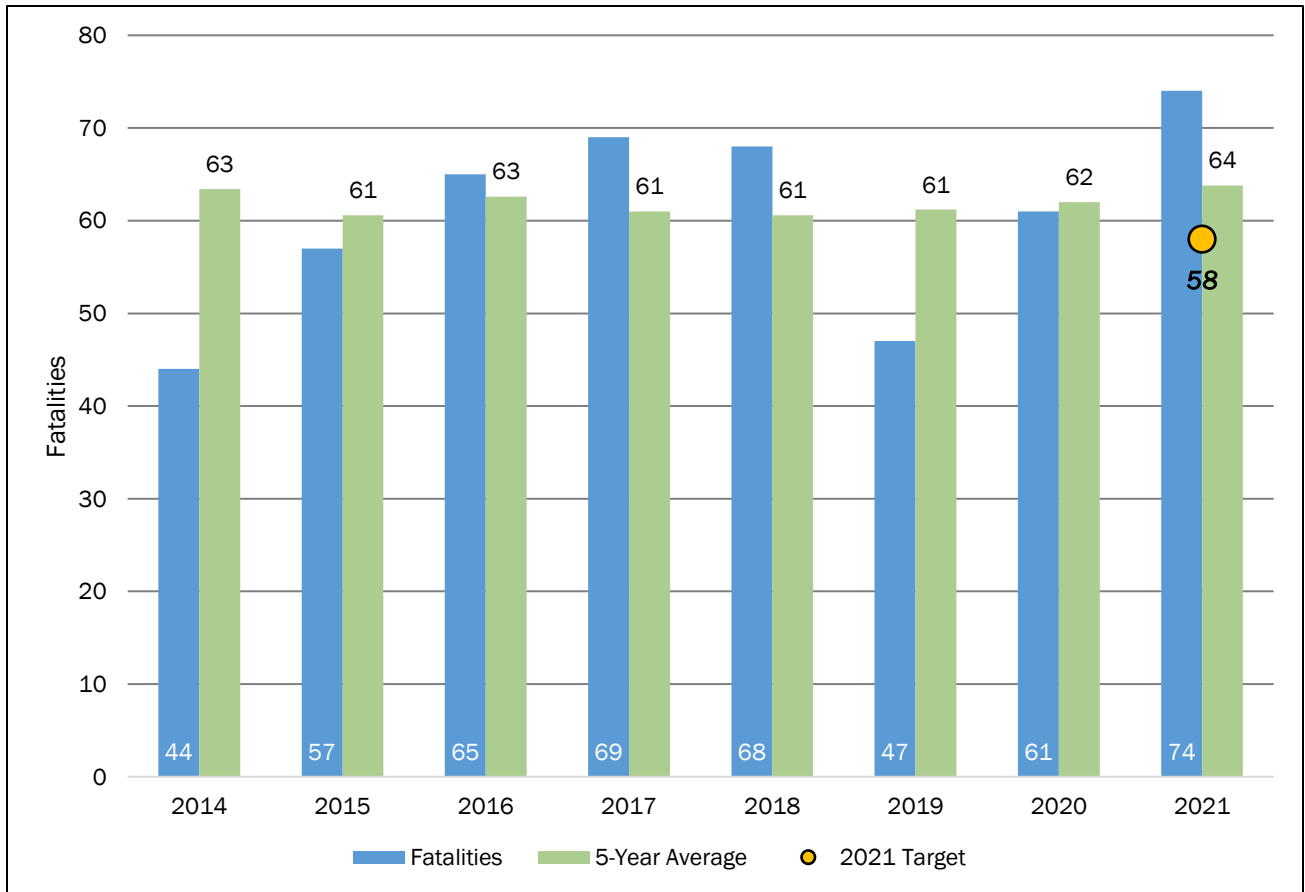
- Use media campaigns targeted at distracted driving
- Assess results from the Fall 2021 distracted driving survey and conduct a second survey in Spring of 2022.
- Build upon existing enforcement and prevention strategies

5. Improper/No Belt Use

61 percent of decedents in fatal crashes in 2021 were not properly restrained

- Continue education and enforcement campaigns
- Promote seat belt use in Drive Well Vermont media campaigns
- Review and implement recommendations from the 2021 Occupant Protection Assessment

**Figure 2.1 Fatalities (Baseline 2014 to 2021)**



Source: FARS and AOT Crash Database

## Measure C-2: Serious Injuries

Goal: Achieve a five-year moving average of 275 serious injuries in 2021.

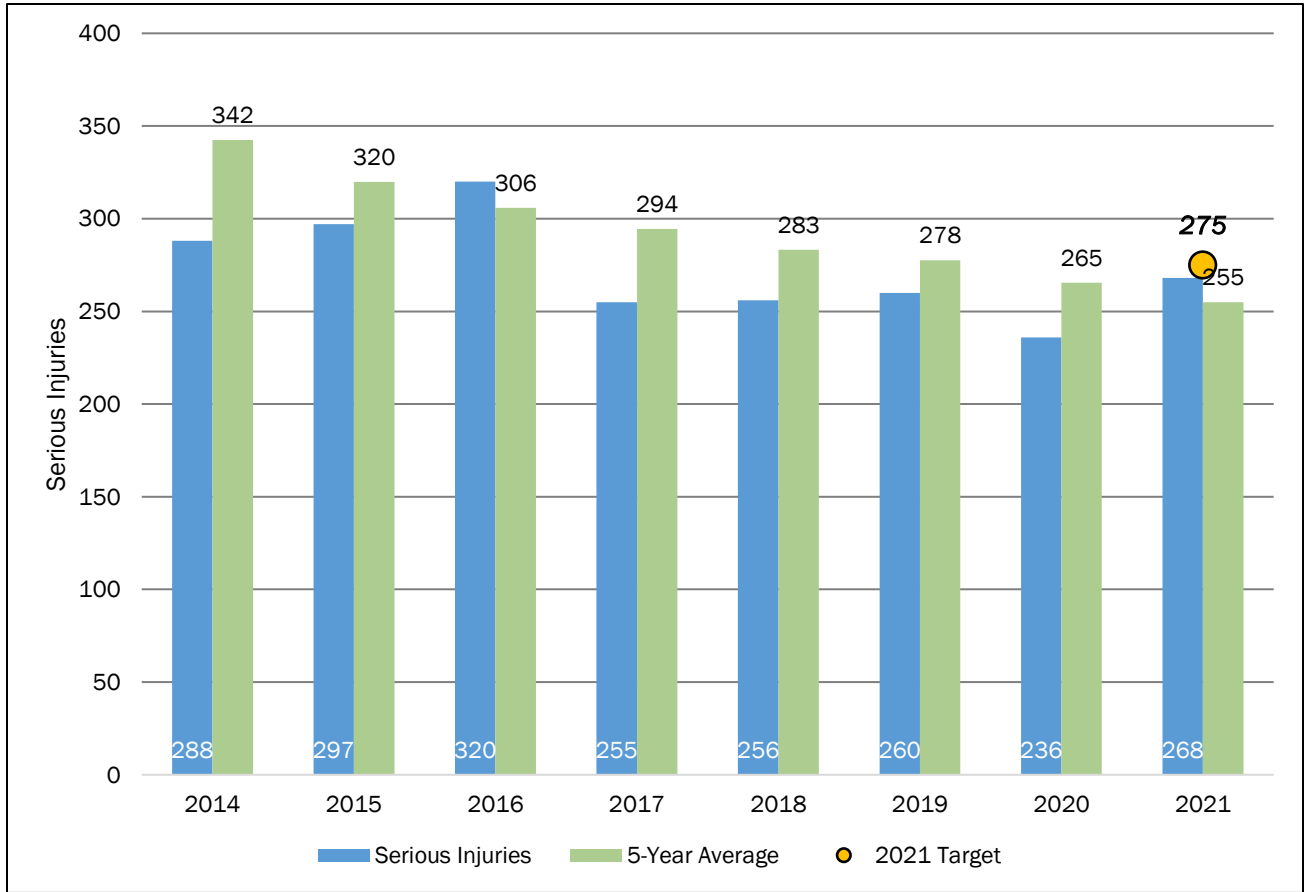
Table 2.3 Serious Injuries by Year

Year	Serious Injuries	5-Year Moving Average
2014	288	342.4
2015	297	319.8
2016	320	305.8
2017	255	294.4
2018	256	283.2
2019	260	277.6
2020	236	265.4
2021	268	255.0

Vermont **met** the performance target for serious injuries, although the number in 2021 rose compared to the prior year. The target was met by implementing a multipronged approach involving education and enforcement around speed limits, impaired driving, and occupant protection. To sustain or reduce this level of serious injuries, the SHSO will focus on the following broad strategies in 2022:

1. Supporting partnerships between enforcement agencies, engineers, educators, and emergency responders
2. Identify ways to support Vermont's emergency medical services and grow their capabilities
3. Improve patient outcomes in traffic crashes by reducing EMS response and transport times
4. Foster and sustain a safety culture around emergency vehicles and emergency scenes
5. Incorporate parts of the Safe System approach to mitigate serious injury risk and foster mutually reinforcing approaches to create safer roads, safer speeds, safer vehicles, safer users and effective post-crash care.

**Figure 2.2 Serious Injuries (Baseline 2014 to 2021)**



Source: FARS and AOT Crash Database

## Measure C-3: Fatalities per 100 Million VMT

Goal: Achieve a five-year moving average of 0.82 fatalities per 100 million vehicle miles traveled (VMT) in 2021.

Table 2.4 Fatalities per 100 million VMT by Year

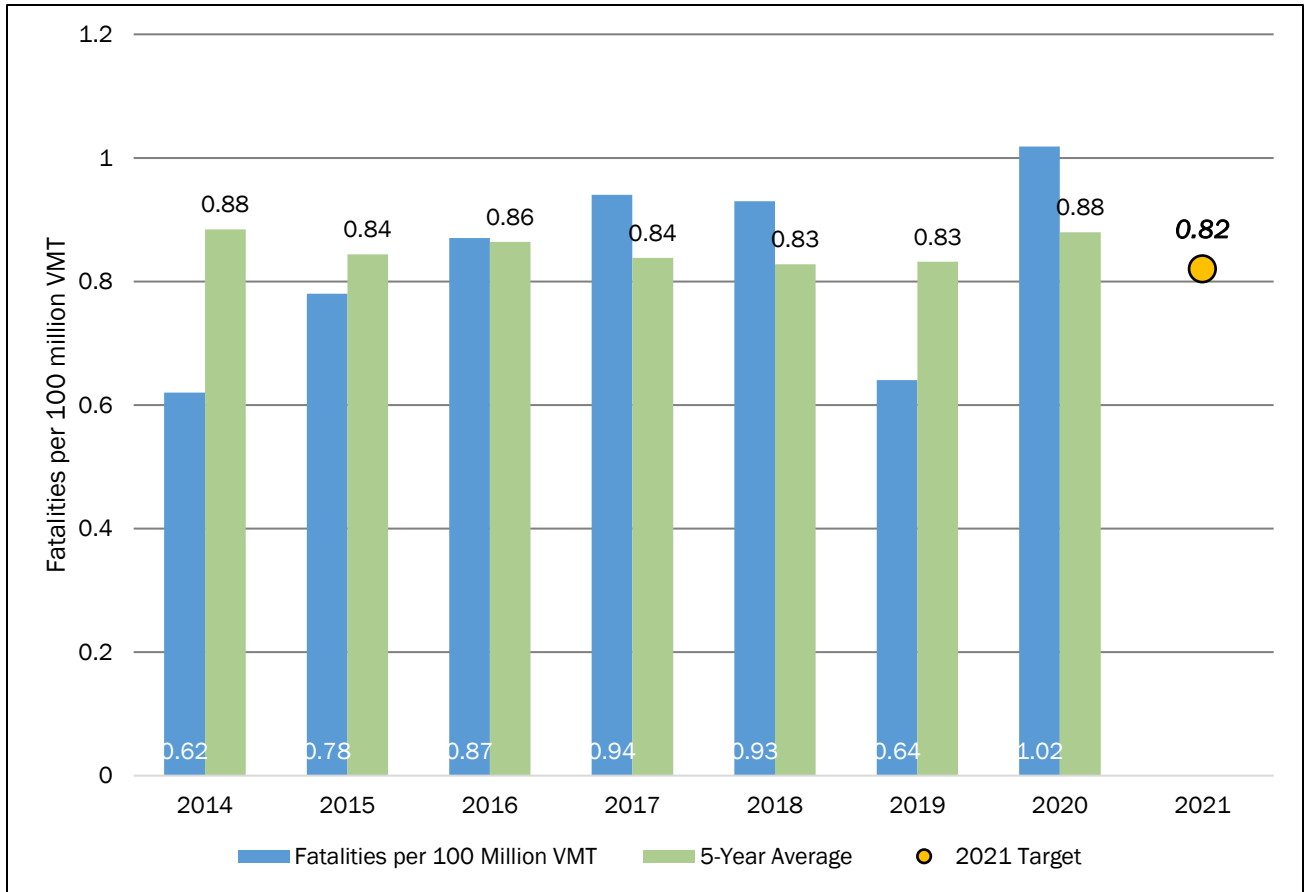
Year	Fatalities per 100 Million VMT	5-Year Moving Average
2014	0.62	0.88
2015	0.78	0.84
2016	0.87	0.86
2017	0.94	0.84
2018	0.93	0.83
2019	0.64	0.83
2020	1.02	0.88
2021*		

Calculations to determine whether Vermont met the stated target remain in progress due to unavailability of 2021 VMT data. The 2016-2020 average of 0.88 fatalities per 100 million vehicle miles traveled reflects the most recent data available. This measure will be calculated in June 2022, when 2021 VMT data is received.

As discussed under performance measure C-1, fatalities rose in Vermont this year. Anticipating that the target will likely not be met, the next HSP will be adjusted based on this year's data to target high-risk groups and implement the most effective strategies. Adjustments in the next HSP will include:

1. Support the VSP in writing a new driver education curriculum
2. Use Drive Well Vermont media campaigns to target leading contributing factors to fatal crashes
3. Participate in a New England Summer Speed Campaign focused on local and rural roads
4. Work with law enforcement liaisons to restore pre-pandemic levels of participation in national and local high visibility enforcement mobilizations

**Figure 2.3 Fatalities per 100 million VMT (Baseline 2014 to 2020)**



Source: FARS, AOT Crash Database, AOT Highway Safety Data (VMT)

## Measure C-4: Unrestrained Fatalities

Goal: Achieve a five-year average of 22.2 unrestrained fatalities in 2021.

Table 2.5 Unrestrained Fatalities by Year

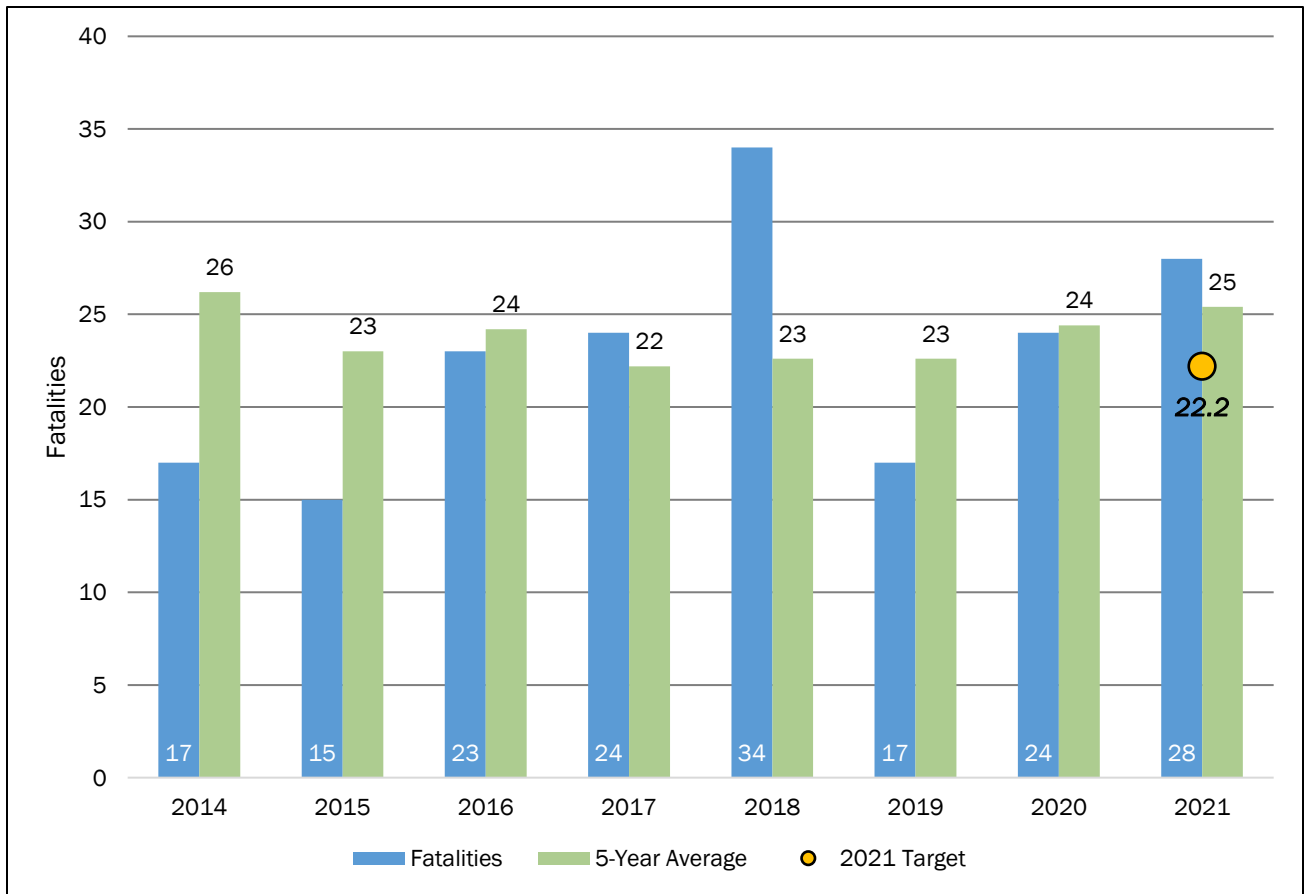
Year	Unrestrained Fatalities	5-Year Moving Average
2014	17	26.2
2015	15	23
2016	23	24.2
2017	24	22.2
2018	34	22.6
2019	17	22.6
2020	24	24.4
2021	28	25.4

Vermont **did not** meet this target. Unrestrained fatalities rose in 2021 and the five-year average reached 25.4, three fatalities higher than the target. In the next HSP, the SHSO will implement these strategies to target unrestrained fatalities:

1. Continue to review and implement recommendations from the 2021 Occupant Protection Assessment. Examples of these recommendations include revisions to the Driver Attitudes survey and new seat belt media campaigns.
2. Increase advertising focused on occupant protection
3. Increase educational outreach on seat belt safety using the rollover cart.
4. Partner with VDH to strengthen child safety restraint use laws and broaden access to child restraint education



**Figure 2.4 Unrestrained Fatalities (Baseline 2014 to 2021)**



Source: FARS and AOT Crash Database.

## Measure C-5: Alcohol-Involved Fatalities

Goal: Reduce the five-year average number of fatalities involving a driver or motorcycle operator with a blood alcohol content  $\geq 0.08$  to 12.8 deaths.

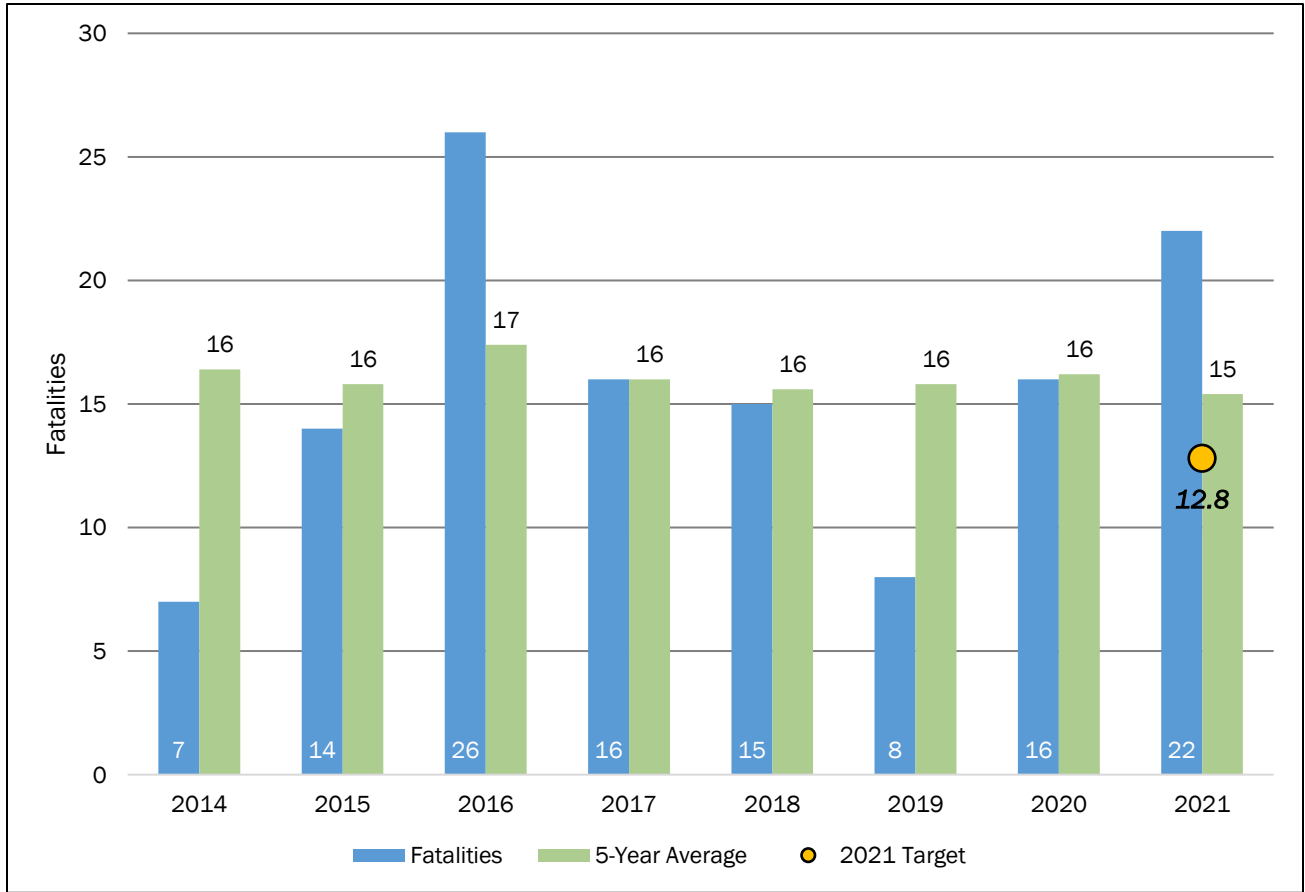
Table 2.6 Alcohol-Involved Fatalities by Year

Year	Alcohol-Involved Fatalities	5-Year Moving Average
2014	7	16.4
2015	14	15.8
2016	26	17.4
2017	16	16
2018	15	15.6
2019	8	15.8
2020	16	16.2
2021	22	15.4

Vermont **did not** achieve this target. Fatalities involving an alcohol-impaired driver saw an increase relative to the previous five-year average. Perceived and real slackening of DUI enforcement during the pandemic is a likely – but reversible – contributor to this trend. The State will double down on enforcement and prevention strategies in the upcoming HSP to reduce alcohol-involved fatalities. These efforts will include:

1. Use VSP's upcoming education curriculum to improve public awareness of the definition of impaired driving and the danger of driving impaired
2. Launch a Drive Well Vermont advertising campaign focused on impaired driving in November of 2022
3. Host an Impaired Driving Summit in Vermont in May of 2022.
4. Seek out new partnerships and strengthen existing ones with organizations that work with high-risk populations. For example, the SHSO is partnering with the Vermont Principals' Association to target underage impaired driving.

Figure 2.5 Alcohol-Involved Fatalities (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure C-6: Speed-Related Fatalities

Goal: Achieve a five-year average number of speed-related fatalities of 25.4 in 2021.

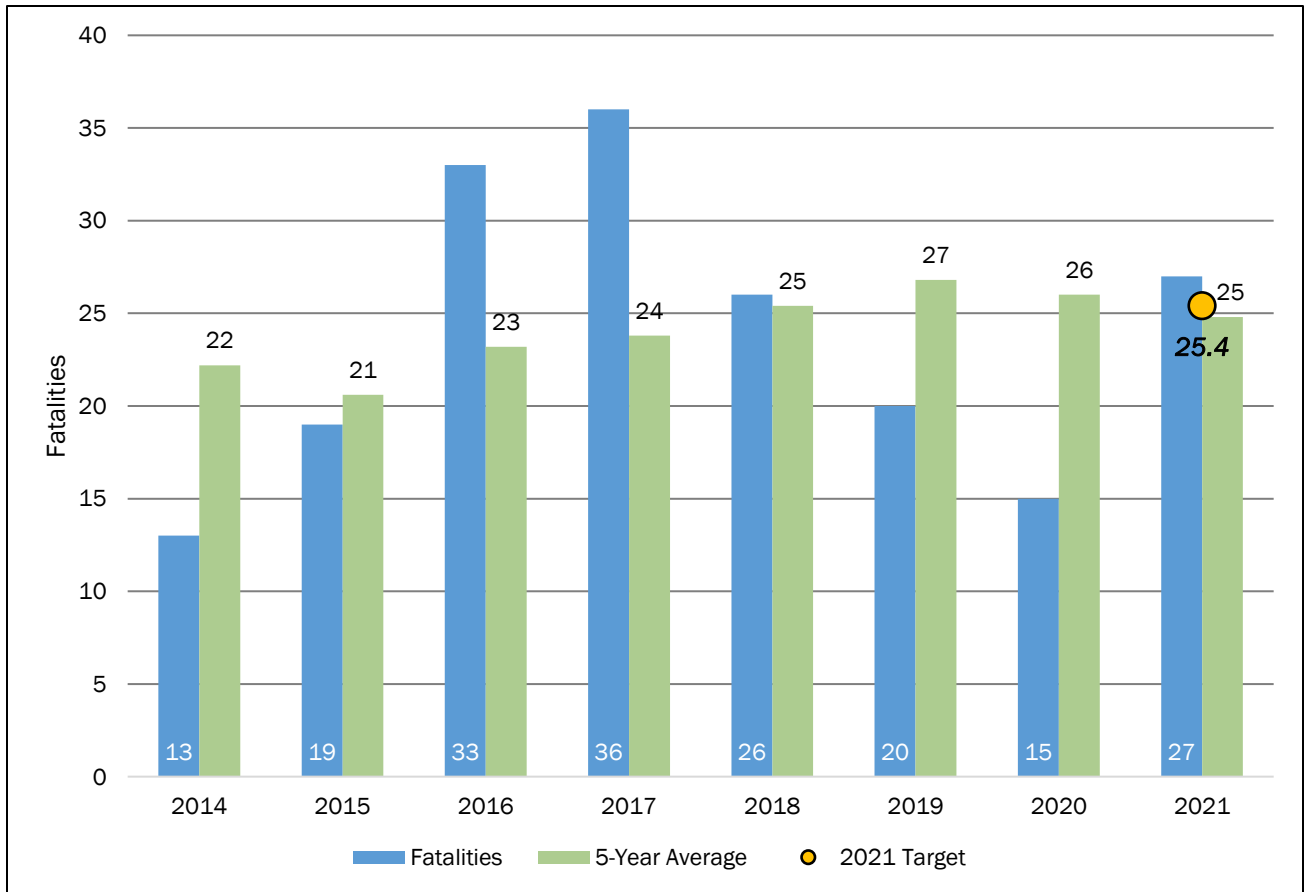
**Table 2.7** Speed-Related Fatalities by Year

Year	Speed-Related Fatalities	5-Year Moving Average
2014	13	22.2
2015	19	20.6
2016	33	23.2
2017	36	23.8
2018	26	25.4
2019	20	26.8
2020	15	26
2021	27	24.8

Vermont **met** this target, with the five-year average falling to 24.8 fatalities. While the State achieved this goal, the next HSP will still be adjusted based on this year's data to target high-risk groups and implement the most effective strategies:

1. Use the upcoming VSP curriculum to educate new and young drivers about speed
2. Continue to use Drive Well Vermont campaigns to promote messages about speeding
3. Restart advertising at sporting events to reach 18- to 34-year-old males, a high-risk group
4. Carry out aggressive national and local speed enforcement mobilizations
5. Support data-driven decisions for deploying high-visibility enforcement (i.e., make greater use of Data-Driven Approaches to Crime and Traffic Safety (DDACTS)).

**Figure 2.6 Speed-Related Fatalities (Baseline 2014 to 2021)**



Source: FARS and AOT Crash Database

## Measure C-7: Motorcyclist Fatalities

Goal: Maintain a five-year average of 9.8 motorcyclist fatalities in 2021.

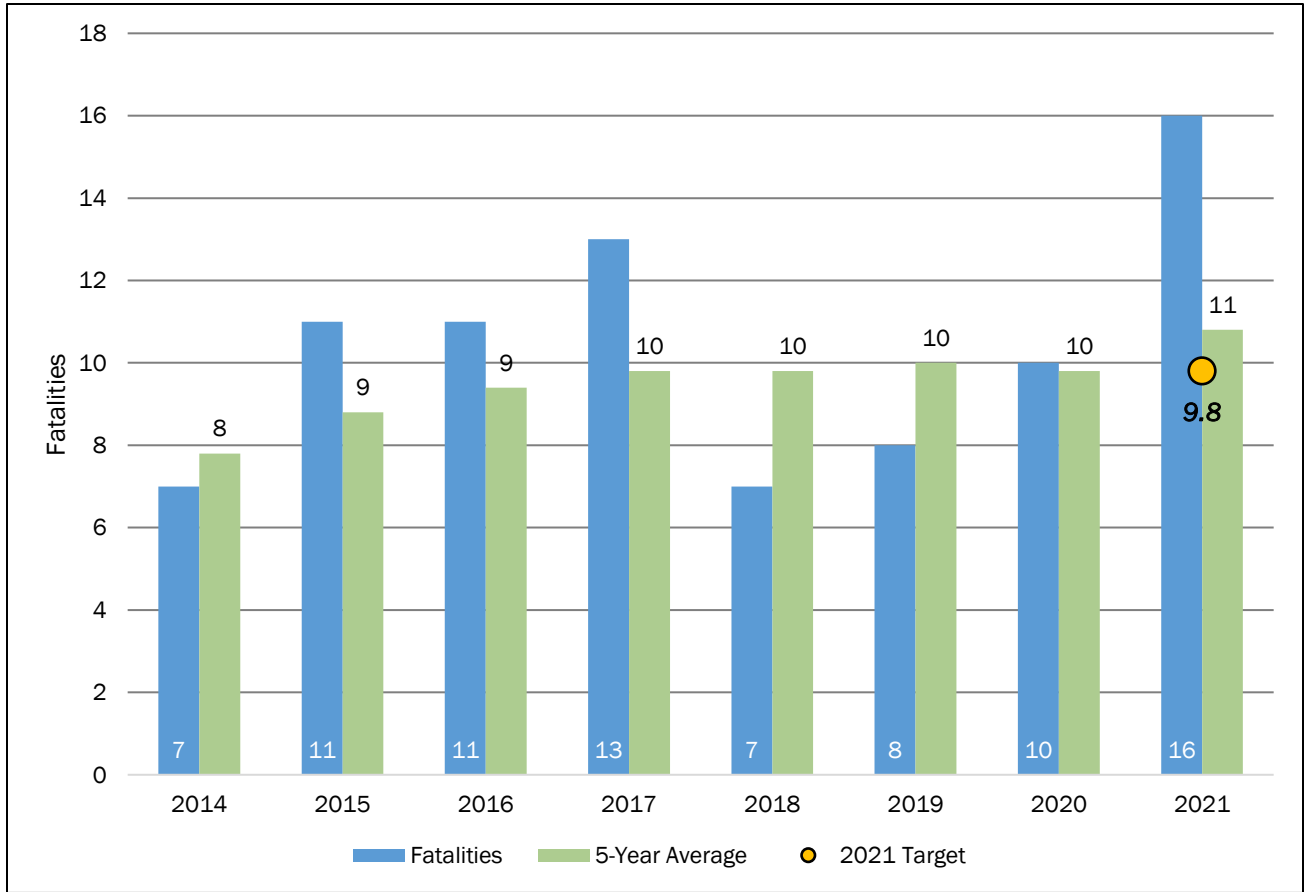
Table 2.8 Motorcyclist Fatalities by Year

Year	Motorcyclist Fatalities	5-Year Moving Average
2014	7	7.8
2015	11	8.8
2016	11	9.4
2017	13	9.8
2018	7	9.8
2019	8	10
2020	10	9.8
2021	16	10.8

Vermont **did not** meet its target for motorcyclist fatalities in 2021. The five-year average fatality count increased to 10.8, with 16 fatalities – the highest number in over a decade. While any increase in fatalities is unacceptable, this result is not out of line with the year-to-year variation seen in recent years, and the overall trend remains stable. Based on this year’s data, the next HSP will be adjusted to better target motorcycle risk factors and implement the most effective strategies:

1. Use Drive Well Vermont media campaigns to target all operators to raise awareness of motorcycles’ presence on the road and on risk factors that contribute to motorcycle crashes and fatalities.
2. The State Highway Safety Office will collaborate with the VHSA for outreach to increase participation in initiatives for NHTSA motorcycle safety awareness month in May 2023.

Figure 2.7 Motorcyclist Fatalities (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure C-8: Un-helmeted Motorcyclist Fatalities

Goal: Reduce the five-year average number of un-helmeted motorcyclist fatalities to 0.6 in 2021.

Table 2.9 Unhelmeted Motorcyclist Fatalities by Year

Year	Un-helmeted Motorcyclist Fatalities	5-Year Moving Average
2014	1	1.4
2015	0	1.2
2016	1	1.2
2017	1	1
2018	1	0.8
2019	2	1
2020	0	1
2021	4	1.6

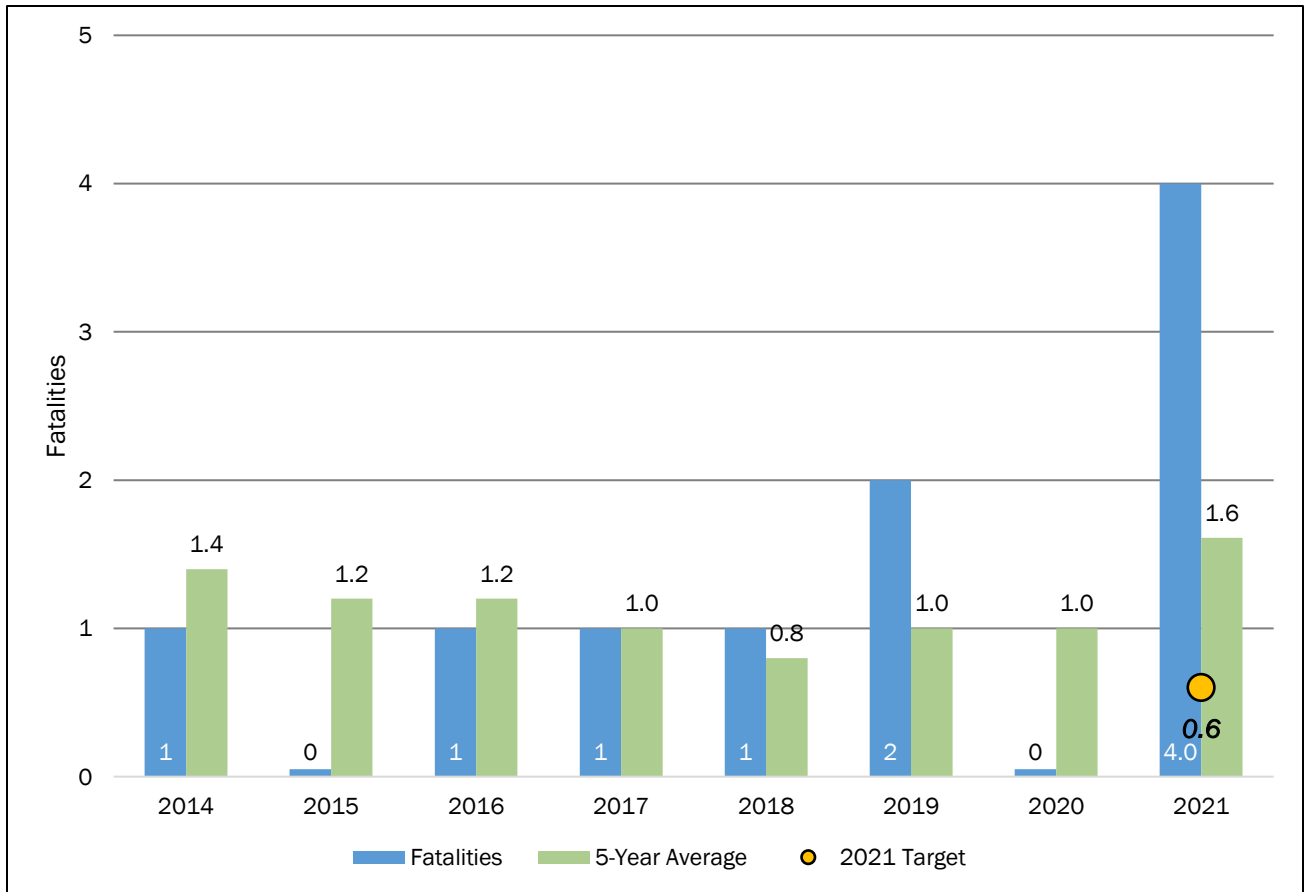
Vermont **did not** meet this target. Vermont has done very well against this measure for many years, consistently staying at or below two un-helmeted fatalities per year between 2007 and 2020. Enforcement, education, and community norms in Vermont have kept this number so low that an un-helmeted fatality is the exception. This makes setting targets difficult as they can be upset by random variation. This year's increase to four un-helmeted fatalities mirrors the state's increase in total motorcyclist deaths.

The SHSO will proactively adjust its strategies so that next year sees a reversion to the mean rather than a sustained increase. The upcoming HSP will be adjusted based on this year's data to target the greatest risks and implement the most effective strategies:

1. The State Highway Safety Office will collaborate with the VHSA for outreach to increase participation in helmet use and education initiatives to coincide with the NHTSA motorcycle safety awareness month in May 2023.
2. Use Drive Well Vermont media campaigns to target motorcyclists for education on helmet use and selecting appropriate protective gear.



Figure 2.8 Unhelmeted Fatalities (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure C-9: Fatalities Involving a Younger ( $\leq 20$ Years Old) Driver

Goal: Achieve a five-year average number of fatalities involving a younger driver of 5.2 in 2021.

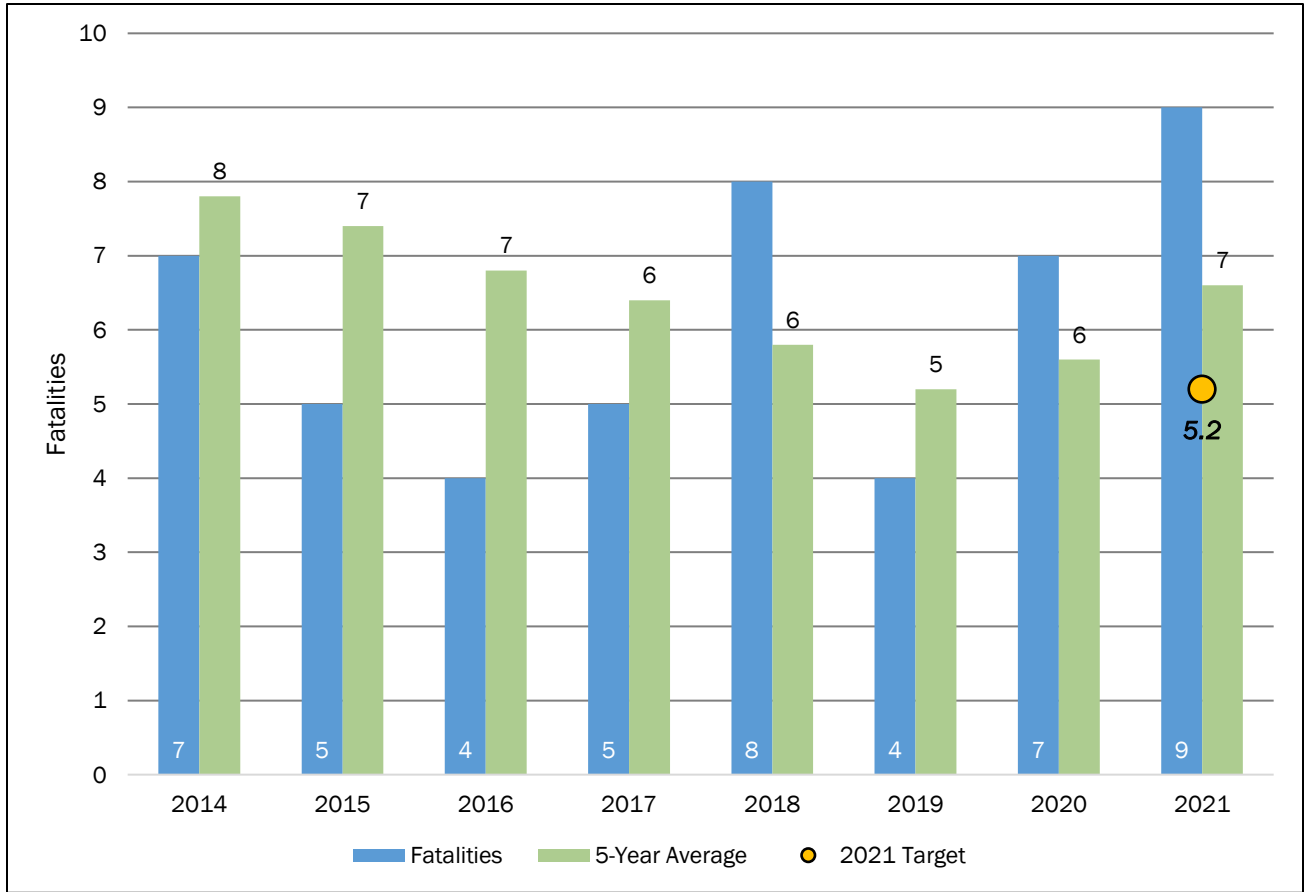
Table 2.10 Fatalities Involving a Driver Age 20 or Younger by Year

Year	Fatalities Involving a $\leq 20$ Driver	5-Year Moving Average
2014	7	7.8
2015	5	7.4
2016	4	6.8
2017	5	6.4
2018	8	5.8
2019	4	5.2
2020	7	5.6
2021	9	6.6

Vermont **did not** meet this target in 2021. Fatalities and the five-year average both increased in 2021. The upcoming HSP will incorporate significant efforts to address issues correlated with youth-involved fatal crashes:

1. Assist the VSP in updating the curriculum they deliver at driver education courses statewide
2. Through the Vermont Principals' Association, distribute talking points and materials for schools to use about distracted driving, occupant protection, impaired driving, and speed with teen drivers.

Figure 2.9 Fatalities Involving a Driver Age 20 or Younger (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure C-10: Pedestrian Fatalities

Goal: Achieve a five-year average number of pedestrian fatalities of 5.4 in 2021.

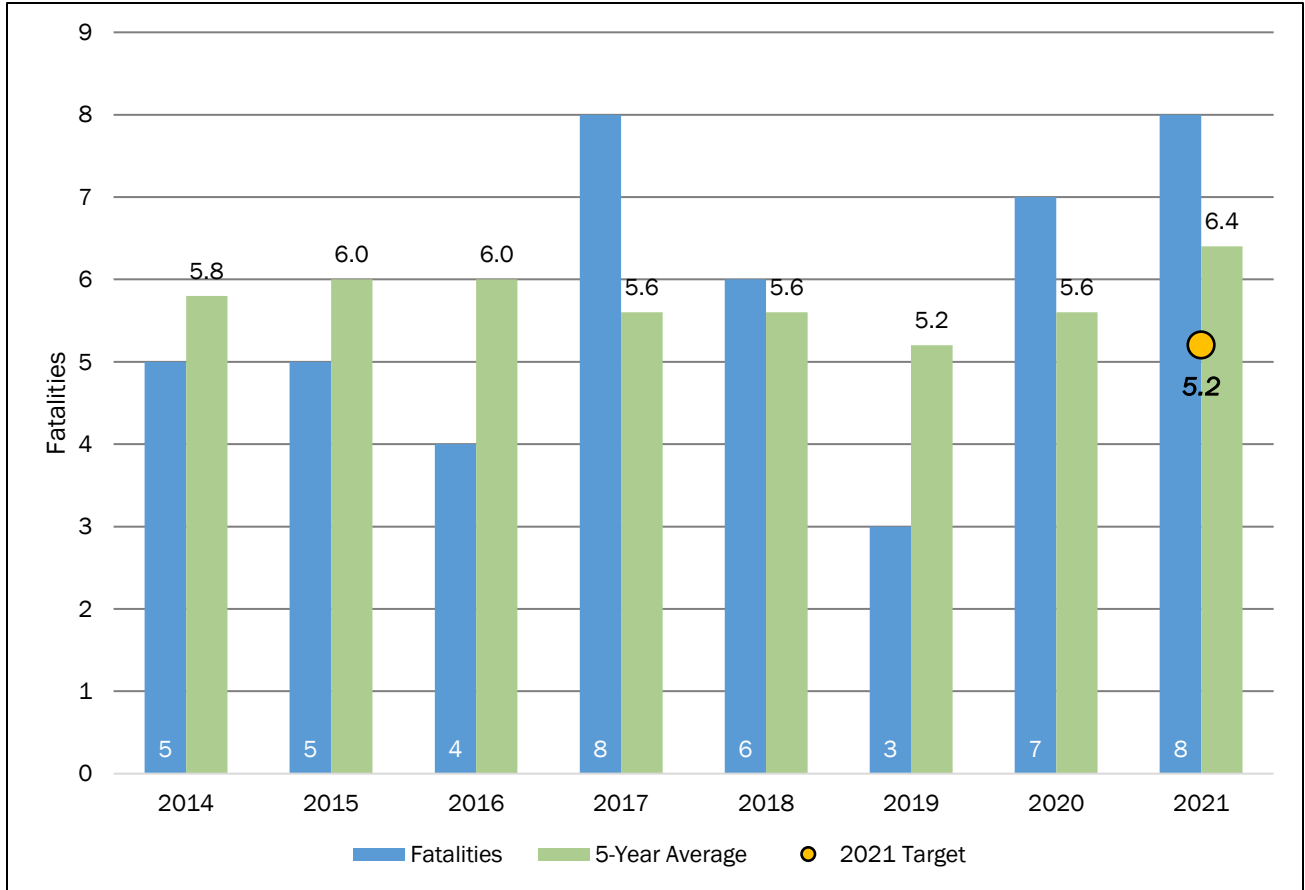
Table 2.11 Pedestrian Fatalities by Year

Year	Pedestrian Fatalities	5-Year Moving Average
2014	5	5.8
2015	5	6
2016	4	6
2017	8	5.6
2018	6	5.6
2019	3	5.2
2020	7	5.6
2021	8	6.4

Vermont **did not** meet this target. Pedestrian fatalities increased by one over 2020 to 8 deaths. The SHSO will continue its efforts to reduce the pedestrian fatality rate by incorporating these items into the next HSP:

1. The AOT-funded Bicycle and Pedestrian Program engineer position was shifted into the Operations and Safety Bureau. Housing these programs with the safety office will facilitate collaboration on pedestrian safety and provide additional expertise. AOT is working on educational videos and Public Service Announcements on pedestrian safety.

Figure 2.10 Pedestrian Fatalities (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure C-11: Bicycle Fatalities

Goal: Reduce the five-year average number of bicycle fatalities to 0.4 in 2021.

Table 2.12 Bicyclist Fatalities and Crashes by Year

Year	Bicyclist Fatalities	5-Year Moving Average	Bicycle Crashes
2014	0	0.2	77
2015	4	0.8	103
2016	1	1	86
2017	0	1	72
2018	0	1	67
2019	0	1	83
2020	1	0.4	55
2021	0	0.2	65

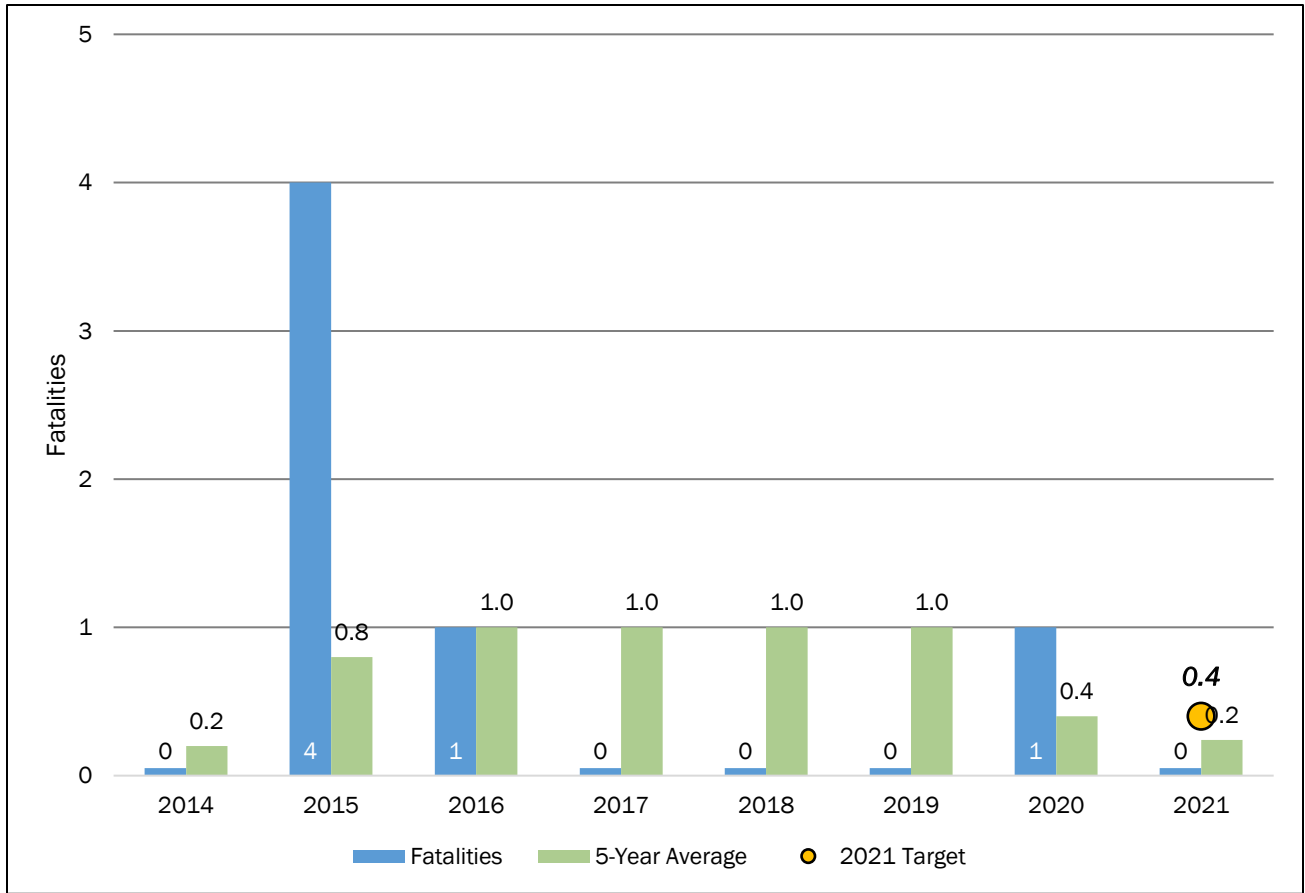
*Bicycle crashes in this report only reflect those that involve a motor vehicle.*

Vermont **met** this target. There were no bicyclist fatalities in 2021. In four of the last five years, there have been zero bicyclist fatalities in Vermont. The rarity of bicyclist deaths can be partly credited to relentless work by advocacy groups focusing on education and driver awareness. The SHSO will continue its efforts to maintain a low bike fatality rate by doing the following:

1. Promote “share the road” messages and educate drivers and cyclists about roadway rules.
2. Continue to support Complete Streets principles, and consider bicyclists from the beginning of each design
3. Educate municipalities about opportunities and their responsibility to offer a safe environment for cyclists
4. Implement educational programs for bicyclists, including commuter programs and Safe Routes to School

Bicyclists are vulnerable to injury in any crash. There is often little difference in circumstances between a crash that injures and one that kills a cyclist. For this reason, AOT tracks total bicycle crashes alongside fatalities. This is defined as the total number of reportable crashes involving a bicyclist. The same strategies listed above for fatalities are used to reduce bicycle crashes generally.

Figure 2.11 Bicyclist Fatalities (Baseline 2014 to 2021)



Source: FARS and AOT Crash Database

## Measure B-1: Seat Belt Use Rate

Goal: Achieve a five-year average passenger vehicle front seat outboard occupant seat belt use rate of 88.6 percent in 2021.

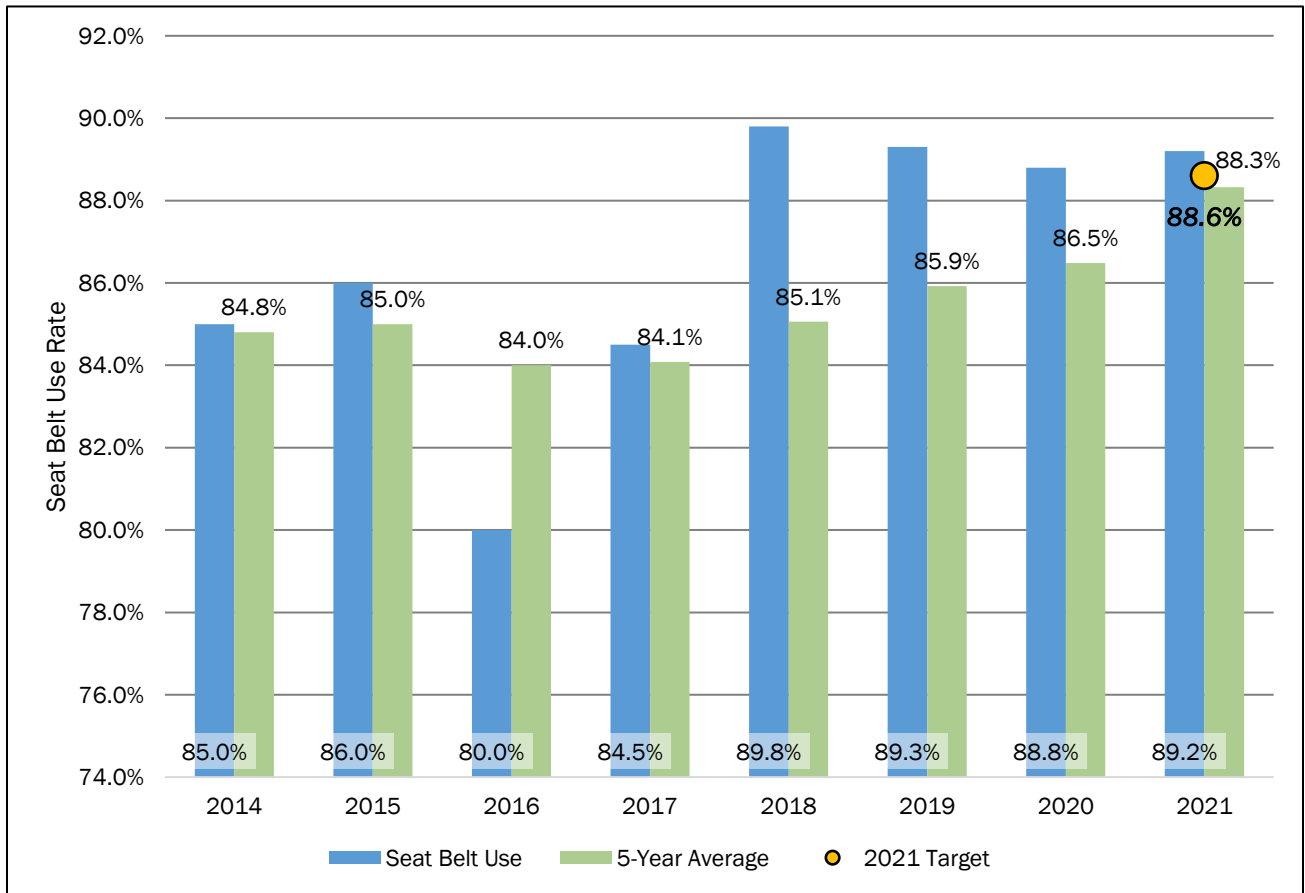
Table 2.13 Observed Set Belt Use Rate by Year

Year	Seat Belt Use Rate	5-Year Moving Average
2014	85.0%	84.8%
2015	86.0%	85.0%
2016	80.0%	84.0%
2017	84.5%	84.1%
2018	89.8%	85.1%
2019	89.3%	85.9%
2020	88.8%	86.5%
2021	89.2%	88.3%

Despite improving over 2020 rates, Vermont fell just shy of this target. Although slightly below the national average belt use of 90.3 percent, Vermont continues to lead states with secondary seat belt laws. The 10-11 percent of occupants not using seat belts continue to represent just over one third of fatalities. Seat belt use is still not universal, and the upcoming HSP will include strategies to push usage higher, as discussed under *Measure C-4: Unrestrained Fatalities*.



Figure 2.12 Observed Seat Belt Use (Baseline 2014 to 2021)



Source: AOT Annual Seat Belt Surveys, 2014-2021

## Measure TR-1: Citation Uniformity

Goal: Record at least 50% of citations issued in Vermont from March 2020 - March 2021 electronically.

Year	Paper Citations Issued	Electronic Citations Issued	% Electronic
2016	88,926	0	0%
2017	94,908	1,218	1.3%
2018	95,198	11,687	10.9%
2019	84,755	15,427	15.4%
2020	53,256	21,269	28.5%
2021	41,240	23,377	36.2%

Vermont **did not** meet this target. More citations than ever were issued electronically, both in absolute terms and as a share of the total. Electronic citations remain popular with law enforcement, and their use continued to increase. The strong interest portends much greater progress on this metric as software and equipment is provided more widely. Slightly over half of law enforcement agencies in Vermont are equipped to issue citations electronically, but even within those agencies some officers are only equipped with paper citations. For electronic citations to become the standard, Vermont will need to accelerate its equipment purchases. Based on this year's e-Citation data, the upcoming HSP will be adjusted to include more effective strategies:

1. The SHSO will establish a subgroup to discuss the state's progress with electronic citations and evaluate its future plans.

## Measure TR-2: Electronic Citation Usage

Goal: By the end of 2021, 40% of Vermont law enforcement agencies will have adopted e-Citation.

Table 2.14 E-Citation Adoption by Year

Year	Agencies Using e-Citation (as of March 31 <sup>st</sup> )	Agencies Using e-Citation (%)
2016	0	0%
2017	11	12%
2018	21	22%
2019	21	22%
2020	34	36%

2021	49	52%
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Vermont **met** this target. 52% of Vermont's 95 law enforcement agencies have adopted e-Citation, enabling them to write and file citations electronically. In the next year, Vermont will continue to deploy e-Citation to more agencies. As resources allow, e-Citation will also be expanded to additional vehicles within these agencies.

### Measure TR-3: Evidence Based Race Data Enforcement Reporting

**Goal: Administer an Evidence-Based Race Data Enforcement Reporting training course to 50% of Vermont police officers in 2021.**

Vermont **did not** achieve this target. No officers received this training in FFY 2021. Significant work was required to select a contractor, develop a course, and schedule training. For much of the year, pandemic restrictions precluded in-person training at police barracks, creating new delays. While the preliminary work of launching a new course was largely completed, training was postponed into FFY 2022. This training, which is required under state law, will be delivered next year, meeting the target belatedly. The following adjustments will be made to the upcoming HSP to resolve the challenges faced this year and ensure the target is met:

1. In coordination with the Vermont Criminal Justice Training Council, live training sessions will be scheduled in the first half of FFY 2022.
2. Additional training sessions will be offered in an online format for officers who cannot attend a live training due to pandemic restrictions or other reasons.

## Program Areas

This chapter details of the activities and projects that were funded for each program area and a summary on year-end outcomes. Each section consists of a Problem Statement, Performance Measures and Targets, Activity Performance Results, and Project Descriptions.

### Driver Education and Behavior

#### Problem Statement

This program area encompasses activities that inform and persuade motorists, construction workers, people convicted of driving crimes, educators, police officers, local governments, and others about their role in highway safety.

While enforcement is necessarily focused on eliminating the riskiest behaviors, educational programs reinforce good habits and motivate positive behavior changes. Vermont’s educational activities extend beyond drivers to groups like pedestrians and construction workers whose choices affect their and others’ safety on roadways. These activities also reach people with serious driving convictions for whom enforcement alone has been an insufficient deterrent. By reaching these groups with low-cost, targeted activities, this program area adds outsize value towards Vermont’s safety goals.

#### Performance Measures

**Table 3.1** summarizes the behavioral performance measures and targets identified in the 2021 HSP.

**Table 3.1** Driver Education and Behavior Performance Measures

Performance Targets	Performance Measures
Increase the 5-year average statewide observed seat belt use (for front seat outboard occupants in passenger vehicles) to 88.6% by December 31, 2021.	This target was narrowly missed. The five-year moving average observed seat belt use rate reached 88.3% in 2021.

#### Program Results

**Table 3.2** summarizes the activities pursued under the Driver Education and Behavior program area in FFY 2021.

Table 3.2 FFY2021 Driver Education and Behavior Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21402-400	Agency of Transportation	\$100,241.00	\$82,507.87
NH21402-401	Associated General Contractors of VT	\$72,954.00	\$42,935.00
NH21402-402	Chittenden County Sheriff's Dept.	\$24,450.00	\$21,234.25
NH21402-403	Community Justice of South Burlington	\$26,741.00	\$10,063.67
NH21402-404	Department of Motor Vehicles	\$7,575.00	\$0.00
NH21402-405	Local Motion	\$75,125.00	\$65,112.20
NH21402-406	Milton Police Dept.	\$11,484.00	\$4,083.70
NH21402-407	Orange County Sheriff's Dept.	\$18,667.00	\$3,037.85
NH21402-408	Rutland County Sheriff's Dept.	\$13,000.00	\$2,890.30
NH21402-409	Department of Public Safety	\$14,743.25	\$7,520.95
NH21402-410	Vermont Highway Safety Alliance	\$34,008.50	\$26,302.19
NH21402-411	Windham County Sheriff's Dept.	\$22,555.00	\$15,947.69
NH21402-412	Department of Health	\$113,384.80	\$16,031.77
NH21405B-016	Agency of Transportation	\$24,257.00	\$12,629.96
NH21405D-012	Agency of Transportation	\$19,991.51	\$9,309.76
NH21405D-017	Department of Public Safety	\$24,743.25	\$11,833.53
NH21405D-019	Vermont Highway Safety Alliance	\$68,017.50	\$26,800.58
NH21405E-000	Agency of Transportation	\$20,000.00	\$0.00
NH21405E-002	Youth Safety Council	\$51,500.00	\$21,639.11
NH21405H-001	Local Motion	\$10,000.10	\$10,000.10
	<b>TOTAL</b>	<b>\$753,437.91</b>	<b>\$389,880.48</b>

## Planned Activities

### Local Law Enforcement Community Education Programs

Table 3.3 Local Law Enforcement Community Education Programs Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Chittenden County Sheriff's Dept.	Section 402	\$24,450.00	\$21,234.25	Complete
Milton Police Dept.	Section 402	\$11,484.00	\$4,083.70	Complete
Orange County Sheriff's Dept.	Section 402	\$18,667.00	\$3,037.85	Complete
Rutland County Sheriff's Dept.	Section 402	\$13,000.00	\$2,890.30	Complete

Windham County Sheriff's Dept	Section 402	\$22,555.00	\$15,947.69	Complete
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**Description**

Local law enforcement agencies received funding under this program to implement local education programs to increase community awareness of traffic safety. Grantees bring their programs to local schools, driver education classes, university events, fairs, and other community events. Grantees employ peer reviewed curricula on distracted, aggressive, impaired, and drowsy driving as well as proper occupant protection use.

**Performance**

In FFY 2021, five local law enforcement agencies participated, including the Chittenden, Orange, Rutland and Windham County Sheriffs' Departments and the Milton Police Department. Combined, these agencies held or attended 315 events and interacted with 10,601 people. They held community education programs including local driver education classes, a youth bike safety rodeo, community safety days, texting and driver safety awareness events, and child safety seat fitting demonstrations. These agencies continue to include other highway safety partners in their efforts, such as the Youth Safety Council of Vermont's Turn Off Texting program and the VDH Child Passenger Safety Program. Several agencies used social media platforms such as Facebook, Instagram, and Twitter to promote their educational events, finding them to be an excellent outreach tool.

Several agencies struggled again during 2021 to spend their full grant awards and to meet their performance measures. Three of the participating agencies spent less than 10 percent of their awarded funds in FFY 2021. Their inability to meet performance measures was attributed to staffing shortages and continued disruptions from the ongoing Covid-19 pandemic. The effectiveness of each individual agency's community education program was evaluated during the 2022 HSP process and will continue to be assessed on an ongoing basis.

**Vermont State Police Traffic Safety Education Program**

Table 3.4 VSP Traffic Safety Education Program Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont Dept. of Public Safety	Section 405d	\$24,743.25	\$11,833.53	Complete
Vermont Dept. of Public Safety	Section 402	\$14,743.25	\$7,520.95	Complete

**Description**

The VSP is frequently asked to give presentations to teen driver education classes, particularly in jurisdictions where VSP is the primary law enforcement agency. Presentations are also offered to businesses and community groups. Alcohol and drug education is a primary focus, along with speeding, distracted driving, occupant protection, and motorcycle safety. VSP regularly evaluates feedback and effectiveness through attendee surveys.

**Performance**

The VSP typically gives extended presentations to small groups, creating significant value with each contact. In FFY 2021, VSP engaged with 1,314 people across 184 events under this program. In collaboration with the Vermont Driver and Traffic Safety Education Association, the VSP conducted interactive presentations at new driver education classes. Both virtual and in-person formats were used. Selected state troopers used a common PowerPoint slide series with sections on Best Practices for Safe Driving (Occupant Protection, Speed, and Distraction), Cannabis and Driving, and Drug Impaired Driving. The presentation has been adjusted over time with feedback from electronic surveys administered after each event.

VSP and AOT developed and produced a video titled *12 Days of Highway Safety* for the holiday travel season. This campaign was successful and was widely viewed on the internet.

The VSP spoke virtually and in-person at other events throughout the year including a presentation for a webinar series sponsored by AAA and the VHSA on achieving deterrence through effective roadside messaging. VSP spoke to audiences including businesses, state agencies, and driver education instructors. These presentations covered topics including employee highway safety and DUI-drug symptomatology.

Troopers also engaged the public through media interviews, “Night Out” events, and the Champlain Valley Fair. Troopers staffed a table during every open hour of the fair, achieving high public engagement. VSP partnered with a local wrecker service to display a vehicle that had sustained a rollover, with the driver’s life saved by their seat belt. This popular display brought many people to the fair booth, where troopers distributed information on occupant protection.

## Local Motion

**Table 3.5 Local Motion Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Local Motion	Section 402	\$75,125.00	\$65,112.20	Complete
Local Motion	Section 405h	\$10,000.10	\$10,000.10	Complete

### Description

Local Motion (LM) is a member-supported non-profit organization that operates a variety of programs to improve bicycle and pedestrian safety in Vermont communities. Through this grant, Local Motion provides education, training, and technical assistance on bicycle and pedestrian safety to local governments, schools, and other non-profits.

### Performance

In FFY 2021, LM reached or exceeded most of their education and outreach goals. Covid-19 continued to restrict in-person programming opportunities for the 2021 grant year. LM found new ways to continue their programming. LM restarted their in-school Bike Smart program, which reached 80 schools and camps with over 53,000 training hours. This included bike safety presentations and outreach events that served over 3,600 Vermonters. LM worked intensively with 11 walk-bike committees and 13 communities to develop technical assistance

programming. LM continued their work to raise the number and visibility of pedestrians and cyclists in the state.

LM continued to provide and refine their technical assistance resources. They created a digital “Learning Network” for towns, continued their Everyday Bicycling program for adults, and delivered trainings for crossing guards. In FFY 21, they met with groups or governments in Waterville, Ludlow, Greensboro, the Mad River Valley, Rutland, North Hyde Park, Waitsfield, St. Albans, Essex, St. Johnsbury, Winooski, Montpelier, Enosburg Falls, and Hardwick. In several of these, they provided pop-up demonstrations to showcase safe street designs.

**Table 3.6 Local Motion Activity Tracking**

2021 Local Motion Activity Tracking	
Sustain and enhance ongoing technical assistance resources (conferences, materials, community support, etc.)	13
Number of hours of Bike Smart training	74,222
Number of towns receiving Safe Streets programming/materials	8
Number of community events organized/participated in	109
Sustain and enhance current school-based walk/bike safety activities (schools served)	80
Number of people reached during pedestrian and bicycle safety presentations and outreach	17,660
Number of recipients of safety items (helmets, lights, reflective gear, etc.)	503
Number of Vermont committees engaged in Walk/Bike Safety efforts	11
Number of Law Enforcement Officers trained/supported on Vulnerable Users Laws	35

## Teen Driver Educator Summit

**Table 3.7 Teen Driver Educator Summit Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Motor Vehicles	Section 402	\$7,575.00	\$0.00	Incomplete – the summit was cancelled due to Covid-19.

### Description

The Teen Driver Educator Summit is an annual one-day conference. The conference is hosted by the SHSO and the DMV to provide professional development for driving instructors. The conference includes speakers and outdoor demonstrations. The conference helps driver educators refresh their practices and curriculum.



## **Performance**

The eighth annual Teen Driver Education Summer Summit was scheduled to be held in August 2021 at St. Michael’s College in Colchester. Due to Covid-19, the educational summit had to be cancelled.

## **Project RoadSafe, Workplace Driver Safety**

**Table 3.8 Project RoadSafe Activity Summary**

<b>Subrecipient</b>	<b>Funding Source</b>	<b>Funds Approved</b>	<b>Funds Expended</b>	<b>Project Status</b>
Associated General Contractors of Vermont	Section 402	\$72,954.00	\$42,935.00	Complete

## **Description**

Project RoadSafe offers an array of highway safety training and education for people who drive as part of their job. The program provides in-person motor vehicle safety training at Technical Career Centers, on-site at businesses whose employees drive for work, and through the Vermont Occupational Safety & Health Administration.

## **Performance**

More than 2,500 people received training from the Associated General Contractors of Vermont (AGC/VT) through Project RoadSafe this year. The most-enrolled program was their MSHA (Mine Safety and Health Administration) training, which covered safe driving for operators and passengers. AGC/VT also continued to offer the National Safety Council’s “Alive@25” course. The course was offered again in Vermont’s Technical Centers, serving 130 students this year.

AGC/VT staff also assisted with programming for safety conferences statewide, providing driver safety materials and several driver safety virtual mini-training sessions for hundreds of attendees. The Project RoadSafe newsletter was distributed semi-monthly with relevant safety information and a regular training schedule.

## **Vermont Highway Safety Alliance**

**Table 3.9 Vermont Highway Safety Alliance Activity Summary**

<b>Subrecipient</b>	<b>Funding Source</b>	<b>Funds Approved</b>	<b>Funds Expended</b>	<b>Project Status</b>
VHSA	Section 405d	\$68,017.50	\$26,800.58	Complete
VHSA	Section 402	\$34,008.50	\$26,302.19	Complete

## **Description**

VHSA is a membership group that coordinates educational campaigns and performs direct outreach across the state. VHSA uses guidance from national organizations including NHTSA, Governors Highway Safety Association (GHSA), NSC (Road to Safety), and the SHSO to design effective campaigns. VHSA is also a central resource for safety reports and information in Vermont.

This activity funds VHSA’s participation in safety events, creation and distribution of educational materials, social media marketing, conference attendance, the VHSA Annual Conference, and an executive director staff position.

**Performance**

The VHSA hired a consultant as their executive director. The executive director worked with state and federal agencies to coordinate highway safety initiatives, grew VHSA’s social media presence, event presence, and membership, and maintained relationships with other civic organizations.

The VHSA’s activities this year included hosting tables at National Night Out in Essex, the Champlain Valley Fair, the Vermont State Fair, and the Rave car show. The VHSA conducted presentations at the Vermont Driver & Traffic Safety Education Conference and the Vermont Regional Planners monthly meeting. The VHSA also testified before the House and Senate Transportation Committees. The VHSA annual conference was postponed until May 2022.

The VHSA planned and carried out the annual #802phonesdown!headsup! PSA contest for high school students on the dangers of distracted driving. VHSA received 49 entries, which were distributed to the press, shared on social media, and promoted by the Vermont Principals Association. VHSA and the Vermont AOT SHSO presented five highway safety recognition awards in a March 2021 ceremony. Due to COVID the VHSA participated in fewer events in FFY2021 as compared to previous years.

**Safe Driver Program**

**Table 3.10 Safe Driving Program Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Community Justice of South Burlington	Section 402	\$26,741.00	\$10,063.67	Complete

**Description**

The Safe Driver Program is a 2-day class designed to teach participants about the human consequences of unsafe, impaired, and/or distracted driving. In this class, through discussion and interactive activities, the participants learn how unsafe driving affects them, their family, and members of the community. Attendees typically enroll after referral from the court system for driving offenses. The curriculum is based on restorative justice practices that focus on community responsibility to be a safe driver.

**Performance**

Due to the coronavirus pandemic, classes at all eleven locations have moved to an online format. Participants follow a modified version of the curriculum guided by trained facilitators at locations in Vergennes, Chelsea, Barre, and Chittenden County. Two additional sites expressed interest in offering the online format, but the need was ultimately met without them. By September 2021, in-person classes had resumed in Chittenden County (with the online version still offered).

Participants reported via class evaluations that they strongly related to the class panel speakers. The effectiveness of these speakers led to modifying the curriculum at three locations to include an offender speaker on the first day. In FFY 2021, 372 people completed the Safe Driver Program. A summary of classes held is shown in Table 3.8.

**Table 3.11 Safe Driver Classes**

FY 2021 Safe Driver Classes			
Location	Months	Registrants	Attendees
Barre	November, January, March, May	57	46
Chelsea	October, December, February, April, June	46	39
Vergennes	December, March, May, July, September	67	53
Burlington	November, December, January, February, March, April, May, June, July, August, September	347	234

## Highway Safety Program Coordinators

**Table 3.12 Highway Safety Program Coordinator Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont AOT	Section 405e	\$20,000.00	\$0.00	Not Expended
Vermont AOT	Section 402	\$100,241.00	\$82,507.87	Complete
Vermont AOT	Section 405d	\$19,991.51	\$9,309.76	Complete

### Description

Three staff members from the Vermont AOT share program coordination duties. They ensure compliance with NHTSA rules and applicable state bulletins. They ensure SHSO policies are followed, enforcement strategies are effective, and grantees are compliant with program rules. Coordinators review grant documents and ensure that financial transactions are properly reported. Program coordinators use the Grant Electronic Application and Reporting System (GEARS) to track sub-awards, invoices, progress reports, and amendments.

These staff also monitor performance measures, prepare applications, make recommendations for improvement, engage in program development, and arrange for training. Coordinators track financial spend downs and reconcile grant fund balances with awardees at close-out. The staff members monitor sub awardees in office, by telephone, and through site visits.

### Performance

The Program Coordinators continued to run an aggressive site visit schedule, meeting personally with most grantees over the last two years. Site visits were conducted both in-person and virtually due to restrictions. For the law enforcement and equipment subawards, each agency's activity was reviewed for monthly financial reporting and quarterly progress reports. Site monitoring visits were conducted on a biannual basis for all law enforcement agencies.

## Youth Safety Council – Turn Off Texting Course

Table 3.13 Youth Safety Council Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Youth Safety Council	Section 405e (Flex)	\$51,500.00	\$21,639.11	Complete

### Description

The Youth Safety Council (YSC) was formed in 2005 to support youth safety programs, education, initiatives, and studies. Turn Off Texting is an educational program started by the Vermont DMV in 2009 and managed by YSC since 2011.

The Turn Off Texting demonstration raises awareness of the dangers of distracted driving by asking students to drive a golf cart through a cone course while texting. In some cases, an advanced driving simulator is used to provide a similar simulated experience. The demonstration is provided free of charge at Vermont schools and community events.

### Performance

During the FFY 21 grant, the Turn Off Texting course was scheduled at eight sites across Vermont. A total of 118 students participated in the demonstrations. Surveys were given before and after the driving activity to measure changes in awareness and attitudes towards distracted driving.

The program was dramatically impacted by Vermont’s public health response to the Covid-19 pandemic. Most events were canceled or unable to be scheduled due to school closures and complex schedules. The program adapted to hygiene protocols and moved solely to the mobile simulator version of the program to enable safe distancing. The program continues outreach to driver educators and school administrators to ensure there will be future opportunities to serve students.

## Road Users Group

Table 3.14 Road Users Group Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VT Department of Health	Section 402	\$113,384.80	\$16,031.77	Complete

### Description

This program implements public health strategies to reduce pedestrian fatalities and serious injuries. This program primarily involves educational outreach, including through a statewide program for school-aged children. The program also includes outreach on pedestrian safety to older adults, law enforcement, and local governments. The Road Users Group develops content

for the Sharing the Road and Watch For Me VT campaigns and helps local governments identify pedestrian-focused improvements for high-risk zones.

**Performance**

The pandemic response at VDH required most planned in-person activities to be canceled. The Road Users Group performed outreach at two events this year, the Lake Monsters Game and Tour de Farms, engaging 620 people. Some trainings were held in an online format. The Safe Routes to School annual meeting will be held virtually in Spring 2022.

VDH participated in the VHSA Strategic Planning process, offering expertise on incorporating bicycles and pedestrians into the new 5-year plan. VDH also held one Safe Kids Vermont board meeting in June and met with transportation planners from most of the regional planning commissions.

The program distributed a new Watch for Me VT social media toolkit for Pedestrian Safety Month in October. The toolkit was distributed to state partners, nonprofits, and VDH district offices. This campaign reached 14,132 people. In this grant year, 7,967 people visited the websites managed by the program including Safe Streets VT, Smart Streets VT, and the Road User Safety page on the VDH website.

**Occupant Protection Program Assessment**

**Table 3.15** Occupant Protection Assessment Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Agency of Transportation	Section 405b	\$24,257.00	\$12,629.96	Complete

**Description**

The Occupant Protection (OP) Program Assessment is a comprehensive review of the OP program that identifies program strengths, accomplishments, and challenges on an annual basis. The assessment process follows the format of the *Uniform Guidelines for State Highway Safety Programs, Guideline No. 20, Occupant Protection*.

**Performance**

The Occupant Protection Program Assessment was planned over late 2020 and early 2021. The weeklong assessment took place virtually in March 2021. The assessment followed the approach specified in the *Uniform Guidelines for State Highway Safety Programs, Guideline No. 20, Occupant Protection (November 2006)*.

The SHSO is using information from the OP Assessment Report to assess program effectiveness and adjust future Highway Safety Plans. The assessment has also helped identify an appropriate balance of programs and projects.

## Impaired Driving (Drug and Alcohol)

### Problem Statement

Approximately half of fatal crashes in Vermont involve an impaired operator. Drugged driving now leads drunk driving in fatal crashes, with most drug-impaired drivers testing positive for Delta-9 THC (marijuana). The shift towards drugged driving has necessitated greater resources for enforcing DUI-drug laws, such as increased officer training, additional DREs, and expanded forensic laboratory capacity.

Enforcement campaigns remain the primary strategy to reduce impaired driving. Law enforcement agencies across the state participate in national campaigns. DUI arrests dropped during the pandemic, from 291 in 2019 to 192 in 2020, even as alcohol-related fatal crashes increased. There were 16 alcohol-impaired fatalities in 2020 and 19 in 2021 (as of December 1<sup>st</sup>). The five-year average has changed little in the last eight years, reflecting a persistent problem. Vermont continues to support data-driven enforcement, providing law enforcement with crash and arrest data analyses to focus enforcement times and locations.

### Performance Measures

**Table 3.16** summarizes the performance targets and measures for impaired driving as identified in the 2021 HSP.

**Table 3.16** Impaired Driving Performance Targets

Performance Targets	Performance Measures
Reduce the 5-year average number of alcohol-impaired crash fatalities to 12.8 people by December 31, 2021.	This target was not achieved. The 5-year average decreased by less than the target amount to 15.4.

### Program Results

The following activities were pursued through the impaired driving program area:

**Table 3.17** FFY 2021 Impaired Driving Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21164-101	City of Barre	\$5,000.00	\$4,670.57
NH21164-102	Town of Barre	\$8,000.00	\$0.00
NH21164-103	Bennington County Sheriff's Dept.	\$12,000.00	\$3,422.89
NH21164-104	Town of Bennington	\$12,000.00	\$5,782.50

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21164-105	Town of Berlin	\$10,000.00	\$6,674.94
NH21164-106	Department of Motor Vehicles	\$5,000.00	\$3,692.66
NH21164-107	Essex County Sheriff's Dept.	\$5,000.00	\$3,496.61
NH21164-108	Grand Isle County Sheriff's Dept.	\$12,000.00	\$6,354.65
NH21164-109	Lamoille County Sheriff's Dept.	\$5,000.00	\$0.00
NH21164-110	Town of Ludlow	\$5,000.00	\$0.00
NH21164-111	Town of Manchester	\$5,000.00	\$0.00
NH21164-112	Town of Morristown	\$5,000.00	\$3,662.71
NH21164-114	Orange County Sheriff's Dept.	\$18,000.00	\$4,946.92
NH21164-115	Orleans County Sheriff's Dept.	\$5,000.00	\$4,571.03
NH21164-116	Rutland County Sheriff's Dept.	\$182,874.00	\$61,842.42
NH21164-117	Rutland County Sheriff's Dept.	\$27,842.00	\$22,752.57
NH21164-118	Town of St. Johnsbury	\$8,000.00	\$2,781.19
NH21164-119	City of Vergennes	\$43,450.00	\$3,490.36
NH21164-120	Vergennes Police Dept.	\$37,395.00	\$25,894.58
NH21164-121	Washington County Sheriff's Dept.	\$32,000.00	\$15,352.77
NH21164-122	Town of Weathersfield	\$5,000.00	\$4,723.21
NH21164-123	Town of Wilmington	\$5,000.00	\$2,225.61
NH21164-124	Windham County Sheriff's Dept.	\$60,000.00	\$5,784.38
NH21164-125	Windham County Sheriff's Dept.	\$39,704.00	\$28,866.70
NH21164-126	Windsor County Sheriff's Dept.	\$25,000.00	\$14,924.15
NH21164-127	Town of Winhall	\$8,000.00	\$2,047.24
NH21164-128	Town of Woodstock	\$6,109.33	\$6,020.40
NH21164-129	Chittenden County Sheriff's Dept.	\$182,873.00	\$35,627.39
NH21164-130	Chittenden County Sheriff's Dept.	\$37,753.00	\$34,397.06
NH21402-128	Chittenden County Sheriff's Dept.	\$37,753.00	\$37,753.00
NH21402-129	Rutland County Sheriff's Dept.	\$27,842.00	\$27,800.80
NH21402-130	Vergennes Police Dept.	\$37,395.00	\$37,394.70
NH21402-131	Windham County Sheriff's Dept.	\$68,301.00	\$51,319.45
NH21405D-014	Vermont Police Academy	\$325,601.00	\$174,216.52
NH21405D-015	Department of State Attorneys and Sheriffs	\$232,044.00	\$182,044.00
NH21405D-016	Department of Public Safety	\$325,000.00	\$237,788.60
NH21405D-018	Department of Public Safety	\$200,000.00	\$59,158.85
NH21405D-021	Department of State Attorneys and Sheriffs	\$12,769.00	\$0.00
NH21405D-300	Chittenden County Sheriff's Dept.	\$218,412.60	\$18,203.16
NH21405D-301	Department of Motor Vehicles	\$37,791.00	\$12,736.96

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21405D-302	Department of Public Safety	\$332,711.00	\$5,384.05
NH21405D-303	Rutland County Sheriff's Dept.	\$5,000.00	\$0.00
NH21405E-001	Department of State Attorneys and Sheriffs	\$115,000.00	\$23,185.90
NH21405E-122	Chittenden County Sheriff's Dept.	\$37,753.00	\$37,340.49
NH21405E-123	Rutland County Sheriff's Dept.	\$27,842.00	\$22,316.90
NH21405E-124	Vergennes Police Dept.	\$13,085.00	\$13,084.12
NH21405E-125	Windham County Sheriff's Dept.	\$39,704.00	\$29,286.14
	<b>TOTAL</b>	<b>\$2,907,003.93</b>	<b>\$1,283,019.15</b>

## Planned Activities

### Vermont Police Academy Impaired Driving Grants

Table 3.18 Vermont Police Academy Impaired Driving Grants Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont Police Academy	Section 405d	\$325,601.00	\$174,216.52	Completed

#### Description

This program supports training at the Vermont Police Academy for the following certifications:

- SFST (Standardized Field Sobriety Test)
- ARIDE (Advanced Roadside Impaired Driving Enforcement)
- DRE (Drug Recognition Experts)

Most officers receive the 40-hour SFST training, typically at the beginning of their careers. SFST trains officers to collect evidentiary breath samples. All Vermont officers must receive the 2-day ARIDE training within three years of graduation from the police academy. DRE is an advanced certification in identifying drug impairment.

#### Performance

In 2021, three ARIDE classes were delivered, training 33 officers. Four SFST/DUI certification classes were held at the Vermont Police Academy (VPA), training 73 officers. In addition, two Data Master Infrared Breath Testing Supervisor courses were offered, training eight officers in the proper care and diagnostics of the breath testing equipment used in DUI investigations. Finally, two DRE trainings were held, training 67 officers. These trainings facilitate the mandatory hourly certification requirements for Vermont's DRE officers to maintain certification.



The impaired driving training coordinator worked with DRE instructors to develop a new one-day course combining ARIDE and SFST content, held October 7, 2020, at the Colchester Police Department. This pilot offering trained seven officers. Following positive student course evaluations and instructor feedback, the VPA intends to repeat this course in the future.

Fewer trainings than normal were held due to pandemic disruptions. Many departments cut back on training to maintain patrol coverage through staffing shortages. One Vermont DRE school was cancelled for low enrollment. As an alternative, four officers were sent out of state for training and field certifications. Online opportunities also filled some gaps.

The following courses were held in FFY 2021:

- › Three online electives training 38 officers
- › Three ARIDE classes training 33 officers
- › Four SFST classes with 73 officers attending
- › Two DMT/Infrared Breathalyzer Supervisor’s Course with 8 officers attending
- › Four officers completed initial DRE training and certification
- › One DUI checkpoint supervisor class training four officers
- › Two DRE annual trainings (continuing education) with 67 officers attending

## DRE Call-Out Pay

**Table 3.19 DRE Call-Out Pay Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State and Local Law Enforcement	Section 405d	\$293,914.60	\$36,324.17	Completed

### Description

DRE is a law enforcement certification that improves identification and prosecution of drug-impaired drivers. The SHSO provides funding for overtime pay to call out DREs for evaluations statewide as needed.

### Performance

Four agencies participated in the DRE Call-Out program this year. The VSP, the Chittenden County Sheriff’s Office, and the Rutland County Sheriff’s Office were all reimbursed for drug evaluations in FFY 2021. The DMV also participated in the program but was not called out for any evaluations. Using funds from this grant, the four agencies performed 108 DRE evaluations. These agencies performed an additional 179 DRE evaluations outside the scope of this grant. In total, 161 out of 287 evaluations resulted in a DUI charge.

## High-Visibility Alcohol Enforcement

**Table 3.20 High-Visibility Alcohol Enforcement Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Local Law Enforcement Agencies	Section 164 Transfer Funds	\$201,109.33	\$95,350.05	Completed
Department of Public Safety	Section 405d	\$200,000	\$59,158.85	Completed

### Description

During national mobilizations, participating agencies work cooperatively with nearby agencies to conduct sobriety checkpoints and saturation patrols. At times, two to three checkpoints are utilized during mobilizations of longer duration. Grantees also use funds for routine DUI enforcement and directed patrols. Crash and DUI arrest data are used to determine locations to focus enforcement.

There is also a DUI Task Force, modeled after the Click It or Ticket Task Force, in which smaller teams of specially selected officers work together. These teams use crash data and DUI arrest data to target specific geographic areas.

Agencies may apply for traffic safety equipment items directly related to efficiency and effectiveness of their impaired driving enforcement. This equipment includes, but is not limited to, portable breath testing equipment, safety checkpoint lighting and sign packages, traffic cones, and scene lighting. Agencies accepting funding from the SHSO must adopt a zero-tolerance policy on impaired driving.

### Performance

Last year, the SHSO secured funding to provide Alco Sensor FST Preliminary Breath Testing devices (PBTs) for Vermont law enforcement agencies (LEAs) with demonstrated need. 273 PBTs were distributed in FFY 2020, with the remaining 12 PBTs distributed this year. Meeting these equipment needs allows more officers to gain experience investigating DUI cases.

22 law enforcement agencies participated in high-visibility alcohol enforcement this year. While on grant time, they performed the following activities:

Total Hours.....	4,993.5
Total Patrol Hours .....	3,749.75
DUI Processing Hours.....	188.25
# of Checkpoints.....	28
# of Vehicles Stopped .....	4,740
# of Hours at Checkpoints .....	107.5
Operators Screened.....	125
Evidentiary Tests (DMT/Blood) .....	66
.02 Violations .....	6
DUI Arrests (Alcohol Only).....	74

DUI Arrests (Drugs Only) .....	12
DUI Arrests (Drugs and Alcohol).....	4
DLS (Suspended License) Arrests .....	77
Other Arrests .....	28
DRE Evaluations .....	2

## County Safe Highway Accident Reduction Program (SHARP)

**Table 3.21 SHARP Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Chittenden County Sheriff's Dept – Enforcement	Section 164 Transfer Funds	\$182,873.00	\$35,627.39	Complete
Chittenden County Sheriff's Dept – Enforcement	Section 402	\$230,000.00	\$109,215.38	Complete
Chittenden County Sheriff's Dept – Project Director	Section 164 Transfer Funds	\$37,753.00	\$34,397.06	Complete
Chittenden County Sheriff's Dept – Project Director	Section 402	\$37,753.00	\$37,753.00	Complete
Chittenden County Sheriff's Dept – Project Director	Section 405e	\$37,753.00	\$37,340.49	Complete
Rutland County Sheriff's Dept – Enforcement	Section 164 Transfer Funds	\$182,874.00	\$61,842.42	Complete
Rutland County Sheriff's Dept – Enforcement	Section 402	\$145,875.00	\$79,713.99	Complete
Rutland County Sheriff's Dept – Project Director	Section 164 Transfer Funds	\$27,842.00	\$22,752.57	Complete
Rutland County Sheriff's Dept – Project Director	Section 402	\$27,842.00	\$27,800.80	Complete
Rutland County Sheriff's Dept – Project Director	Section 405e	\$27,842.00	\$22,316.90	Complete
Vergennes Police Dept – Enforcement	Section 164 Transfer Funds	\$43,450.00	\$3,490.36	Complete
Vergennes Police Dept – Enforcement	Section 402	\$43,450.00	\$4,863.92	Complete
Vergennes Police Dept – Project Director	Section 164 Transfer Funds	\$37,395.00	\$25,894.58	Complete
Vergennes Police Dept – Project Director	Section 402	\$37,395.00	\$37,394.70	Complete
Vergennes Police Dept – Project Director	Section 405e	\$13,085.00	\$13,084.12	Complete
Windham County Sheriff's Dept – Enforcement	Section 164 Transfer Funds	\$60,000.00	\$5,784.38	Complete
Windham County Sheriff's Dept – Enforcement	Section 402	\$68,301.00	\$22,760.81	Complete

Windham County Sheriff's Dept - Project Director	Section 164 Transfer Funds	\$39,704.00	\$28,866.70	Complete
Windham County Sheriff's Dept - Project Director	Section 402	\$68,301.00	\$51,319.45	Complete
Windham County Sheriff's Dept - Project Director	Section 405e	\$39,704.00	\$29,286.14	Complete

**Description**

SHARP programs are county-wide programs. Project Directors are full-time certified police officers who organize and schedule traffic enforcement efforts within their county. They coordinate enforcement efforts for occupant protection, impaired driving, speed, and distracted driving within a region. This includes planning multi-agency and special enforcement campaigns, collecting and reporting enforcement data, and performing outreach to agencies and the public. The program director serves as a liaison between LEAs in their county and make subawards to those agencies.

**Performance**

This countywide model has proven effective in the four Vermont counties with SHARP programs. Occupant protection, distracted driving, and impaired driving enforcement funds were awarded directly to the SHARP programs in Chittenden, Rutland, Windham, and Addison (administered by the City of Vergennes) counties. The project directors for each SHARP program, who are also full-time police officers, coordinated enforcement between agencies in their county. Project directors participate themselves in each organized patrol. **Table 3.22** summarizes enforcement activities performed by each program in FFY 2021.

This was a challenging year for SHARP programs, with overall participation and activity levels substantially lower than last year. Especially early in the fiscal year, many police departments pulled back on participation due to pandemic protocols (minimizing contacts with drivers or modified stop procedures) and staff shortages. Nearly all departments in the Rutland SHARP program were short-staffed, some by at least 10 officers and to the point of dropping 24-hour coverage. Impaired driving enforcement suffered the most, as VSP adhered to a pandemic policy against assisting with checkpoints. SHARP coordinators worked tenaciously to coordinate proactive enforcement to the extent possible, and programs are prepared to ramp up as staffing levels return to normal.

**Table 3.22 SHARP Activities in FFY 2021**

SHARP OP: NH21402 FFY 2021	Chittenden	Rutland	Windham	Vergennes
<b>Patrol Activity</b>				
Hours Patrolled	1614	1085	462	255
Vehicles Stopped - Patrol	2251	2043	466	275
<b>Checkpoints</b>				
Number of Checkpoints	0	0	0	0
CP Hours	0	0	0	0
<b>Action Taken</b>				

Warnings	1590	604	226	133
<b>Vermont Traffic Violations Written</b>				
Child Restraint Violations	8	1	0	2
Safety Belt Violation	46	59	19	5
Speeding Violations	579	1157	111	100
Operating After Suspension	84	43	0	5
Handheld Device Violations	139	35	3	21
Other Traffic Violations	296	217	45	34
<b>NON-DUI Actions</b>				
Non-Impaired driving arrests - Patrol & CP	2	2	1	5
<b>DUI Actions</b>				
Alco Given Handheld Test	4	1	0	0
Evidentiary Tests Given	1	0	0	0
Impaired driving arrests (Patrols)	0	0	0	0
.02 Violations	0	0	0	0
Impaired driving arrests (Checkpoints)	0	0	0	0

## Forensic Laboratory Support Program

Table 3.23 Forensic Laboratory Support Program Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Public Safety	Section 405d	\$325,000	\$237,788.60	Complete

### Description

The Vermont Forensic Laboratory (VFL) tests blood samples for DUID (DUI-drug) cases. VFL can perform screening tests for a range of drugs and confirmation tests for cannabinoids. When confirmation is needed for drugs other than THC, samples are sent to an outside laboratory. This grant funds routine blood testing for DUID cases, training for lab employees, purchase of laboratory instruments and supplies, and supporting contract services. A major goal is to expand the laboratory’s accreditation scope and capacity to reduce spending on third-party testing.

### Performance

VFL purchased equipment and access to standards for blood-drug analysis, new printers for the DataMaster (DMT), various DMT parts and accessories, and supplies for blood alcohol analysis. The grant also funded the purchase of service plans to cover maintenance and repairs of toxicology instruments.

VFL staff attended the Society of Forensic Toxicology annual meeting in September 2021. Staff also attended various virtual meetings and trainings. Their forensic chemist hired in 2019 continued her training and is now qualified as a technician in blood drug screening and confirmation. Another chemist hired in August 2021 has begun training in blood drug testing. The toxicology section completed the validation for an opiate and stimulants confirmations method on the LC/MS/MS instrument, which has been used since December 2020. Validation was also completed for the benzodiazepine validation method. A mini-validation was also completed to lower the reporting limit of one analyte and add a third panel to the benzodiazepine screen.

## Traffic Safety Resource Prosecutor (North and South)

**Table 3.24** Traffic Safety Resource Prosecutor Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
States' Attorneys and Sheriffs	Section 405e (Flex)	\$115,000.00	\$23,185.90	Complete
States' Attorneys and Sheriffs	Section 405d (Flex)	\$232,044.00	\$182,044.00	Complete

### Description

Traffic safety resource prosecutors (TSRP) work with State Attorneys, their deputies, and Assistant Attorneys General in impaired driving prosecutions with exceptional challenges. TSRPs routinely assist or lead prosecution in drugged driving cases. TSRPs also handle prosecution of fatal crash cases. TSRPs litigate the majority of Vermont appeals before the Supreme Court that involve driving while impaired, gross negligent operation, and negligent operation.

TSRPs assist with and instruct at Vermont's DRE school. They also provide training to prosecutors and law enforcement on impaired driving investigations, law, and procedure.

### Performance

In FFY 21, TSRPs were the lead prosecutors on seven fatal crashes and two serious bodily injury crashes. TSRPs were co-counsel on two other fatal crash cases. TSRPs also aided with the investigation and prosecution of four other fatal crash cases. Their support continues to be in high demand from local prosecutors and law enforcement agencies.

TSRPs provided technical assistance with handling of complex issues, including search warrants for evidentiary blood, challenges to the horizontal gaze nystagmus test, challenges to field sobriety exercises, challenges to drug recognition evidence, challenges to prior convictions in felony DUI cases, and attacks on evidence obtained during course of emergency medical treatment following a motor vehicle crash.

TSRPs continue to field multiple daily requests for advice from fellow prosecutors, law enforcement officers, and chemists from the Vermont Forensics Lab. These requests are in addition to providing several hours of annual instruction to officers enrolled in various courses

at the Vermont Police Academy and at Vermont’s Drug Recognition School, and at the bi-annual Drug Recognition Training. Vermont TSRPs also work with the NHTSA Region 1 JOL/TSRP on regional impaired driving training for law enforcement officers. TSRPs have also provided mock trial training to the Vermont Forensics Lab. The TSRPs continue to provide refresher DUI training for LEOs and a “DUI Boot Camp” teaching litigation of DUI alcohol and drug cases to prosecutors.

## National Center DWI Courts Foundational Training

**Table 3.25 National Center DWI Courts Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of States’ Attorneys and Sheriffs	Section 405d	\$12,769.00	\$0.00	Cancelled

### Description

The Southeast Regional DUI Treatment Docket (SERDTD) in Rutland is New England’s only DUI court. SERDTD is a voluntary postconviction program for repeat DUI offenders offering treatment for alcohol dependence and the chance to have criminal charges dismissed or reduced. This grant funded their staff’s enrollment in a 3 ½ day Foundational Training course from the National Center for DWI Courts. This course trained SERDTD staff on current research and best practices for successful DUI courts.

### Performance

Judges were not able to travel to this training due to complications with the pandemic. The Vermont Court Administrator’s Office chose to cancel their application. No funds were expended under this project and it will not take place next year.

## Distracted Driving

### Problem Statement

Texting while driving has been illegal in Vermont since 2009. In 2014, additional laws were passed prohibiting any use of handheld electronic devices while operating a motor vehicle except in a narrow set of circumstances. In addition to these laws, funding from NHTSA has strengthened the ability of law enforcement agencies to educate the public and enforce distracted driving violations.

The SHSO, VHSA and other highway safety partners agree that the number of traffic crashes attributed to Distracted Driving is grossly under-reported. Forensic examinations of cell phones after crashes are very rare, and it appears that many drivers may no longer self-report being distracted prior to the crash as significant fines and points will be assessed. Despite underreporting, on average about 60 serious injuries per year are attributed to distracted driving, and thousands of violations are cited.

### Program Results

The following activities were pursued through the distracted driving program area:

Table 3.26 FFY 2021 Distracted Driving Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21405E-103	Chittenden County Sheriff's Dept.	\$202,874.00	\$91,032.01
NH21405E-104	City of Barre	\$6,615.00	\$3,926.52
NH21405E-105	City of Vergennes	\$10,000.00	\$551.62
NH21405E-107	Grand Isle County Sheriff's Dept.	\$23,868.00	\$4,295.01
NH21405E-108	Orange County Sheriff's Dept.	\$19,225.00	\$7,243.79
NH21405E-109	Orleans County Sheriff's Dept.	\$25,000.00	\$11,375.20
NH21405E-110	Rutland County Sheriff's Dept.	\$114,498.00	\$14,020.42
NH21405E-111	Town of Bennington	\$31,080.00	\$5,259.07
NH21405E-112	Town of Berlin	\$5,030.00	\$0.00
NH21405E-113	Town of Manchester	\$8,000.00	\$461.81
NH21405E-115	Town of St. Johnsbury	\$15,000.00	\$992.58
NH21405E-116	Town of Windsor	\$5,000.00	\$0.00
NH21405E-117	Town of Winhall	\$5,800.00	\$3,980.55
NH21405E-118	Town of Woodstock	\$9,450.00	\$4,202.32
NH21405E-119	Washington County Sheriff's Dept.	\$11,700.00	\$2,751.94
NH21405E-120	Windham County Sheriff's Dept.	\$11,700.00	\$3,567.58
NH21405E-121	Windsor County Sheriff's Dept.	\$36,100.00	\$13,523.34
NH21405E-126	Essex County Sheriff's Dept.	\$22,472.00	\$7,097.12
NH21405E-127	Distracted Driving Mobilization Enforcement	\$287,546.33	\$0.00



<b>NH21405E-128</b>	Town of Hardwick	\$10,875.00	\$1,624.46
	<b>TOTAL</b>	<b>\$861,833.33</b>	<b>\$175,905.34</b>

## Planned Activities

### High Visibility Enforcement

Table 3.27 DD High Visibility Enforcement Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Local Law Enforcement Agencies	Section 405e	\$861,833.33	\$175,905.34	Complete

#### Description

The State of Vermont received Comprehensive 405(e) funding for the first time in FFY 2020. However, FFY 2021 was the first year with substantial activity. Local law enforcement agencies applied for grants to fund distracted driving enforcement patrols.

#### Performance

As with other areas of traffic enforcement, lack of staffing and the COVID-19 pandemic have negatively affected the capability of LEAs to vigorously enforce Distracted Driving violations. To increase enforcement, the SHSO promoted the U drive. U text. U pay. High Visibility Enforcement (HVE) Campaign from April 8 – 12, 2021. This HVE campaign was part of NHTSA's distracted driving awareness month. The campaign started with the Connect to Disconnect (C2D) one day kick-off and then ran through the weekend to increase the enforcement and awareness of distracted driving. 23 law enforcement agencies participated, and they conducted 44 saturation patrols and 19 spotter patrols. The LEA's contacted 589 vehicles and issued a total of 318 citations.

Throughout the year, grantees performed 3,782 hours of patrol on grant time. Their combined activity is listed below:

Table 3.28 Distracted Driving HVE Activity

Activity	Total
# Hours Patrolled	2,939
# Portable Electronic Device Violations	357
# Vehicles Stopped	3,564
# Warnings (Oral & Written)	2,045
# DUI Arrests Patrol (Alcohol Only)	6
# DUI Arrests Patrol (Drugs Only)	0
# Child Passenger Violations	6
# DUI Arrests Patrol (Drugs & Alcohol)	0

# Safety Belt Violations	62
# Speeding Violations	941
# OSC Violations	96
# Hand Held Tests (Alco)	66
# Other Traffic Violations	394
# Evidentiary Tests (DMT/Blood)	4
# .02 Violations	0
# Excessive Speed Arrests	3
# DLS Arrests	55
# Other Arrests	24

## Motorcycle Safety

### Problem Statement

Motorcyclists represent few of Vermont’s crash fatalities each year but have proven difficult to reduce. There have been 16 motorcycle fatalities in Vermont in 2021 (through December 1<sup>st</sup>), which is the highest number in at least 8 years. The small number of motorcycle fatalities has caused the number to fluctuate from year to year, but the 5-year average has stayed relatively constant at 9-10 fatalities per year.

Rider training has been recognized as Vermont’s best option to reduce fatalities. Vermont law requires motorcyclists to wear helmets, and Vermont has seen zero to two un-helmeted motorcycle fatalities per year since 2014. Rider training courses, in beginner, intermediate, and experienced skill levels, are widely offered with support from highway safety grants.

### Performance Measures

**Table 3.29** summarizes the performance targets and measures for motorcycle safety as identified in the 2021 HSP.

**Table 3.29** Motorcycle Safety Performance Measures

Performance Targets	Performance Measures
Maintain motorcycle fatalities at the five-year average of 9.8 people through December 2021.	This target was not achieved. The 5-year average for 2021 increased to 10.8 people.
Maintain the number of un-helmeted motorcyclist fatalities at the five-year average of 0.6 through December 2021.	This target was not achieved. The five-year average in 2021 increased to 1.6 people.

### Program Results

**Table 3.30** lists the activity pursued under the motorcycle safety program area.

**Table 3.30** Motorcycle Safety Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21405F-000	Department of Motor Vehicles	\$50,548.00	\$26,557.52
	<b>TOTAL</b>	\$50,548.00	\$26,557.52

## Planned Activities

### State Motorcycle Rider Education Program

Table 3.31 State Motorcycle Rider Education Program Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Motor Vehicles	Section 405f	\$50,548.00	\$26,557.52	Complete

#### Description

The Motorcycle Rider Education Program offers rider safety courses at eight locations across Vermont. Courses are available to new riders and to those already holding a motorcycle endorsement. Training includes exercises teaching motorcycle operation, instruction on proper riding gear (helmet, eye protection, full fingered gloves, riding jacket, pants, and over the ankle footwear), the risks of using alcohol or drugs before riding, and how to be visible to other motorists.

#### Performance

During the program's 2021 training season, 108 courses were held at eight locations. A total of 966 students completed courses. Early in the season, class enrollment was capped at a lower level to permit social distancing. Later-season classes operated at full capacity. Every novice-level course was fully enrolled. The program also offered courses for experienced riders.

In May, a RiderCoach preparation course was conducted to train additional instructors. Seven new RiderCoaches were added to the program's staff. The program also purchased 32 new motorcycle helmets to replace old helmets at the program's two Colchester training locations.

## Occupant Protection

### Problem Statement

Unrestrained occupants consistently make up over one third of Vermont’s annual crash fatalities. As such, enforcement of occupant protection statutes is a prominent part of Vermont’s safety programming. Vermont has a secondary seat belt law that requires belt use from all occupants, including adults in the back seat. The seat belt use rate rose slightly in 2021 to 89.2 percent. With a rate below 90 percent, Vermont is still classified as a “lower seat belt use state” under Section 1300.21 of the FAST Act.

In addition to enforcement, Vermont uses education and free/low-cost child car seats to raise rates of occupant protection use. Vermont also collects detailed data in the annual seat belt survey to measure progress towards universal use and generate data for targeted enforcement.

### Performance Measures

**Table 3.32** summarizes the performance measures and target for occupant protection identified in the 2021 HSP.

**Table 3.32 Occupant Protection Performance Measures**

Performance Targets	Performance Measures
Reduce the five-year average number of unrestrained occupant fatalities to 22.2 through December 2021.	Vermont did not achieve this target. The 5-year annual average unrestrained fatalities rose to 25.2 in 2021.
Increase the statewide observed seat belt use of front seat outboard occupants to 88.6% by December 2021.	This goal was narrowly missed, with the five-year average reaching 88.3%.

### Program Results

The following activities were pursued under the Occupant Protection program area:

**Table 3.33 FFY 2021 Occupant Protection Program Area Summary**

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21402-101	City of Barre	\$8,290.00	\$7,031.79
NH21402-102	Town of Barre	\$13,150.00	\$0.00
NH21402-103	Bennington County Sheriff's Dept.	\$26,725.00	\$9,259.48

NH21402-104	Town of Bennington	\$47,000.00	\$25,992.65
NH21402-105	Town of Berlin	\$11,200.00	\$6,499.91
NH21402-106	Chittenden County Sheriff's Dept.	\$230,000.00	\$109,215.38
NH21402-107	Department of Motor Vehicles	\$8,000.00	\$2,020.14
NH21402-108	Essex County Sheriff's Dept.	\$6,690.00	\$4,724.51
NH21402-109	Grand Isle County Sheriff's Dept.	\$47,736.00	\$15,401.63
NH21402-110	Lamoille County Sheriff's Dept.	\$6,350.00	\$814.72
NH21402-111	Town of Ludlow	\$5,000.00	\$0.00
NH21402-112	Town of Manchester	\$5,500.00	\$1,737.83
NH21402-113	Town of Morristown	\$7,500.00	\$1,124.31
NH21402-115	Orange County Sheriff's Dept.	\$33,000.00	\$12,291.97
NH21402-116	Orleans County Sheriff's Dept.	\$11,000.00	\$325.84
NH21402-117	Rutland County Sheriff's Dept.	\$145,875.00	\$66,161.01
NH21402-118	Town of St. Johnsbury	\$10,000.00	\$4,262.51
NH21402-119	Town of Vergennes	\$43,450.00	\$4,863.92
NH21402-120	Department of Public Safety	\$200,000.00	\$64,043.63
NH21402-121	Washington County Sheriff's Dept.	\$42,000.00	\$12,548.17
NH21402-122	Town of Weathersfield	\$9,375.00	\$9,375.00
NH21402-123	Town of Wilmington	\$6,830.00	\$5,101.95
NH21402-124	Windham County Sheriff's Dept.	\$68,301.00	\$22,760.81
NH21402-125	Windsor County Sheriff's Dept.	\$36,880.00	\$18,512.44
NH21402-126	Town of Winhall	\$9,600.00	\$4,712.64
NH21402-127	Town of Woodstock	\$9,450.00	\$9,190.78
NH21402-210	Chittenden County Sheriff's Dept.	\$75,000.00	\$65,636.46
NH21402-211	Dept. of Public Safety	\$100,000.00	\$43,980.00
NH21402-212	Vergennes Police Dept.	\$11,153.00	\$10,898.10
NH21402-213	Grand Isle County Sheriff's Dept.	\$8,000.00	\$8,000.00
NH21402-214	Orange County Sheriff's Dept.	\$6,187.50	\$5,568.00
NH21402-215	Rutland County Sheriff's Dept.	\$40,000.00	\$39,582.15
NH21402-216	Morristown Police Dept.	\$8,470.00	\$8,470.00
NH21402-217	Weathersfield Police Dept.	\$2,654.00	\$2,388.60
NH21402-218	Wilmington Police Dept.	\$865.00	\$848.70
NH21402-219	Winhall Police Dept.	\$5,350.00	\$5,350.00
NH21402-220	Woodstock Police Dept.	\$4,629.00	\$4,629.00
NH21402-221	Windham County Sheriff's Dept.	\$20,000.00	\$18,778.79
NH21402-222	Windsor County Sheriff's Dept.	\$8,685.00	\$8,685.00

<b>NH21402-413</b>	Department of Health	\$35,000.00	\$0.00
<b>NH21405B-000</b>	Department of Health	\$200,000.00	\$123,688.71
<b>NH21405B-014</b>	Preusser Research Group, Inc.	\$80,000.00	\$77,800.00
	<b>TOTAL</b>	<b>\$1,654,895.50</b>	<b>\$842,276.53</b>

## Planned Activities

### CPS Statewide Program and Data Support

Table 3.34 CPS Statewide Program and Data Support Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Health	Section 405b	\$200,000.00	\$123,688.71	Complete
Department of Health	Section 402	\$35,000.00	\$0.00	Not Expended

#### Description

The Vermont CPS (Child Passenger Safety) program uses fitting stations, inspection events, the BeSeatSmart website, a telephone help line, and printed materials to increase community knowledge of the proper use of child restraints. The program offers certifications in car seat education, special needs restraints, and school bus restraints to car seat technicians and instructors. The program also provides child car seats at no or reduced cost to low-income families.

#### Performance

In FFY21, courses were offered for new technicians in Rutland, Orleans, Brattleboro, Milton, and Shelburne. These courses trained 35 new technicians. The number of nationally certified technicians in Vermont dropped from 206 to 169 as some technicians failed to re-certify, mostly due to the Covid-19 pandemic. The program has worked to maintain the number of tech proxies and instructors working with the CPS program. 12 instructors maintained their certifications in FFY 2021. Instructors are required to teach 20 hours of classes in the 2-year certification cycle. CPS technicians are widely distributed geographically within Vermont and distributed between the following employers:

- Law Enforcement .....25%
- Healthcare .....25%
- Firefighters .....14%
- Child Services .....9%
- Rescue/Ambulance.....11%
- Other .....16%

The CPS program offered technicians a weekly CEU (continuing education unit) over the internet. The CPS program supported 53 fitting stations, which mostly reopened July 1 after

pandemic-related closures. Technicians completed 1,747 inspections, a record number. CPS completed 20 car seat check events and gave four presentations.

The program distributed 398 child safety seats to low-income families. The low-income seat voucher distribution program remains in place through the 12 Women Infants and Children (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 program also works closely with low-income Vermonters that receive Reach Up services, Dr. Dynasaur (Medicaid) and those children that are in the care and custody of the State of Vermont.

Beginning in 2018, using the American Association of Pedestrians (AAP) recommendations, the program implemented a training program to be used at Vermont hospitals to train their staff members on the basics of child safety seats. In FFY2021, they maintained CPS Educators programs at Northwestern Medical Center, Northern Vermont Regional Hospital, North Country Hospital, Gifford Medical Center, Southwestern Vermont Medical Center, and Rutland Regional Medical Center.

The program sends thousands of educational rack cards each year to doctor’s offices and insurance companies and passes many out at community events. This year, a pregnancy rack card was added to increase the proper use of seat belts during pregnancy. This card also informs readers about the CPS program and the free services it offers and is widely distributed through WIC and many physician's offices.

## Annual Seat Belt Survey

**Table 3.35** Seat Belt Survey Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Preusser Research Group, Inc.	Section 405b	\$80,000.00	\$77,800.00	Complete

### Description

Following NHTSA’s revised uniform criteria, a seat belt survey is completed annually. Roadside observations are collected at multiple locations in every Vermont county. The data is used to analyze year-to-year variations in seat belt use and identify geographic and demographic disparities.

### Performance

Data collection was conducted from June 4-17, 2021. Four observers recorded belt use for 11,832 occupants between 9,500 vehicles. Drivers accounted for 80.3 percent of persons observed, with front outboard passengers making up the remainder. Drivers and front passengers had a combined weighted seat belt use rate of 89.2 percent. The standard error rate was 0.666 percent, well below the 2.5 percent maximum tolerance.



The 2021 use rate (89.2%) was up slightly (by 0.4 points) from the 2020 use rate but 0.1 points below the all-time high use rate recorded in 2019. The 2020-2021 increase is not significant and therefore indicated no real change over the past year. The 2021 rate was nearly 5 percentage points higher than 2017. The last three years show record high use, however, some of the gains may be attributed to changes in survey methodology. The current method has led to more stable use rates.

Presseur Research Group was contracted by the AOT to perform the seat belt survey. Some of their report data is included in this document under occupant protection performance measure results.

## Click It Or Ticket National Mobilizations

Table 3.36 CIOT Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State, Sheriff, and Town/City Law Enforcement	Section 402	\$1,048,902.00	\$417,973.02	Complete

### Description

Most Vermont law enforcement agencies participate in Click It or Ticket (CIOT) High Visibility Enforcement (HVE) campaigns. Funding is provided to agencies to engage in OP enforcement regular patrols throughout the year, including child passenger safety seats and education. Enforcement is targeted to areas of low seat belt usage using data from the seat belt survey and crash records. Ongoing and periodic enforcement is conducted day and night, especially from May through September, when data shows a higher rate of unbelted fatalities.

The Vermont CIOT Task Force, made up of regional groups of officers, supplements regular patrols. Vermont also participates in the NHTSA Border to Border initiative, partnering with New York State and New Hampshire on seat belt enforcement.

### Performance

In previous years, CIOT Task Force teams held many joint mobilizations with Vermont LEAs. Law enforcement officers are deployed throughout the state to participate in the national CIOT mobilization and media kick-off events that serve as a precursor to the May CIOT campaign. The LELs coordinate with their counterparts in New York State and participate in a Border-to-Border (B2B) CIOT Kick-Off event at or near the New York/Vermont border on the first day of the national mobilization.

In 2021, due to the pandemic participation was lower than usual, but Vermont did participate in the traditional CIOT national mobilizations. The following agencies participated in the campaign:

- › 23 municipal police departments
- › 11 county sheriff’s departments

- › 8 VSP field stations
- › Vermont DMV

These agencies performed over 4,000 hours of enforcement during the two campaigns. Their enforcement activities are listed in Table 3.37.

**Table 3.37 CIOT Campaign Activities**

	Thanksgiving Holiday Mobilization	CIOT National Mobilization
Campaign Dates	November 20 – 29, 2020	May 24 – June 6, 2021
Participating LEAs	35	43
Enforcement Hours	1,515	2,576
Vehicles Contacted	2,301	4,765
Seatbelt Violation Citations	16	149
Child Passenger Safety Citations	0	6
Speed Citations	330	820
Handheld Device Use Citations	32	112
Other Tickets	239	596
Arrests for Other Motor Vehicle-Related Crimes	35	69

The CIOT Task Force leaders and the liaisons use social media, media interviews, and sponsored blood drives to promote awareness with each HVE campaign.

## Equipment Grants

**Table 3.38 Equipment Grants Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State, Sheriff, and Town/City Law Enforcement	Section 402	\$290,993.50	\$222,814.80	Complete

### Description

Equipment grants are made to state and local law enforcement agencies to purchase essential equipment for enforcement campaigns. The most common equipment purchases are radar speed

feedback signs, in-car camera systems, mobile radar or lidar units, spike strips, and smaller items such as safety vests and flares. Since seat belt violations are a secondary offense in Vermont, seat belt enforcement campaigns use speed and aggressive driving as primary offenses, requiring additional equipment.

**Performance**

13 police departments were awarded equipment grant funds from carry-forward funding. Approximately 53% of the Section 402 carry-forward balance was awarded to these grants, of which 77% was spent. The largest single award assisted the Windham County Sheriff's Department's Highway Safety Unit in purchasing one 2021 Dodge Ram Crew Cab Pickup Truck with Law Enforcement Package for \$32,565.00. In addition to local agencies, the VSP received equipment that was distributed to troopers statewide.

## Planning and Administration

### Problem Statement

The SHSO at the Vermont Agency of Transportation is responsible for administering federal highway safety grant funds in Vermont. SHSO staff solicit applications, award grant funds, evaluate success, and monitor compliance for safety projects using federal funds. They work with the state, local, and non-profit organizations that run these safety projects, providing expertise and guidance.

To administer these programs effectively, the SHSO has three staff who work as program coordinators. The activities under this program area support SHSO staff salaries and technology to improve their efficiency.

### Program Results

Table summarizes the activities pursued under this area in FFY 2021:

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21402-001	SHI/AGATE	\$150,000.00	\$50,831.54
NH21402-000	State Highway Safety Office	\$487,302.00	\$180,008.50
	<b>TOTAL</b>	<b>\$637,302.00</b>	<b>\$230,840.04</b>

### Planned Activities

#### Electronic Grant Management

Table 3.39 Electronic Grant Management Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
SHI/AGATE	Section 402	\$150,000.00	\$50,831.54	In Progress

#### Description

The SHSO has adopted a web-based program management system titled GEARS. This program increases efficiency in grant processes by providing SHSO staff and grantees with instant, web-based access to applications and reports. It also facilitates programmatic reviews and both internal and external audits.

#### Performance

GEARS was successfully used to manage grant reporting for the third year. Grantees submitted their applications, progress reports, invoices, and other documentation through the web site.

## SHSO Planning and Administration

**Table 3.40 SHSO Planning and Administration Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State Highway Safety Office	Section 402	\$487,302.00	\$180,008.50	In Progress

### **Description**

This activity funds the management, supervision, and support services operating the traffic safety program at the Vermont SHSO.

### **Performance**

The SHSO managed the safety program for another year at the same staff level. The SHSO also maintained Vermont’s membership in the Governor’s Highway Safety Association.

## Police Traffic Services

### Problem Statement

The SHSO provides resources to all law enforcement agencies in the state. The SHSO has two contract LELs who encourage participation in national enforcement initiatives and serve as resources for local agencies. The SHSO also facilitates crash investigations by supporting the VSP Crash Reconstruction Team. The Safety Corridor program for Interstates also falls under this program area, with additional enforcement funding available to the VSP for these areas.

### Performance Measures

**Table 3.41** summarizes the performance measures and targets for police traffic services as identified in the 2021 HSP.

**Table 3.41** Police Traffic Services Performance Measures

Performance Targets	Performance Measures
Achieve a five-year average of 58 traffic fatalities in 2021.	Vermont did not achieve this target. The five-year average number of traffic fatalities rose to 63.8.
Achieve a five-year average of 275 serious injuries in 2021.	This target was achieved, with the five-year average falling to 253.7.
Achieve a five-year average of 25.4 speed-related fatalities in 2021.	This target was met, with the five-year average falling to 24.2.
Achieve a five-year average of 9.8 motorcyclist fatalities in 2021.	This target was not met. The five-year average rose to 11.1 fatalities.

### Program Results

The following activities were pursued under the Police Traffic Services program area:

**Table 3.42** Police Traffic Services Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21402-201	Department of Public Safety	\$38,501.00	\$17,859.74
NH21402-202	Law Enforcement Liaison (South)	\$36,200.00	\$31,000.00
NH21402-203	Law Enforcement Liaison (North)	\$36,200.00	\$31,000.00
NH21405E-106	Department of Public Safety	\$107,280.00	\$49,429.91
NH21405D-010	Law Enforcement Liaison (South)	\$36,200.00	\$31,000.00

<b>NH21405D-011</b>	Law Enforcement Liaison (North)	\$36,200.00	\$31,000.00
<b>NH21405E-101</b>	Law Enforcement Liaison (North)	\$36,200.00	\$31,000.00
<b>NH21405E-102</b>	Law Enforcement Liaison (South)	\$36,200.00	\$31,000.00
	<b>TOTAL</b>	<b>\$362,981.00</b>	<b>\$253,289.65</b>

## Planned Activities

### Crash Reconstruction Team (CRT) Support

Table 3.43 Crash Reconstruction Team Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Public Safety	Section 402	\$38,301.00	\$17,859.74	Complete

#### Description

The VSP Crash Reconstruction Team (CRT) is the primary investigation unit for serious bodily injury and fatality crashes in the state of Vermont. The team responds to crashes when called by state, local, or county law enforcement. The team uses total station instruments and complex diagramming software. They also perform downloads from Event Data Recording systems and use small unmanned aerial vehicles to document crash scenes.

Certified crash reconstructionists are state troopers who have completed three levels of nationally recognized training. Their technical support with serious crash investigations improves overall reporting, particularly in identifying contributing factors. This grant funds their training, continuing education, equipment, and software purchases.

#### Performance

The CRT responds to approximately 60 serious injury and fatality collisions per year, many of which are calls to assist local agencies. This grant provides funding for their ongoing education. Due to Covid-19, all out-of-state training was cancelled and replaced with online events. Two members began initial training and two others successfully completed their traffic crash reconstruction certification. Three members were certified to work with vehicle Event Data Recorders (EDR) and two members received specialized training in pedestrian and bicycle collisions.

The SHSO funded the purchase of Crash Data Retrieval (CDR) cables for several new vehicle models. These cables must be purchased annually to ensure the CRT has the capacity to read EDR records from any vehicle. EDR data is increasingly in demand as more vehicles become compatible with the Bosch CDR software. Several investigations were largely reconstructed through the electronic data harvested from one of the vehicle's EDR. CRT team members continue to educate State's Attorneys and police departments about the uses and limitations of EDR data.

Grant funds were also used to renew the CRT's software licenses for Bosch CDR and Pix4D. These annual licenses allow the team to image vehicle EDRs and process photos taken with unmanned aerial systems. New equipment and training have helped the CRT reduce time on scene for each crash.

## Law Enforcement Liaisons

Table 3.44 Law Enforcement Liaisons Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
LEL Contractor (North)	Section 405d	\$36,200.00	\$31,000.00	Complete
LEL Contractor (North)	Section 405e	\$36,200.00	\$31,000.00	Complete
LEL Contractor (North)	Section 402	\$36,200.00	\$31,000.00	Complete
LEL Contractor (South)	Section 405d	\$36,200.00	\$31,000.00	Complete
LEL Contractor (South)	Section 405e	\$36,200.00	\$31,000.00	Complete
LEL Contractor (South)	Section 402	\$36,200.00	\$31,000.00	Complete

### Description

Vermont contracts with LELs to facilitate cooperation between law enforcement agencies and the SHSO. Their priorities include maintaining partnerships with the VHSA, increasing law enforcement participation in HVE campaigns, staying apprised of national campaigns, and supporting the occupant protection and impaired driving task forces. They also promote the state's DRE program and support media messaging throughout the year. Vermont has two LELs who divide coverage of the state into north and south regions.

### Performance

Throughout FFY 2021, participation in the five HVE campaigns continued to be affected by the Covid-19 pandemic. Some agencies limited their enforcement activities as a health precaution. Despite the challenges, the SHSO promoted five HVE campaigns:

- Thanksgiving – Buckle Up Every Time
- Christmas/New Years – Drive Sober or Get Pulled Over
- C2D – U Drive U Text U Pay
- Click It or Ticket – Occupant Protection
- Labor Day – Drive Sober or Get Pulled Over

65 percent of Vermont law enforcement agencies participated in at least one HVE campaign, and 14 percent of Vermont LEAs participated in all five. This is less participation than FFY 2020. Restoring previous high participation rates will be a focus of the liaisons in the next year.



## VSP Speed, Aggressive, and Distracted Driving Enforcement

Table 3.45 VSP Speed, Aggressive, and Distracted Enforcement Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Public Safety	Section 402	\$107,280.00	\$49,429.91	Complete

### Description

The VSP provides primary law enforcement services in 90 percent of Vermont's landmass and for 50 percent of the state's population. VSP has primary responsibility for Vermont's four interstate highways and most rural towns without their own police departments.

Throughout this large footprint of primary responsibility, VSP is allocated funds for HVE to deter speeding, aggressive driving, and distracted driving year-round. HVE efforts are focused on areas where crash data shows a high incidence of speed and aggressive driving-related crashes.

### Performance

VSP's ten barracks participated in monthly occupant protection, impaired driving, and distracted driving patrols. During these patrols, troopers follow consistent guidelines for each type of patrol:

- **Occupant protection patrols:** Vermont has a secondary seat belt law, so troopers look for aggressive driving behaviors combined with unbelted drivers or passengers. Citations (or arrests, when appropriate) are emphasized over warnings.
- **Impaired driving patrols:** These patrols almost always occur between 8:00 pm and 4:00 am, when impaired driving is most frequent. Troopers track the number of operators screened in addition to the number of arrests made.
- **Distracted driving patrols:** Troopers generally must cite for every violation observed.

Patrol time was lower than in previous years due to Covid protocols. Occupant protection/aggressive driving patrols were suspended for most of the fiscal year.

VSP also participated in monthly Operation STRIVE (Safe Travel on Roadways in Vermont Everyday) enforcement and Operation Safety corridors on two major interstates and two major highways. Speed trailers were deployed across the state to measure speed and traffic data. Patrol activity for FFY 2021 is summarized in **Table 3.46**.

Table 3.46 VSP Speeding, Aggressive, and Distracted Driving Enforcement Activity

	STRIVE OP Enforcement	Vermont State Police DUI Enforcement
<b>Dollars Spent</b>	<b>\$ 38,220.51</b>	<b>\$ 37,509.70</b>
<b>Patrol Activity</b>		
Hours Patrolled	970	953
Vehicles Stopped - Patrol	992	314
<b>Checkpoints</b>		
Number of Checkpoints	0	0
CP Hours	0	0
<b>Action Taken</b>		
Warnings	536	238
<b>Vermont Traffic Violations Written</b>		
CPS - Violations	6	0
Safety Belt Violation	3	0
Speeding Violations	428	66
All OCS detected	16	13
Other Traffic Violations	161	40
Handheld Devices Violations	10	0
<b>NON-DUI Actions</b>		
Non-Impaired driving arrests - Patrol & CP	2	5
<b>DUI Actions</b>		
Alco Given Handheld Test	4	18
Evidentiary Tests Given	0	8
Impaired driving arrests Patrols	2	16
.02 Violations	0	2
Impaired driving arrests Checkpoint	1	0

## Racial Profiling Data Collection

### Problem Statement

To comply with state statute (20 V.S.A. Section 2366), the Vermont Criminal Justice Training Council must collect race data on traffic stops from all law enforcement agencies in the state. This data is required to be accessible to the public, meeting the eligibility requirements for Section 1906 funding. Data collection is not currently uniform or complete, requiring additional training to bring enforcement agencies into compliance.

### Performance Measures

**Table 3.47** summarizes the performance measures and targets for police traffic services as identified in the 2021 HSP.

**Table 3.47 Racial Profiling Data Collection Performance Measures**

Performance Targets	Performance Measures
Administer Evidence Based Race Data Enforcement Reporting training to 50% of Vermont police officers	Vermont did not achieve this target. Training was delayed into FFY 2022.

### Program Results

The following activities were pursued under the Racial Profiling Data Collection program area:

**Table 3.48 Racial Profiling Data Collection Program Area Summary**

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH211906-001	Vermont Criminal Justice Training Council	\$687,951.00	\$1,814.95
	<b>TOTAL</b>	<b>\$687,951.00</b>	<b>\$1,814.95</b>

## Planned Activities

### Fair and Impartial Police Training

Table 3.49 Fair and Impartial Police Training Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont Criminal Justice Training Council	FAST Act Section 1906	\$687,951.00	\$1,814.95	Project extended into 2022.

#### Description

To meet Vermont's statutory requirements and ensure consistent practices for race data collection in law enforcement records, funding was requested for Fair and Impartial Policing (FIP) training. Vermont statute requires FIP training for officers in every odd numbered year. This activity involved developing a training course and delivering it to all Vermont law enforcement officers.

#### Performance

An RFP for a training course was issued and two contractors were selected in May 2021. Live training was delayed due to pandemic complications. Unfortunately, these delays prevented any officers from receiving the training in FFY 2021. A training course was developed, with the rest of the project extended into FFY 2022. Training sessions were scheduled, and training for all Vermont police officers is anticipated to be complete by mid-2022.

## Traffic Records

### Problem Statement

The Traffic Records program ensures accuracy and completeness in safety data for Vermont. Records must be reported in a timely manner after crashes or other incidents. The State must also maintain databases and reporting tools for law enforcement, EMS, and others to use.

### Performance Measures

Table 3.50 summarizes the performance measures and targets for Traffic Records as identified in the 2021 HSP.

**Table 3.50 Traffic Records Performance Measures**

Performance Targets	Performance Measures
Citation uniformity: Record at least 50% of citations issued in Vermont electronically.	Vermont exceeded this goal, with 56.7% of citations recorded electronically.
e-Citation usage: Use e-Citation in at least 40% of Vermont's law enforcement agencies	Vermont exceeded this goal, with 52% of law enforcement agencies using e-Citation.

### Program Results

The following activities were pursued under the Traffic Records program area:

**Table 3.51 Traffic Records Program Area Summary**

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH21402-300	Agency of Transportation	\$45,000.00	\$35,731.44
NH21405C-700	Agency of Transportation	\$270,816.00	\$0.00
NH21405C-702	Department of Public Safety	\$338,574.00	\$108,659.21
NH21405C-701	Department of Health	\$55,393.00	\$35,636.89
	<b>TOTAL</b>	<b>\$709,783.00</b>	<b>\$180,027.54</b>

## Planned Activities

### TRCC Program Coordinator

Table 3.52 TRCC Program Coordinator Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont AOT	Section 402	\$45,000	\$35,731.44	Complete

#### Description

A staff person from the SHSO Behavioral Safety Unit manages the traffic records program along with law enforcement grants and scheduled program assessments. This activity funds staff time spent on traffic records administration.

#### Performance

The Traffic Records Program Coordinator prepared the 405C application and Strategic Plan for FFY 2020, maintained all meeting minutes for the TRCC, posted documents to the TRCC SharePoint website, corresponded with member agencies as needed, and remains one of the co-chairs of the TRCC. In FFY2021 the SHSO would like to return to having a contract for the TRCC Consultant to write the Strategic Plan and 405C application.

### AOT Crash Data Reporting System

Table 3.53 AOT Crash Data Reporting System Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Vermont AOT	Section 405c	\$270,816.00	\$0.00	Not completed.

#### Description

This activity funds enhancements to the crash data interface. Several improvements were planned for FFY 2021, including an updated crash reporting form, creation of a desktop application for crash reporting that can work offline, linking data between SIREN, eCitation, and Web Crash, implementation of predictive analytics software in Web Crash to guide patrols, and integration of roadway information into Web Crash.

#### Performance

The project did not expend any awarded funds in FFY21. The Data Unit was understaffed for part of the year and faced an increased workload from the pandemic response. Under these conditions, staff focused on maintaining and supporting the existing system. With the crash report form remaining unchanged in 2021, Web Crash did not need to be updated. Work on data linkages was not started because participants in that project were occupied with the pandemic response. The Data Unit did not start work on the predictive analytics project, however since filling a vacancy has begun researching first steps.

100 percent of crash reports are currently submitted electronically through Web Crash in Vermont. From 2020-2021, the average delay in reporting crashes grew longer, frustrating the goal of more timely crash data. In response, the Crash Data Unit designated a staff member to follow up with law enforcement agencies about overdue crash reports. This was also addressed in the Highway Safety Office's site monitoring plan.

## E-Citation

**Table 3.54 E-Citation Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Public Safety	Section 405c	\$338,574.00	\$108,659.21	In Progress

### Description

The Vermont Department of Public Safety (DPS) is currently in the third phase of a pilot program with TraCS e-Citation software. This phase involves expansion of the pilot statewide. This project includes contract software services, printer supplies, and equipment.

### Performance

In FFY 2021, DPS set a goal of deploying e-Citation to 50 percent of law enforcement agencies in Vermont. Despite setbacks, including temporary reassignment of the e-Citation project manager to the State Emergency Operations Center, DPS exceeded this target and deployed e-Citation to 52 percent of agencies.

The second goal was for the majority of citations to be completed electronically in FY 2021. Despite achieving an improvement of 8 points over last year, this target was not met. 36.2 percent of citations were completed electronically in 2021, reflecting significant room for growth. Despite challenges this year, DPS made progress towards both goals.

## SIREN

**Table 3.55 SIREN Activity Summary**

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Department of Health	Section 405c	\$55,393.00	\$35,636.89	Partially Completed

### Description

SIREN is Vermont's statewide system for reporting EMS patient care reports. State law requires Vermont ambulance agencies to enter care reports into SIREN within one business day of an EMS call.

This activity funds ongoing work to improve integration of SIREN with crash records and hospital data, a software contract with Field-Bridge, and user training.

### Performance

Currently, EMS data and crash data are housed in separate systems. SIREN holds EMS data and the AOT Crash Data Reporting System holds crash records for Vermont. Hospitals also enter patient outcomes into SIREN. This year, the intent was to integrate crash, EMS, and hospital outcome data. Initial work on this task was done, but the project was postponed into FFY 2022. The TRCC continues to support integration of crash data with SIREN to improve quality of injury severity data.

Another goal for this year was to integrate the six EMS data elements with Vermont's 2019 crash data. Due to reassignment of the SIREN project manager, the project was not initiated, and funds were not expended. The current plan is to begin this project in FFY 2022.





# 3

## State Attitudes Survey Reports

This chapter provides a summary of the results of Statewide Attitudes Surveys completed that inform the SHSO on public attitudes on highway safety.

### Seat Belt Survey

The annual seat belt survey was conducted from June 4-17, 2021, at 89 sites across Vermont. Three observers gathered data from 9,500 vehicles and 11,832 occupants including 9,500 drivers and 2,332 passengers. Drivers accounted for 80.3 percent of persons observed. Vermont drivers and front outboard passengers had a combined weighted seat belt use of 89.2 percent. The standard error rate was 0.666 percent, below the required 2.5 percent threshold required by NHTSA. The total incidence of unknown observations was less than one percent (0.2 %) for all observations statewide, another NHTSA requirement.

Rates for 2007-2021 (all occupants, weighted) are found in Table 4.1. A considerable drop in use was observed in 2016. The 2017 use rate of 84.5 percent represents a return to a rate more consistent with those prior to 2016. The 2018 rate was much higher than any previous year’s rate and similar trend was continued in 2019, 2020 and 2021. However, there was a slight increase in the belt use in 2021. It is unclear whether the state experienced a significant increase in use or if the new weighting and sites reflect a higher measured use (or both). However, looking at the last four years use rate (2018, 2019, 2020 and 2021), it is possible that there was a significant increase in the use rate.

**Table 4.1 Annual Weighted Seat Belt Use Rates 2007-2021 (% Belted)**

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
87.1	87.3	85.3	85.2	84.7	84.2	84.9	84.1	85.0	80.4	84.5	89.8	89.3	88.8	89.2

Belt use rates for subcategories of driver, vehicle, and road types using unweighted data are shown in Table 4.2. Significant differences by sex were found for both drivers and passengers. Belt use rate of female drivers were ten percentage points higher than male drivers ( $X^2(1) = 218.69, p < .0001$ ). Female passengers’ use rate was also 9 percentage point higher than male

passengers ( $X^2(1) = 38.59, p < .0001$ ). Among all observed occupants, belt use was 10 percentage points higher among female than male occupants ( $X^2(1) = 254.90, p < .0001$ ).

Comparisons across vehicle types revealed a 15-percentage point difference between the highest and lowest belt use by drivers (car drivers at 91.2 percent and truck drivers at 76.2 percent, respectively). Differences in driver seat belt use across vehicle types was highly significant ( $X^2(3) = 303.58, p < .0001$ ). Differences in belt use rates by passengers were also significant across vehicle type ( $X^2(3) = 26.00, p < .0001$ ).

**Table 4.2 2021 Statewide Unweighted Survey Results (% Belted)**

Variable	Driver	Passenger	Total
<b>Sex</b>			
Male	83.1%	82.5%	83.0%
Female	93.3%	91.3%	92.7%
<b>Vehicle Type</b>			
Car	91.2%	89.6%	90.9 %
Truck	76.2%	81.4%	77.1%
SUV	89.2%	90.1%	89.4%
Van	87.8%	91.8%	88.8%
<b>Time of Week</b>			
Weekday	88.6%	90.4%	88.9%
Weekend	84.2%	84.4%	84.2%

Driver belt use was significantly higher on weekdays than on weekends (88.6 percent and 84.2 percent, respectively;  $X^2(1) = 31.94, p < .0001$ ). Passenger belt use was also significantly higher on weekdays than on weekends (90.4 percent and 84.4 percent, respectively;  $X^2(1) = 18.3, p < .0001$ ). There was no difference in passenger use across days of the week. For all occupants, weekday use was significantly higher (+5 percentage points) than weekend use ( $X^2(1) = 47.09, p < .0001$ ).

Driver and passenger belt use rates by county are presented in Table 4.3. Franklin County had the lowest belt use both for drivers (77.7 percent) and for passengers (78.6 percent). Highest belt use for both drivers and passengers was observed in Chittenden County (93.0 and 93.1 percent, respectively). There were significant differences in belt use by county grouping among drivers ( $\chi^2(6) = 229.56, p < .0001$ ), and for passengers ( $\chi^2(6) = 56.37, p < .0001$ ).

**Table 4.3 2021 Statewide Unweighted Survey Results by County Groupings (% Belted)**

<b>County Grouping</b>	<b>Driver Use</b>	<b>Passenger Use</b>	<b>Total Use</b>
<i>Chittenden</i>	93.0%	93.1%	93.0%
<i>Bennington/Addison</i>	88.7%	91.0%	89.2%
<i>Franklin</i>	77.7%	78.6%	77.9%
<i>Caledonia/Orleans</i>	88.3%	90.5%	88.9%
<i>Rutland</i>	85.7%	85.1%	85.6%
<i>Washington/Lamoille</i>	88.6%	90.6%	89.0%
<i>Windham/Orange/Windsor</i>	88.6%	89.0%	88.7%
<b>Statewide</b>	<b>87.4%</b>	<b>88.2%</b>	<b>87.6%</b>

Vermont's current belt use rate is below the national average and the NHTSA-imposed target of 90 percent. Exploring methods to raise global seat belt use could include increasing enforcement, increasing awareness of driver license penalty points and fines for unbelted occupants, increasing awareness about the effectiveness of seat belt use in preventing injuries, and informing the public about the higher death rates for unbelted occupants. Populations with the lowest use rates such as males and pickup truck drivers are important populations to target for future programming efforts.

Vermont faces several challenges in achieving seat belt use gains. The state has a largely rural population with pockets of urban areas, resulting in often large variations in use rates from county to county. In addition, several New England states contiguous to Vermont have some of the lowest use rates nationwide. New Hampshire ranked last in belt use for 2020 (72.4%) while Massachusetts ranked 45th (81.6%) in 2019. Counties in Vermont contiguous to those states are prime targets for additional media and enforcement measures particularly for those roadways and communities that straddle state lines.

The introduction of nighttime seat belt use monitoring may shed light on additional areas of focus, as nighttime belt use is typically lower than daytime belt use. For instance, FARS data for the period 2012-2018 shows that belt use by fatally injured occupants of passenger vehicles is indeed much lower in nighttime crashes (52.1% belted) than in daytime crashes (74.9% belted) in the state of Vermont.

The 2021 use rate (89.2%) was increased slightly (0.4 points) from the use rate of 2020 (88.8%). The increase from 2020 is not significant and therefore the 2021 rate indicates no real change from the prior year. The last three years show record high use; however, it may be that some of the gains are from the redesign and may not reflect an actual change in usage but merely a different way of measuring the rate. Looking at the current trend, the current method has led to more stability in observed use rates.



# 4

## Mobilization Participation

Vermont participated in five national mobilizations this year. Participation was still lower than in pre-pandemic mobilizations, but a limited number of campaigns ran successfully.

Table 5.1 summarizes the various NHTSA enforcement campaigns that took place over FFY 2021.

Table 5.1 Mobilization Participation

Campaign	Dates	Participating Agencies	Enforcement Hours
Thanksgiving Holiday Travel Period	11/20/20 - 11/29/20	35	1515.25
Holiday Season Drive Sober or Get Pulled Over	12/18/20 - 1/3/20	29	2072.20
U Drive. U Text. U Pay.	4/8/21 - 4/11/21	23	417
Click It or Ticket	5/24/21 - 6/6/21	43	2576.75
Summer Drive Sober or Get Pulled Over	8/20/21 - 9/6/21	26	1487.50

During FY 2021 grant-funded enforcement activities, the following enforcement actions were taken:

Seat Belt Citations .....	312
Impaired Driving Arrests .....	120
Speeding Citations .....	5,519
Child Passenger Seat Citations.....	29
Portable Electronic Device Citations .....	907
OSC (Driving after suspension) Citations .....	424
Other Traffic Citations.....	2,065

# 5

## Traffic Safety Enforcement Plan

This section explains how Vermont monitors the effectiveness of its enforcement activities and adjusts strategies as warranted. This section explains the types of data Vermont collects for this purpose and how it is used to optimize the deterrent effect of Vermont's enforcement programs.

### Evidence-Based Enforcement

Vermont regularly refreshes its evidence-based enforcement plan. These updates are completed in three steps:

**1. Collection and use of relevant data**

Individual SHSO priorities drive the types of data collected. Data collection is tailored to these specific needs and identifies trends in demographics, locations, and manner of crashes. Specific performance data from enforcement activity or citations is also collected.

**2. Resource allocation**

Data collected in the previous step is used to identify problems and help prioritize enforcement activities. Funding and other resources are distributed to law enforcement subgrantees in proportion to these priorities. For example, a town with a high rate of unbelted fatalities may see a larger share of its grant award earmarked for occupant protection.

**3. Continual evaluation**

The effectiveness of each strategy and countermeasure is continually monitored. This is measured by monitoring safety data (particularly crash data) and monthly supervisor activity reports that accompany each grant invoice. This data is evaluated continually so that mid-year adjustments to strategies can be made.

When reviewing grant applications and determining awards, the following evidence-based factors are considered:

- The scale of traffic safety problems within the jurisdiction, as identified by both AOT and subgrantees' own data analysis
- Countermeasures proposed (i.e., specific enforcement strategies)
- Recent trends in performance targets
- Fit of project goals, strategies, and performance measures
- Availability of resources (including staffing capacity) to accomplish the described goals

- Subgrantee past performance (activity completion, timely reporting, spending, etc.)
- Subgrantee certificates and assurances

AOT has a crash data analyst on staff who publishes weekly reports on fatal crash rates, causes, and other statistics. The weekly report is provided to the Governor's office, all Vermont law enforcement agencies, highway safety partners, SHSO staff members, and the coordinator of the VHSA.

AOT's data analyst maintains crash data and maps in near real-time as reports are filed. This analyst is also responsible for FARS reporting. SHSO program coordinators use this data to evaluate subgrantee performance. Subgrantees are expected to adjust their enforcement activities in response to crash trends. Over the longer term, this crash data supports the problem identification and target-setting cycles. A version of this information (with personally identifiable information stripped) is publicly available online through the Crash Data Query Tool.

Beyond crash data, other data resources used in evidence-based enforcement include citation information from the Vermont Judicial Bureau, the annual seat belt observational survey, and arrest records.

Counties with SHARP programs benefit from a full-time coordinator to implement their evidence-based enforcement plans. Chittenden, Windham, Addison, and Rutland Counties continued their SHARP programs in FFY 2021, albeit with activity still below pre-pandemic levels. Law enforcement agencies within these counties agree to dedicate officer time to coordinated enforcement campaigns each month. Each county's Project Director lead, supervise, and evaluate enforcement campaigns.

Task forces are another way evidence-based campaigns are directed. The CIOT Task Force was mobilized in 2021 after being suspended through 2020 due to the Covid-19 pandemic. The DUI Task Force had activations scheduled throughout the year for events such as concerts, fairs, and festivals. Teams were active for holidays including the Fourth of July, Labor Day, and Christmas/New Year period. Teams had to be modified due to Covid restrictions. Some work was limited, and DUI checkpoints were not held this year.

OP and DUI enforcement were sustained year-round. Seatbelt compliance, impaired driving, speeding, aggressive driving, and distracted driving are all enforced using these grants. Participating agencies are required to submit monthly activity summaries and more detailed quarterly progress reports. SHSO Program Coordinators use these reports and other evidence to evaluate subgrantees' productivity and progress towards relevant safety goals.

## High Visibility Enforcement

HVE is used in Vermont for its deterrent effect on unlawful driving behaviors. HVE consists of highly visible and proactive enforcement targeting a specific traffic safety issue. HVE campaigns are combined with a publicity and advertising strategy to raise awareness of the campaign and promote voluntary compliance with the law. HVE techniques are varied for greater effect and

include saturation patrols, waves, checkpoints, integrated enforcement, and multi-jurisdictional patrols.

During FFY 2021, Vermont law enforcement agencies participated in the following five national mobilizations:

- Thanksgiving Holiday Travel Period (November 20-29)
- Drive Sober or Get Pulled Over (December 18 – January 3)
- U Drive. U Text. U Pay. (April 8-11)
- Click It or Ticket (May 24 – June 6)
- Drive Sober or Get Pulled Over (August 20 – September 6)

During these mobilization periods, agencies conducted HVE details throughout Vermont. Statewide trends and local data were used prior to each mobilization to plan activities. Due to staffing challenges and continued Covid-19 restrictions, Vermont continued to experience a participation below pre-pandemic levels. The number of participating agencies and the total hours of HVE both declined slightly compared to FFY 2020. This year, 31 municipal law enforcement agencies, 10 state police stations, and 11 out of 14 county sheriffs' departments participated in HVE mobilizations. Combined, these agencies conducted 8,068 hours of HVE during the five campaign periods.

In addition to the national mobilizations, agencies in Addison, Chittenden, Rutland, and Windham Counties participated in regional SHARP teams. During SHARP mobilizations, officers from multiple agencies are deployed to areas within their county that have been identified through data as needing HVE. This strategy is enabled by Vermont law giving all law enforcement officers statewide enforcement authority.

In towns without their own municipal police department, the VSP provides law enforcement services. VSP is the primary law enforcement agency in approximately 200 towns. This makes VSP the lead agency for 90 percent of Vermont's land and 50 percent of our population. VSP also has primary responsibility for Vermont's four interstate highways (I-89, I-91, I-93, and I-189). Due to their large area of responsibility, VSP investigated 63 percent of all fatal crashes in Vermont in 2020 and 86 percent of fatal crashes in 2021 to date. With their substantial enforcement responsibilities, VSP is allocated funding to reduce speeding, aggressive, and distracted driving on Vermont roadways.

Work zone safety continues to be a priority for Vermont. Dangerous driving behaviors pose even greater risk in work zones. To address this concern, in 2021 the SHSO added work zone enforcement to the scope of work for all highway safety enforcement grants. Work zone enforcement strategies will continue to evolve as more evidence is collected.



# 6

## Paid Media

The Vermont Agency of Transportation retains qualified marketing firms to design and implement a variety of traffic safety advertising campaigns. The SHSO has begun a multiyear *engaged driving* media initiative focusing on what Vermonters are doing right – challenging road users to become engaged and make good decisions. This approach is based on the concept of Positive Culture Framework, a system that promotes health and safety by building on shared values, beliefs, and attitudes.



## Winter 2020-2021 Highway Safety Campaign

Figure 7.1 Winter 2020-2021 Highway Safety Campaign



**Campaign Objective:** Educate Vermonters on the actions they can take to drive safer.

**Campaign Dates:** November 16, 2020 – January 17, 2021

**Target Audience:** The seat belt safety and impaired driving ads were targeted to men ages 19-30. Distracted driving ads were targeted to young adults ages 18-34 and parents with young children.

**Total Media Spend:** \$55,350

**Media Channels:** Digital: Acuity (Programmatic Ad Network), Facebook/Instagram, Google Display, Snapchat, Xfinity, YouTube  
Broadcast: WCAX, WFFF, WPTZ, WVNY (no cable)

**Added Value:** Broadcast: \$8,491 equating to 71 additional spots (47% bonus airtime)  
Total: \$8,491 (15% added value)

## Child Car Safety Summer 2021 Campaign

Figure 7.2 Child Car Safety Summer 2021 Campaign



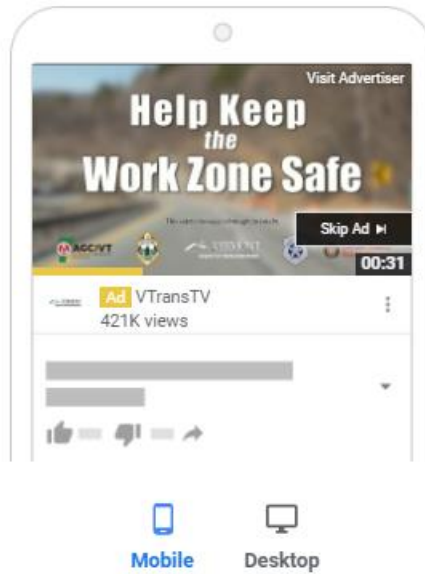
<b>Campaign Objective:</b>	Increase awareness of the dangers of leaving children in vehicles during hot weather.
<b>Campaign Dates:</b>	June 2 – August 31, 2021
<b>Target Audience:</b>	All Vermont adults, with an emphasis on parents, families, and caregivers.
<b>Total Media Spend:</b>	\$65,613
<b>Media Channels:</b>	Digital: Facebook, YouTube, Simpli.fi OTT/CTV (streaming services and connected TVs) Broadcast: WCAX, WFFF, WPTZ, WVNY, Cable Zones for Windham and Bennington Counties only Out of Home: Gas Station TV
<b>Added Value:</b>	Broadcast/Cable: \$6,070, equating to 196 additional spots (19% more airtime) Out of Home: (Gas Station TV), \$2,496 or 104,162 impressions, meaning 25 percent more exposure Total: \$8,566 (13% added value)

## Motorcycle Safety Summer 2021 Campaign

<b>Campaign Objective:</b>	Raise awareness of safety precautions surrounding motorcycles and motorcyclists among Vermont drivers
<b>Campaign Dates:</b>	May 3 – August 31, 2021
<b>Target Audience:</b>	Vermont motorists ages 16+
<b>Total Media Spend:</b>	\$50,926
<b>Media Channels:</b>	Digital: Facebook, YouTube, Simpli.fi OTT/CTV (streaming services and connected TVs) Broadcast: WCAX, WFFF, WPTZ, WVNY, Cable Zones for Windham and Bennington Counties only Out of Home: Gas Station TV
<b>Added Value:</b>	Broadcast/Cable: \$6,208 or 166 additional spots (26% more airtime) Out of Home: Gas Station TV, \$2,040 or 85,280 impressions (23% more exposure) Total: \$8,248 (16% added value)

## Work Zone Safety Summer 2021 Campaign

Figure 7.3 Work Zone Safety Summer 2021 Campaign



**Campaign Objective:** Raise awareness of the importance of slowing down in work zones.

**Campaign Dates:** May 3– July 3, 2021

**Target Audience:** All Vermont drivers, with an emphasis on men between the ages of 18 and 54 (who tend to have the highest rates of speeding through work zones)

**Total Media Spend:** \$59,517

**Media Channels:**

- Digital: YouTube, Simplifi OTT/CTV (streaming services and connected TVs)
- Broadcast: WCAX, WFFF, WPTZ, WVNY
- Cable: Comcast (Brattleboro, Burlington, Montpelier, White River Junction, Rutland, St. Johnsbury, Newport), Spectrum (Bennington)
- Out of Home: Gas Station TV

**Added Value:**

- Broadcast/Cable: \$4,678 or 304 additional spots (18% more airtime)
- Out of Home: Gas Station TV, \$2,500 or 208,362 impressions (50% more exposure)
- Total: \$7,178 (12% added value)

## “Drive Well” Summer 2021 Campaign

Figure 7.4 Drive Well VT Summer 2021 Campaign



- Campaign Objective:** Create awareness of the “Drive Well VT” concept and encourage safe driving behaviors, with emphasis on speed and aggressive driving.
- Campaign Dates:** May 24 – September 12, 2021
- Target Audience:** Men between the ages of 17 and 35 with a secondary target of all adults
- Total Media Spend:** \$85,231
- Media Channels:** Digital: Instagram, Digital Radio, Simpli.fi OTT/CTV (streaming services and connected TVs), Snapchat, TikTok, YouTube  
Out of Home: Window clings were prominently placed at convenience stores, grocery stores, gas stations, banks, and other public places.
- Added Value:** This campaign did not include any television advertising, so there were no opportunities for bonus placements or other added value to credit.