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Governor's Highway Safety Program

2016 Annual Report

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Vermont Agency of Transportation

Office of Highway Safety

Governor's Highway Safety Program

One National Life Drive

Montpelier, Vermont 05633-5001

www.vtrans.vermont.gov

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Mission Statement

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

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Message from the Governor's Representative

Vermont Agency of Transportation



The Vermont Agency of Transportation (VTrans) promotes the “Toward Zero Deaths” philosophy, as we believe that one death on Vermont roads is too many. The Federal Fiscal Year 2016 (FFY16) Governor’s Highway Safety Program (GHSP) Annual Report highlights the work of our many valued partners through the traffic safety initiatives and countermeasures outlined in the FFY16 Highway Safety Plan (HSP). We are proud of all the work performed by our partners and we are thankful for their contributions toward promoting safe driving in Vermont. We further appreciate all the support provided by our regional partners at the National Highway Traffic Safety Administration (NHTSA), as well as our other federal partners.

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

Chris Cole

Secretary of Transportation

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1. Executive Summary

The Highway Safety Act of 1966 authorized our nation's first federal highway safety program. The Act mandated the Governor of each state to create a State Highway Safety Office (SHSO) and appoint a Governor's Representative (GR) to administer the state's highway safety program in accordance with federal law. The GR for the State of Vermont is Secretary of Transportation Chris Cole.

The Vermont Agency of Transportation (VTrans) houses the Office of Highway Safety (OHS) within the Highway Division. The OHS is comprised of the Governor's Highway Safety Program (GHSP), Infrastructure Safety Unit, Highway Safety Data Unit and the Vermont Highway Safety Alliance (VHSA).

The GHSP awards federal highway safety grant funds to local, state and non-profit agencies for projects to improve highway safety and reduce deaths and serious injuries due to crashes. The programs administered through the GHSP are federally funded through the National Highway Traffic Safety Administration (NHTSA) whose mission is to reduce deaths, injuries, and economic losses from motor vehicle crashes. GHSP programs are defined and approved each year through the Highway Safety Plan (HSP) and align with the State's Strategic Highway Safety Plan (SHSP).

The Federal Fiscal Year 2016 (FFY16) HSP was constructed by incorporating data driven guidance from the Moving Ahead for Progress in the 21st Century Act (MAP-21). The GHSP used data to identify persistent and emerging trends, thus promoting successful highway safety strategies, developing strong partnerships and implementing performance-based solutions. The HSP is designed to educate drivers, passengers, pedestrians, bicyclists and motorcyclists about highway safety. Our programs employ the use of countermeasures that focus primarily on the modification of driver behavior through enforcement and education.

In 2016, Vermont lost 65 lives on our roadways. These deaths are unacceptable. Impairment by alcohol, drugs, or both; failing to use or improperly using seatbelts; and speed were the leading contributors to fatal crashes in Vermont. Thus, the priorities of the GHSP and the VHSA reflect those of National and State statistics. We must continue to focus on impaired driving, speed, distracted driving and occupant protection, while also ensuring that our vulnerable users, younger/older drivers, motorcyclists and work zones are safe.

The Annual Report is a general assessment of the State's progress in achieving the highway safety performance targets identified in the FFY16 HSP. These targets are designed to ensure the safest possible driving environment for those who live in, work in, or visit the state. Special thanks to all our federal, state and local agencies, organizations and other entities who partnered with us over the year to reduce crashes and save lives in Vermont. On behalf of the Governor of Vermont and the Secretary of Transportation, the GHSP is pleased to submit the FFY16 Annual Report.

For more information about the GHSP, please visit us at our website: <http://ghsp.vermont.gov/>
Scott Davidson, Chief
Vermont Governor's Highway Safety Program

Annual Report Development Calendar

Timeline	Activity
Beginning of fiscal year: October - September	Review sub-awardee GHSP progress and monitoring reports during the year to identify significant highlights or accomplishments for inclusion in the AR.
End of fiscal year: October 1	Track receipt of sub-awardee Final Reports and send reminders where needed ensuring that all projects in the initial HSP, and any amended or new projects are included. In each of the HSP Critical Emphasis Areas (CEAs), assemble and analyze data to determine the state's progress in achieving performance targets for the year. Update state crash data and trends with the most recent available data.
November 15	Deadline for submission of sub-awardee final reports
October - November 30	Review sub-awardee final reports and develop a general description of each project and activity funded and implemented, including the total federal fund expenditures (like projects and activities may be aggregated). For each Program Area develop a general summary of the following: <ul style="list-style-type: none"> > problem statement > objectives > performance measures > performance targets > description of each project and activity funded and implemented > description of how the projects contributed to meeting the target > federal funds expended and source for each project implemented If \$2011 funds were expended, compile the required Child Restraint Grant Program report (included in the annual report).
	Compile the annual State Attitude Survey results (included in the annual report)
December 15 - 31	Develop any optional sections to be included Assemble the AR components into a first draft for review Produce final Financial Obligation Closeout (voucher) and obtain GHSP Administrator approval
December 15	Submit draft AR for final review and approval by GHSP Administrator
December 31	Submit final AR to NHTSA Regional Office
January	Distribute copies of AR to the GHSP email list including state and congressional legislators and post on the GHSP website

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State of Vermont Progress Assessment

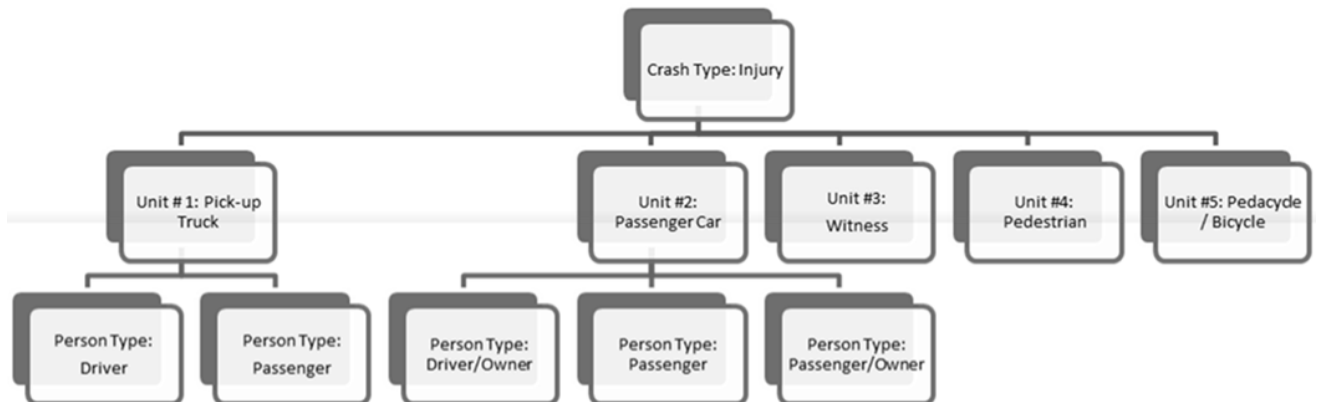
Core Performance Measures

Data

The State of Vermont (SOV), Governor's Highway Safety Program's (GHSP) 2016 Highway Safety Plan (HSP) is the source of the goals identified in this section of the 2016 Annual Report. Where 2016 data is not available for evaluation, 2015 goals are used. The assessment of each goal is contained in a table demonstrating the number of crashes, person count, or citations by year. Included in the evaluation is a three-year moving average and an overall analysis timeframe. Utilizing the three-year moving average makes isolating trends easier, as the averages demonstrate the pattern or trend data more definitively. A moving average format utilizes three years of data points, averages the data and then uses the average value as a point on the trend line.

Crash data is recorded and can be assessed on three basic levels: crash, vehicle or unit and person. A crash report must have at least one vehicle or unit and is listed as one of three crash types: property damage only, injury or fatal. Property damage only crashes do not involve any injuries or fatalities and therefore are not counted. A crash report must have at least one fatality. A fatal crash reportable to the NHTSA must have at least one fatally injured person involved in a crash with a least one motor vehicle, in transport, and the death must occur within 720 hours of the initial crash.

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



At the time of the Annual Report compilation, the national FARS data available is from the prior year (2014). Any 2015 state data cited is current at the time of the report.

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

As a general VTrans Crash procedure, April is the cut off month used for annual reporting for the previous calendar year. This procedure is communicated to law enforcement annually to ensure that VTrans has received all of the previous calendar year data and that this information is entered into the system. However, there are instances where the crash reports may not get submitted within this timeframe. In the event that a late report is received, Web Crash is built to never reject a law enforcement report, no matter when the information is submitted. This will explain the discrepancies in the yearly counts from report year to report year.

Goal C1: Number of traffic fatalities (FARS¹)

GOAL: To decrease traffic fatalities by 0.1 percent from the five-year average of 63.4 in 2010 - 2014 to a five-year average of 63.1 by December 31, 2016.

Results

With the increase in fatalities from 57 in 2015 to 52 to 65 in 2016 the rate has increased 14.04%. However, Vermont has still surpassed the three-year average goal of 64.4 in 2013-2015 to 53.3.

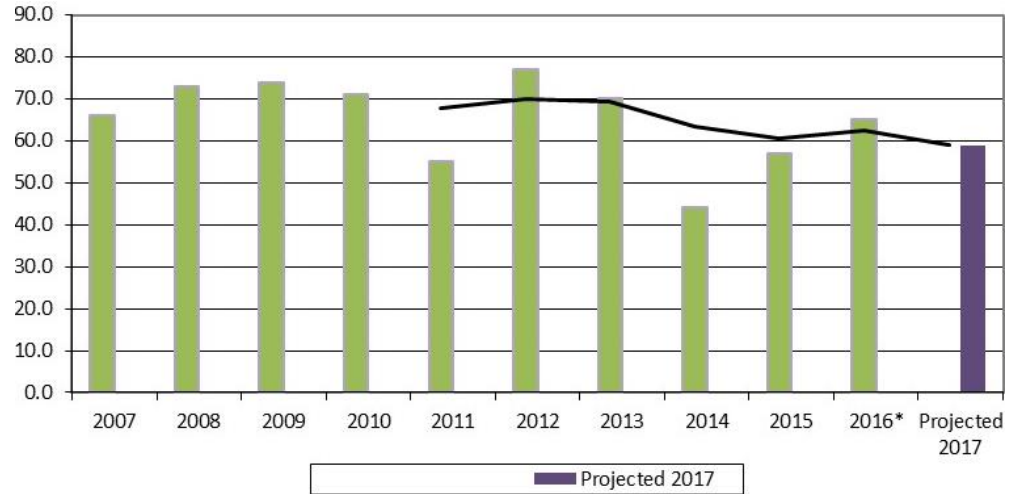
Year	Fatalities	3-Year Average
2004	98	
2005	73.0	
2006	87.0	
2007	66.0	
2008	73.0	
2009	74.0	74.6
2010	71.0	74.2
2011	55.0	67.8
2012	77.0	70.0
2013	70.0	69.4
2014	44.0	63.4
2015	57.0	60.6
2016*	65.0	62.6
Projected 2017		59.0

Projection for 2017: 59
 2016 to date 12/15/16

*Used trend line to determine projection.

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

Vermont Traffic Fatalities



*2016 data as of
 Source: The national Fatality Analysis Reporting System (FARS) database link: [http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-\(FARS\)](http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-(FARS))

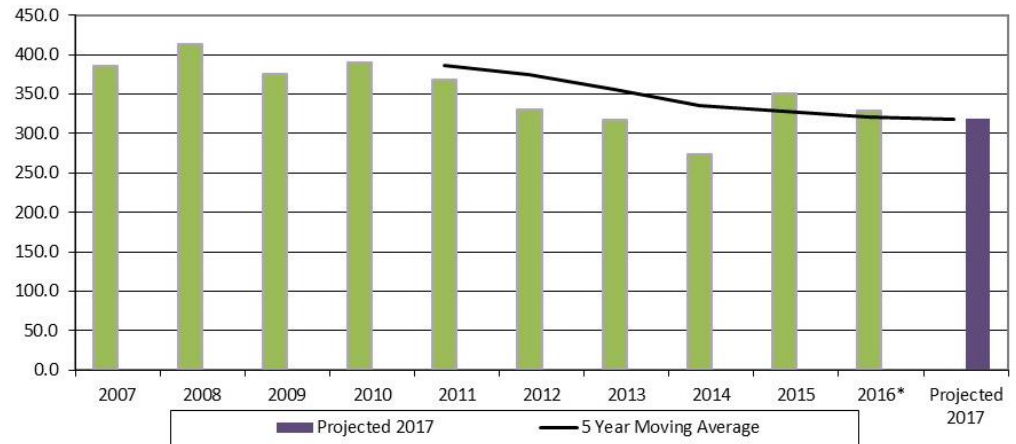
Goal C2: Number of serious injuries in traffic crashes²

GOAL: To decrease serious traffic injuries 4.76 percent from the five-year average of 336.0 in 2010 - 2014 to a five-year average of 320.0 by December 31, 2016.

Year	Serious Injuries	3-Year Average
2006	469.0	
2007	385.0	
2008	413.0	
2009	376.0	
2010	390.0	406.6
2011	368.0	386.4
2012	330.0	375.4
2013	318.0	356.4
2014	274.0	336.0
2015	351.0	328.2
2016*	329.0	320.4
Projected 2017		318.5

² Source: SOV Web Crash Database

Vermont Serious Traffic Injuries



*2016 data as of 12/15/16

Source: SOV Web Crash Database

Projection for 2016 318.5
 2016 to Date 65

A serious injury crash or major crash is defined by the VHSA as a fatal or incapacitating injury crash. As defined in the American National Standard Manual on Classification of Motor Vehicle Traffic Accidents³ a fatal injury is “any injury that results in death” and an incapacitating injury is “any injury, other than a fatal injury, which prevents the injured person from walking, driving, or normally continuing the activities the person was capable of performing before the injury occurred.”

Results

The goal of 320.0 remains skewed because of the adjustments made to the calculation methodology for past data. The reason for the difference in numbers is due to the use of more refined data-mining queries and better quality control and assurance measures.

However, there is a clear downward sloping trend in 5 year moving average of serious injuries since 2010. In 2015 and 2016 the five-year moving average remains relatively constant. There is a -2.32% change between 2014 and 2015 five-year moving averages and the trend is likely to continue when 2016 data is finalized.

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Serious Injuries	385	413	376	390	368	333	322	276		
3-Year Mov. Average			391.3	393.0	378.0	363.7	342	311		

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

Goal C3: Fatalities/VMT

GOAL: To reduce fatalities per 100 million vehicle miles travelled by 1.05% from the five-year average of 0.95 in 2009 – 2013 to a five-year average of 0.94 by December 31, 2016.

Vermont 2012 data for this section was provided by the VTrans OHS division and rates may differ slightly from the rates recorded in the FARS due to the following enhanced methodology changes: "In August 2011, starting with 2009 data, the Federal Highway Administration implemented an enhanced methodology for estimating registered vehicles and vehicle miles traveled by vehicle type. In addition, revisions were made to 2007 and 2008 data using this enhanced methodology. As a result of the Federal Highway Administration's changes, involvement rates may differ, and in some cases significantly, from previously published rates."

Results

Vermont's 2011-2013 three-year average of 0.94% may not indicate the likelihood of reaching the above stated goal for 2013. The significant reduction in fatalities in 2014 has positively affected the 2014 average. The 2013 data comes from the Vermont Crash Database and the Vermont Agency of Transportation. The FARS data for this measure are not yet available. When the data becomes available from FARS, GHSP will make the substitution.

Preliminary Source: AOT Crash Database; Final Source: FARS

Year	Fatalities			Rates					
	Urban	Rural	Total Fatalities	Urban	5-Year Average	Rural	5-Year Average	Rate Total	5-Year Average
2005	8	65	73						
2006	5	82	87	0.26					
2007	3	63	66	0.15				0.86	
2008	13	60	73	0.69				1.00	
2009	6	68	74	0.32	0.36	1.18	1.18	0.97	0.94
2010	17	54	71	0.92	0.47	1.00	1.09	0.98	0.95
2011	13	42	55	0.7	0.56	0.8	0.99	0.77	0.92
2012	14	63	77	0.75	0.68	1.18	1.04	1.07	0.96
2013	14	55	70						
2014	6	38	44						
2015	6	51	57						
2016	17	47	65						
Projection 2017									

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

GOAL: To decrease unrestrained passenger vehicle occupant fatalities 4.58 percent from the five-year average of 26.2 in 2010 - 2014 to a five-year average of 25.0 by December 31, 2016.

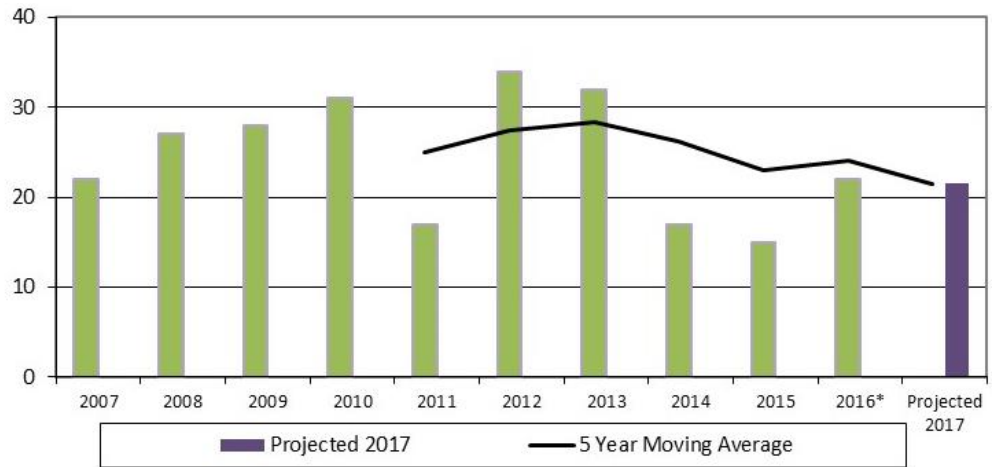
Results

The 2016 five-year moving average of 24 is a 4.34% increase over the 2015 five-year moving average of 23. The 2015 five-year moving average of 23 is a 12.21% decrease over the 2014 five-year moving average of 26.2.⁴ The trend line is showing a slight decrease in a relatively stable five year moving average, which is consistent with the results of our Seat Belt Use Rate Surveys and other Occupant Protection statistics. The state met this five-year moving average goal as we continue to educate the public on occupant protection, media messaging and through aggressive national and local enforcement mobilizations.

Year	Unrestrained Fatalities	6-Year Average
2005	26	
2006	35	
2007	22	
2008	27	
2009	28	27.6
2010	31	28.6
2011	17	25.0
2012	34	27.4
2013	32	28.4
2014	17	26.2
2015	15	23.0
2016*	22	24.0
Projected 2017		21.5

⁴ In the 2015 Annual Report the three-year moving average was used and in this 2016 Annual Report the five-year moving average will be used.

Unrestrained Fatalities



*2016 data as of 12/15/16

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

Goal C5: Alcohol-Impaired Driving Fatalities

GOAL: To decrease alcohol-impaired driving fatalities 0.1 percent from the five-year average of 16.4 in 2010 - 2014 to a five-year average of 16.3 by December 31, 2016.

Results

The five-year average in 2014 was 16.4. The five-year average in 2016 has increased to 16.6, a 1.22% change. 2016 has had 10 fatalities to date. The trend line has remained relatively flat over the past five years. The state met this five-year moving average goal as we continue to educate the public on the dangers of driving impaired, media messaging and through aggressive national and local enforcement mobilizations. Vermont's overall impaired driving statistics are routinely below the national trend line.

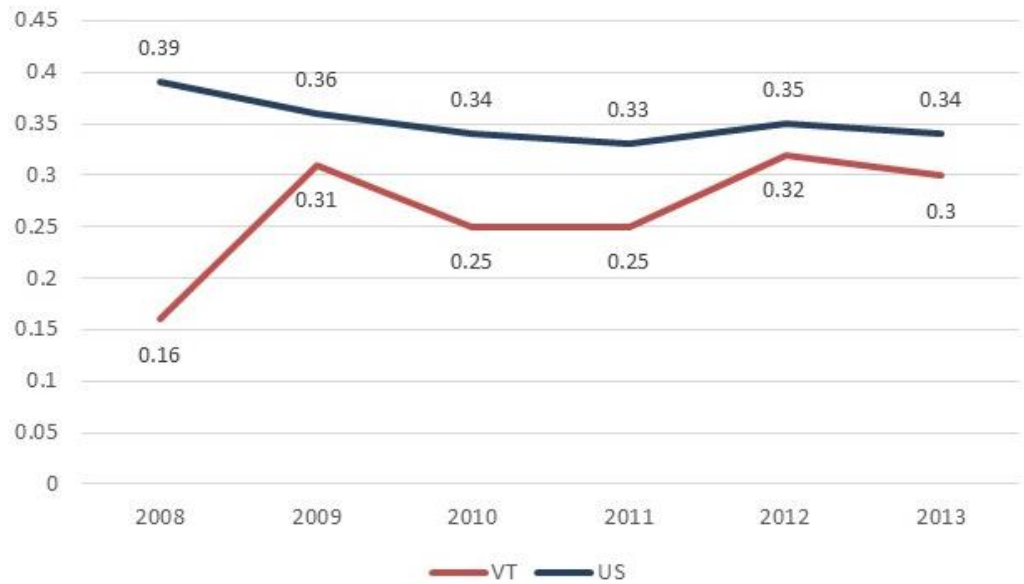
Projection for 2017: 15

2016 to Date: 22

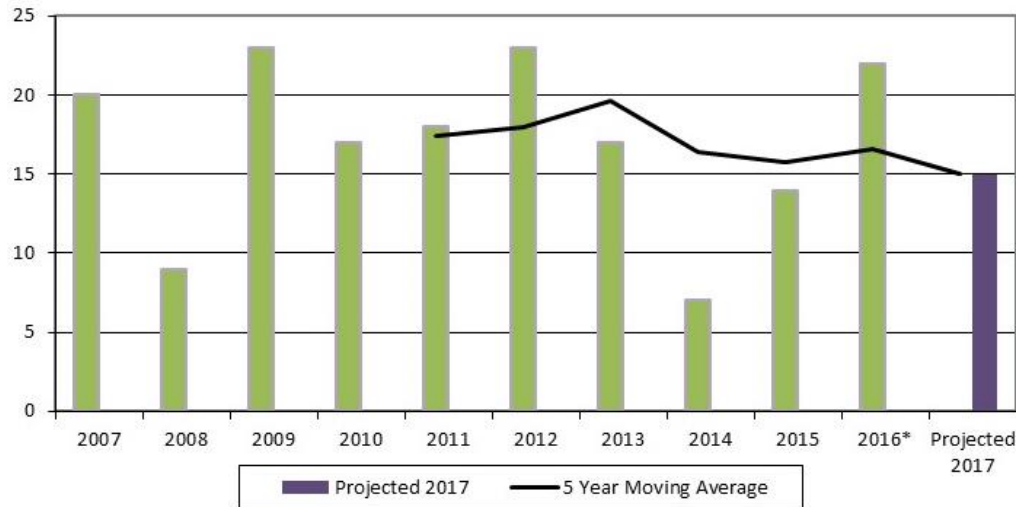
*Used trend line to determine projection.

Year	Alcohol Impaired Fatalities	5-Year Average
2005	27	
2006	24	
2007	20	
2008	9	
2009	23	20.6
2010	17	18.6
2011	18	17.4
2012	23	18.0
2013	17	19.6
2014	7	16.4
2015	14	15.8
2016*	22	16.6
Projected 2017		15.0

Impaired Driving Fatality Rate



Alcohol-Impaired Fatalities



*2016 data as of 12/15/16

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

Goal C6: number of speed-related fatalities (FARS)

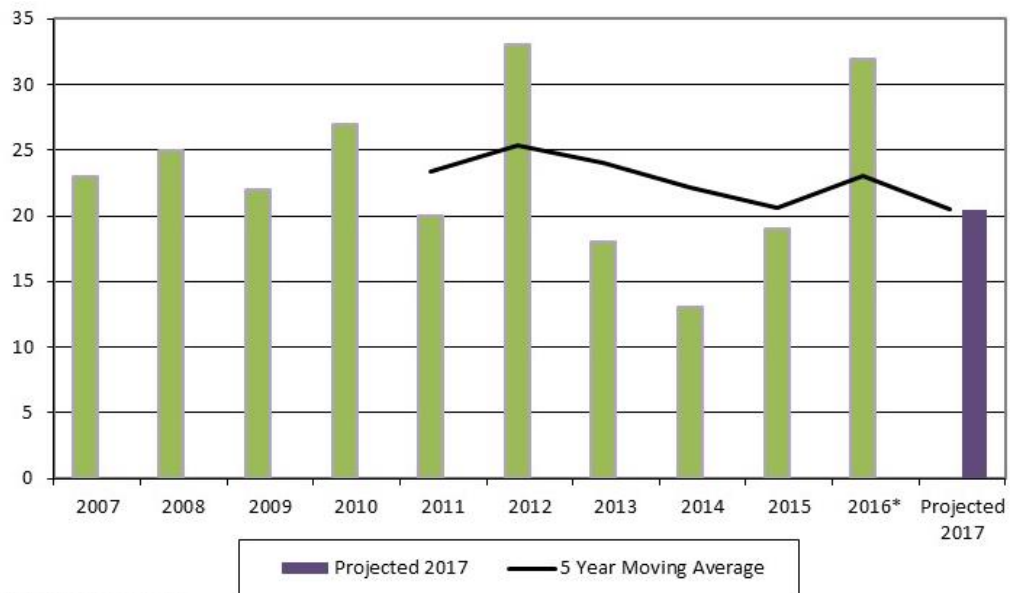
GOAL: To decrease speed-related fatalities 5.51 percent from the five-year average of 22.2 in 2010 - 2014 to a five-year average of 21.0 by December 31, 2016.

Results

The five-year moving average in 2014 was 22.2. The five-year moving average in 2015 was 20.6, a -7.21% change. The trend line has remained relatively flat for the five-year moving average. The state did not meet its goal of having a five-year moving average of 21 speed-related fatalities; however, the GHSP is reasonably in the target range with a five-year moving average of 23. The GHSP will continue to educate the public on the dangers of speed, aggressive media messaging and through aggressive national and local enforcement mobilizations.

Year	Speed-related Fatalities	5-Year Average
2005	33	
2006	33	
2007	23	
2008	25	
2009	22	27.2
2010	27	26.0
2011	20	23.4
2012	33	25.4
2013	18	24.0
2014	13	22.2
2015	19	20.6
2016	32	23.0
Projected 2017	-	20.5

Speed-Related Fatalities



*2016 data as of 12/15/16

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

Goal C7: Number of motorcyclist fatalities (FARS)

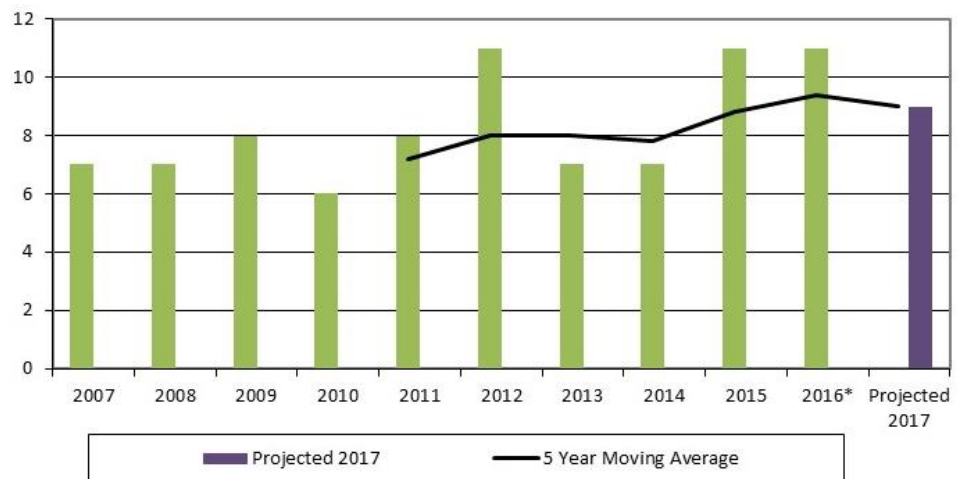
GOAL: To maintain or decrease the recent downward trend of motorcyclist fatalities 0.3 percent from the five-year average of 7.8 in 2010 - 2014 to a five-year average of 7.5 or lower by December 31, 2016.

Results

The five-year average on December 31, 2015 was 8.8, a 12.82% change from the 2014 moving average of 7.8. The 2013-2016 moving average is showing an upward trend and will be confirmed when the 2016 FARS numbers are finalized. The state did not meet its goal of having a five-year moving average of 7.5 motorcycle fatalities, however the GHSP is not far off the target with a 2016 five year moving average of 9.4. The GHSP will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY17.

Year	Motorcyclist Fatalities	5-Year Average
2005	14	
2006	10	
2007	7	
2008	7	
2009	8	9.2
2010	6	7.6
2011	8	7.2
2012	11	8.0
2013	7	8.0
2014	7	7.8
2015	11	8.8
2016*	11	9.4
Projected 2017		9.0

Motorcyclist Fatalities



*2016 data as of 12/15/16

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

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

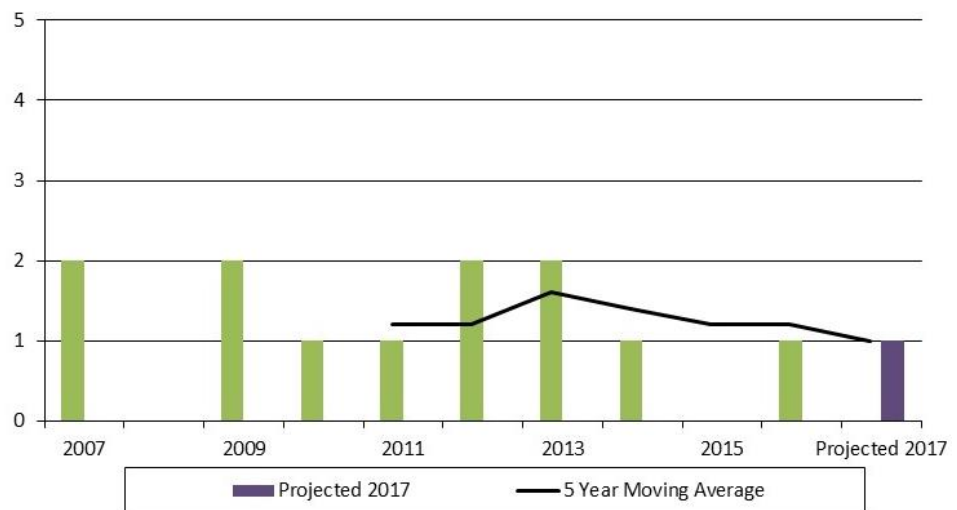
GOAL: To maintain or decrease the un-helmeted motorcyclist fatalities 0 percent from the five-year average of 1.4 in 2010 - 2014 to a five-year average of 1.4 by December 31, 2016.

Results

The 2011–2015 five-year moving average is 1.2. 2016 is showing 1 un-helmeted motorcyclist fatalities at this time. The state met its goal of having a five-year moving average of 1.4 and we attribute that success to aggressive media, educational outreach, and enforcement efforts. The GHSP will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY17.

Year	Helmet Improperly/Not Used	5-Year Average
2005	1	
2006	4	
2007	2	
2008	0	
2009	2	1.8
2010	1	1.8
2011	1	1.2
2012	2	1.2
2013	2	1.6
2014	1	1.4
2015	0	1.2
2016	1	1.2
Projected 2017		1.0

Helmets Improperly/Not Used



*2016 data as of 12/15/16

Goal C9: Drivers Age 20 or Younger Involved in Fatal Crashes⁵

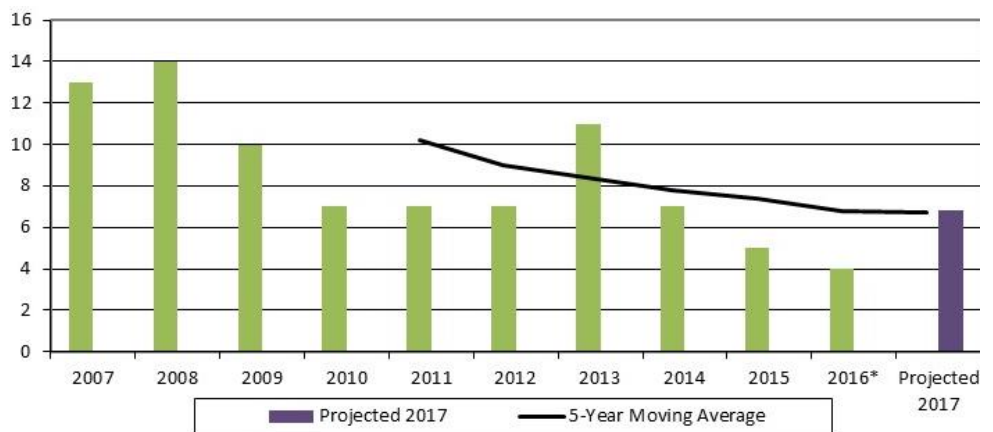
GOAL: To decrease drivers age 20 or younger involved in fatal crashes 2.41 percent from the five-year average of 8.3 in 2010 – 2014 to a five-year average of 8.0 by December 31, 2016.

Results

The five-year average by December 31, 2015 was 7.7. A sharp downward trend has begun in the five-year moving average for 2015 and the state has met its goal with a current five-year average of 5.3. Despite reaching our goal we will continue with HVE, Work Zone Enforcement, Occupant Protection education, Distracted Driving education, Impaired Driving education, Driver Educators Summits and supporting our Youth Safety Council project which focuses on younger drivers. A final number will be reached when FARS numbers are finalized.

Year	Drivers Age 20 or Younger involved in fatal crashes	3-Year Average
2005	16	
2006	14	
2007	13	14.3
2008	14	13.7
2009	10	12.3
2010	7	10.3
2011	7	8.0
2012	7	7.0
2013	11	8.3
2014	7	8.3
2015	5	7.7
2016*	4	5.3
Projected 2017		6.8

Drivers Age 20 or Younger Involved in Fatal Crashes



*2016 data as of 12/15/16

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

⁵ The source for data through 2013 is FARS. The source for 2014 data is the Vermont AOT Crash Database.

Goal C10: Number of pedestrian fatalities (FARS)

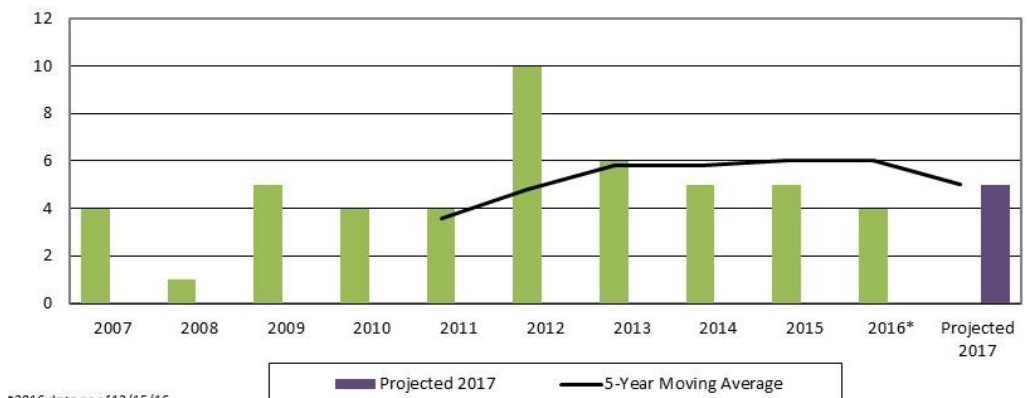
GOAL: To decrease pedestrian fatalities 10 percent from the five-year average of 7.0 in 2010 - 2014 to a five-year average of 6.3 by December 31, 2016.

Results

The five-year moving average by December 31, 2015 was 5.3. Local pedestrian advocacy groups continue to conduct outreach and education and that work has shown in our statewide data. The 2016 five-year average is likely to remain below our goal once the 2016 FARS numbers are finalized. The five-year moving average has remained relatively constant through 2015 and we project that our average is going to remain flat as the 2012 outlier on our trend line is currently skewed.

Year	Pedestrian Fatalities	5-Year Average
2005	3	
2006	0	
2007	4	
2008	1	
2009	5	2.6
2010	4	3.3
2011	4	4.3
2012	10	6.0
2013	6	6.7
2014	5	7.0
2015	5	5.3
2016*	4	4.7
Projected 2017		5.0

Pedestrian Fatalities



*2016 data as of 12/15/16

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

Goal C11: Bicycle Safety Performance Measures

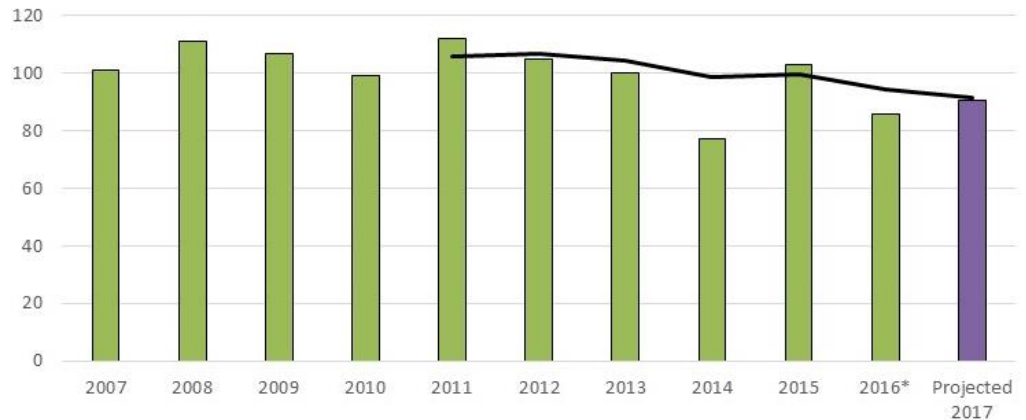
GOAL: To maintain or decrease by 1% the five-year average of 94 in 2010-2014 to a five-year average of 94/93 by December 31, 2016.

Result

The five-year bicycle crash average by December 31, 2016 was 94.2. The state met its goal of having a five year moving average goal in the 93-94% range as 94.2% is well within the tolerance range for this goal. We have an aggressive plan to reduce bicycle crashes with local bicycle advocacy groups continuing to conduct outreach and education and that work has shown in our statewide data. The 2016 five-year average is likely to remain within tolerance of our goal once the 2016 FARS numbers are finalized. The five-year moving average has remained relatively constant through 2015 and we project that our average is going to decrease over the coming years.

Year	Bicycle Fatalities	Bicycle Crashes	Fatalities 5-Year Average	5-Year Average Crashes
2006	0	119		
2007	0	101		
2008	0	111		
2009	0	107	0.2	
2010	1	99	0.2	107.4
2011	0	112	0.2	106.0
2012	0	105	0.2	106.8
2013	0	100	0.2	104.6
2014	0	77	0.8	98.6
2015	4	103	1.0	99.4
2016*	1	86	1.3	94.2
Projected 2017		90.5	1.3	90.5

Bicycle Crashes



*2016 data as of 12/15/16

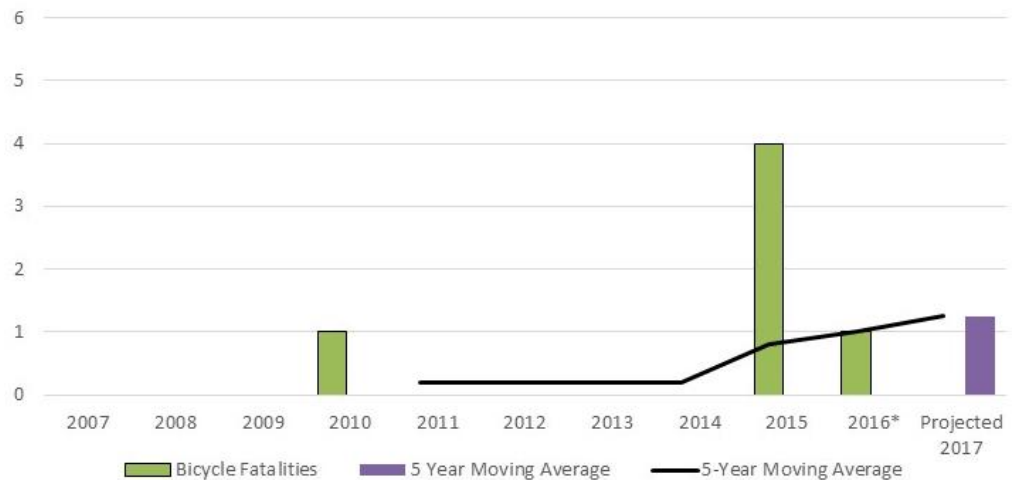
C-12: Bicycle Safety Performance Measures

GOAL: To maintain the five-year bicyclist fatalities average of 0.2 in 2010-2014 as the five-year average by December 31, 2016.

Result

The five-year bicycle fatality average by December 31, 2016 was 1.3%. The state did not meet its goal of having a five-year moving average goal of .20%. We have an aggressive plan to reduce bicycle crashes with local bicycle advocacy groups continuing to conduct outreach and education and that work has shown in our statewide data. The 2016 five-year average is likely to remain below our goal once the 2016 FARS numbers are finalized. The five-year moving average has remained relatively constant through 2015 and we project that our average is going to decrease over the coming years.

Bicyclist Fatalities



Source: SOV Web Crash Database and The National Fatality Analysis Reporting System (FARS) database link: [http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-\(FARS\)](http://www.nhtsa.gov/Data/Fatality-Analysis-Reporting-System-(FARS))

*Used trend line to determine projection.

Strategy

The safety of bicyclists and pedestrians in Vermont is part of the underlying VTrans' mission and there are a number of initiatives in place to address this topic. VTrans collects bicycle and pedestrian related crash data on reported crashes statewide from local, county and state law enforcement. This crash data includes those where a pedestrian or bicyclist fatality resulted or where a pedestrian or bicyclist was involved in a crash with a motor vehicle. The number of bicyclists involved in major crashes is relatively low and constitutes between 2-4% of all major crashes. The most recent period of five years of complete crash data is 2010 – 2014. In VT, the total number of major crashes varied during that recent five-year period but has been steadily declining. The 2014 drop to 77 crashes may have been weather related or due to other factors. Vermont's first bicycle fatality since 2009 occurred in the spring of 2015 and then two additional bicycle fatalities occurred in rapid succession. The hope is that the downward trend in crashes will continue or remain relatively level with no significant reversal, and that Vermont will return to zero bicycle fatalities.

Evaluation

Vermont's first bicycle fatality since 2009 occurred in 2015 when we had four bicycle fatalities occurring in rapid succession. While our bicycle and pedestrian fatalities goal is ultimately "toward zero deaths," we saw a spike in bicycle deaths in 2015 that came just three years after our state saw our pedestrian deaths climb in 2012. The 2015 data of four bicyclist deaths appeared to be a disturbing outlier on our trend line, as our bicyclists had been involved in one death in previous nine years. We have had one bicycle fatality in FFY2017 and we have implemented several action steps to educate the public and to support our bike/ped initiatives. A CEA for bicycle safety remains a top priority as the increase of bicycles in more rural areas with Rail Trail conversions crossing many of our roads and bicyclist traffic along our roads.

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

The goal is that the downward trend in crashes will continue or remain relatively level with no significant reversal, and that Vermont will return to zero bicycle fatalities. In 2016, our state has seen one bicycle fatality, where a teenager and a motor vehicle collided and that crash continues to be under investigation. There were 630 fatalities and 51,000 injuries from bike-motor vehicle traffic crashes in the U.S. in 2009, according to the NHTSA.

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

GOAL: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5% from a three-year average rate of 84.6% in 2011 - 2013 to a three-year average rate of 85.0% by December 31, 2016.

Results

The five-year moving average by December 31, 2015 was 83.0% and the state was just shy of meeting its three-year moving average goal of 85%. Regionally there is noticeably lower usage along the entire northern tier of the State, which remains below 80% while all other counties all exhibit higher usage rates exceeding 86%. GHSP staff will continue to review data and create focused messaging and enforcement in these areas of decreased use rate. The state did not meet its goal, but our five-year moving average for this goal has declined slightly over the past five years. The GHSP has made aggressive changes to increase Occupant Protection education and data driven enforcement statewide in FFY17. We also began using a new Seatbelt Use Rate contractor in FFY2015 and that same contractor completed the survey for FFY2016. In discussions with the contractor we believe some site selections need to be re-selected as we have four roadways that produced low traffic volume on the survey dates, producing a low seat belt use rate; thus dragging down the total result. After interviewing the contracted surveyors, it has been noted that the two-week timeframe following CIOT is the optimal time for the survey. The current contractor is completing the survey work over a two to three-month period post CIOT.

Year	Belt Use Rate	5-Year Average
2010	85.2%	84.8%
2011	84.7%	85.0%
2012	84.2%	84.0%
2013	84.9%	84.0%
2014	85.0%	83.7%
2015	86.0%	83.0%
2016	80.0%	81.8%
GOAL 2017		85.0%

Source: SOV Seat Belt Use Survey by Contractors

Activity Performance Measures

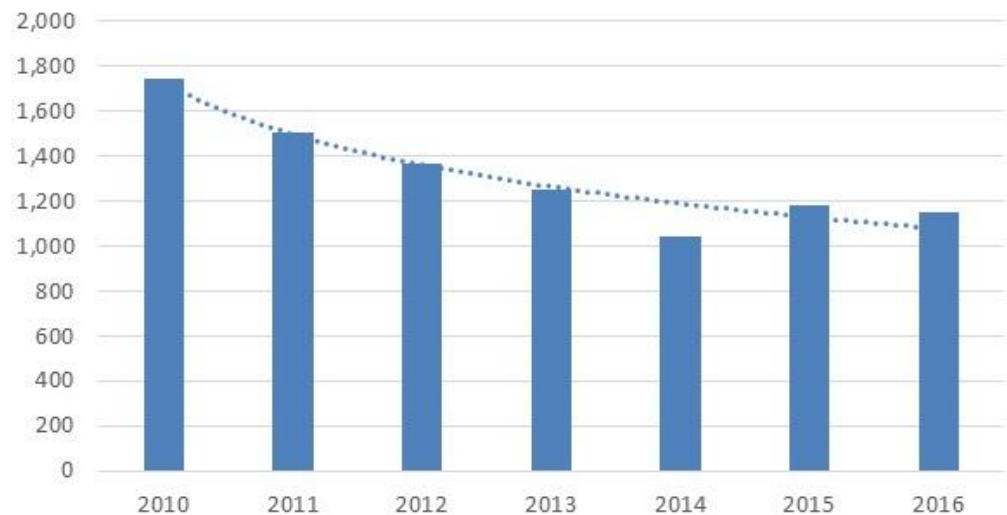
Goal A1: Seat Belt Citations (GHSP Performance Charges and Court Administration beginning providing data in 2015)

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

Year	Belt Tickets	5-Year Average
2010	1,746	
2011	1,505	1,626
2012	1,368	1,540
2013	1,251	1,468
2014	1,043	1,383
2015	1,184	1,270
2016	1,152	1,200

Year	2009	2010	2011	2012	2013	2014	2015	2016
Seat Belt Citations	1,999	1,746	1,505	1,368	1,251	1,043	1,184	1,152
3-Year Average	1108	1,316	1,483	1,540	1,375	1,221	1,159	1126

Belt Tickets



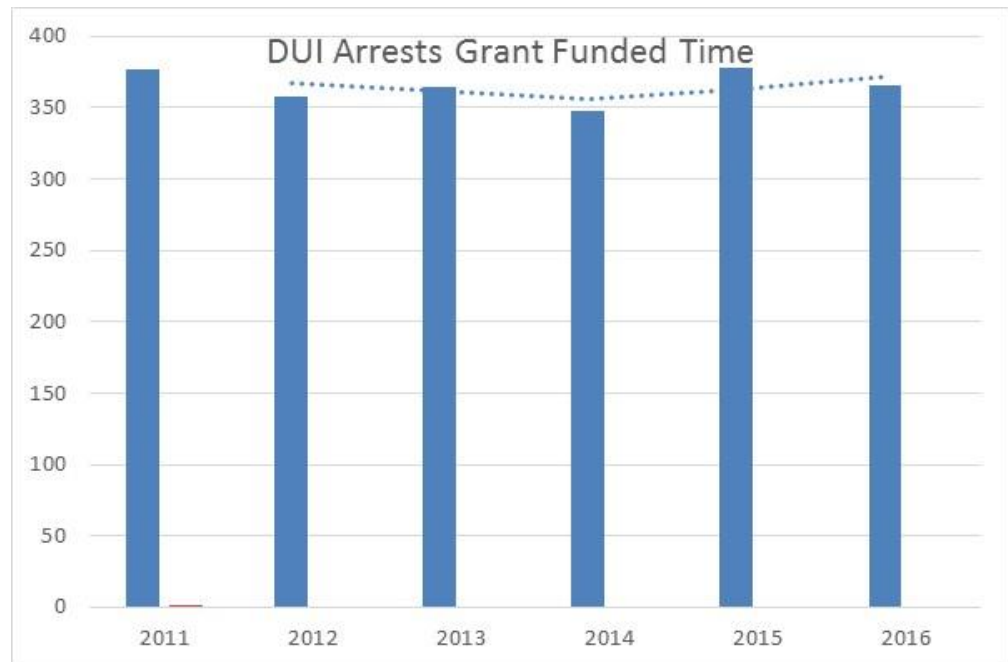
Source: In 2016 we began using Judiciary Data for OP related tickets. Prior to 2015, numbers were collected from Spillman and Valcour CAD systems. The Court Data is centralized and more accurate. To back up this data, we ask that the Vermont Forensic Lab run Datamaster numbers as well.

Goal A2: DUI Arrests (GHSP Performance Charts)

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

Year	DUI Arrests	5-Year Average
2011	377	377
2012	358	368
2013	365	367
2014	348	362
2015	378	365
2016	366	363

DUI Arrests Grant Funded Time



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

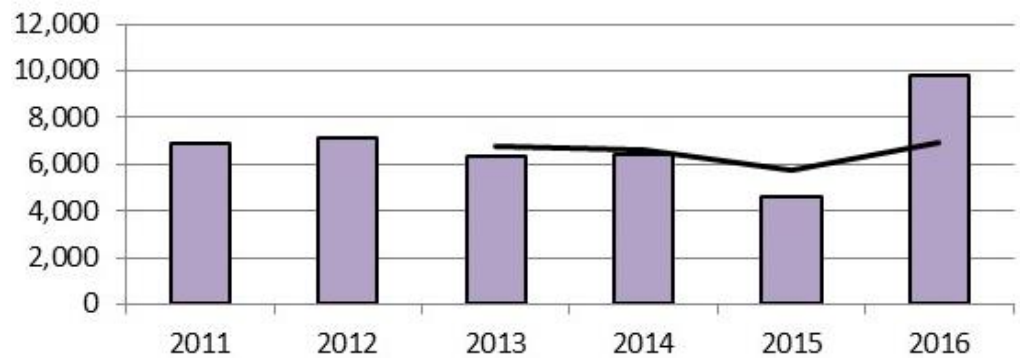
* In the 2015 Annual Report the three-year moving average was used and in this 2016 Annual Report the five-year moving average will be used.

Goal A3: Speeding Citations (GHSP Performance Charts)

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

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

Speeding Citations Grant Time



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

* In the 2015 Annual Report the three-year moving average was used and in this 2016 Annual Report the five-year moving average will be used.

** In 2015 the GHSP moved from the Department of Public Safety to the Vermont Agency of Transportation in April. The transition of the program may have led to statistics that were not fully recorded.

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Project Selection

Enforcement

The state of Vermont's FFY 2016 Highway Safety Plan (HSP) identified the state's priority enforcement categories as: impaired driving; improperly restrained vehicle occupants; excessive speed and distracted driving. In addition, other crash causation factors were addressed and identified through the use of data. The HSP is closely related to those priorities which mirror the Critical Emphasis Areas (CEAs) described in the latest version of the state's Strategic Highway Safety Plan (SHSP, 2012). The SHSP is currently being updated by the VHSA committee and partners. The combination of these two guidance documents provides the foundation for the VHSA. Although the VHSA has many non-enforcement partnerships, all of these organizations promote enforcement efforts with supporting outreach and targeted behavior change messaging.

LEA partners include the Vermont State Police, all of the fourteen sheriffs' departments, forty-one of fifty-nine municipal agencies, two active Constables, the Vermont Department of Motor Vehicles (DMV) Commercial Vehicles Safety Unit, and the Vermont Department of Liquor Control (DLC). As part of the standard sub-award procurement process, these agencies are required to submit pertinent data, specific to their own geographical areas of responsibility.

Grant awards are provided to sub-awardees based on data; problem identification; proposed strategies; measurement design and projected outcomes. Agencies are also required to have sufficient available resources to successfully accomplish the agency's stated objectives and justify the amount of funding requested. Once funded, agencies are required to collect and submit monthly enforcement data to track and measure the patrol activity, checkpoint activity, violations and citations, and arrests. Performance in these areas factor in to the selection process for continued grant funding.

The use of local data, strategy and law enforcement allows implementation of enforcement efforts at very specific levels. By coordinating local, county and state agencies' efforts, the ability to produce high visibility enforcement (HVE) at the local level is expanded into statewide campaigns. These are the foundation for effective participation in NHTSA's national campaigns such as *Click It or Ticket* (CIOT), *Drive Sober or Get Pulled Over* and other nationally endorsed HVE efforts.

As stated, Vermont's law enforcement officers benefit from state-wide enforcement authority. When agencies do not have territorial jurisdiction limitations the state's DUI Task Force and CIOT Task Force may become quickly deployed into those areas, which are identified by data, as the locations where HVE is needed. In addition, working with VHSA partners, two other task forces have been formed and are currently operational. The Distracted Driving Task Force and the Occupant Protection 802 (OP802) Task Force are both coordinated via the VHSA. The Impaired Driving Task Force Committee was formulated to address concerns identified in the 2012 Impaired Driving assessment conducted by a team of subject matter experts selected by NHTSA.

To support Impaired Driving efforts, the Vermont Drug Recognition Expert (DRE) program continues to grow. GHSP hosted a DRE School during FFY2016. The DRE program now has 40 certified practitioners and will continue to expand as needed. DRE's are closely supported by the ever-increasing number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE).

The following statistical information is provided:

2016 GHSP Enforcement Grant Statistics	
Enforcement Hours	26,097
Vehicles Stopped	61,469
Other Traffic Citations	7,553
Hand Held Violations	735
Seat Belt & CPS Citations	1,159
Warnings	26,162
Alco Given	1,110
Evidentiary Test Given	238
DUI Arrests	293
Speeding Tickets	9,758

Education

The process of selecting the most efficient and effective educational highway safety partners is centered on the use of data and the articulation of a highway safety problem. Potential sub-awardees for FFY 2016 were required to submit a "Logic Model" describing in graphic form: inputs, processes, measurements, outputs, and short/long term outcomes. This process helps the applicant: clearly understand problem identification; explain the resources needed; progress measurement; and articulate the expected goals as a result of these activities. GHSP continues to advocate for educating Vermont's young drivers, particularly on the dangers of distracted driving, impaired driving, seat belt use, and impaired driving. The 2011 Driver's Education Assessment has continued to provide solid strategic recommendations for improvement and growth. The safety of bicyclists and pedestrians remains a very important part of the overall roadway safety efforts and will remain a CEA for the foreseeable future.

Other areas of continued focus: is the reduction of workplace related motor vehicle crashes and those injuries and fatalities; as the average age of the Vermont population continues to rise, the increase in senior operators presents a growing demographical area of concern; Impaired driving due to drug and prescription drug abuse is a growing concern statewide, providing the impetus for a multidisciplinary Impaired Driving Summit organized by GHSP for the Winter of 2016; The Windsor County DUI Court is well underway and collecting important data that will help demonstrate the benefits of this model for reduction of DUI recidivism.

The combination of educational partnerships, public outreach, media development, working with enforcement, engineering improvements, and emergency medical services were all important components of Vermont's 2016 HSP. The extended use of technology, advanced data recognition, extended partnerships and public support will enable the recent successes to continue into the new fiscal year.

Evaluation

Timely and accurate collection of data, coupled with regular tracking and analysis throughout the year, allow the GHSP and our highway safety partners to both measure performance and develop quick, successful responses to emerging problems before they increase to a point of severity. GHSP continues to utilize the data provided by our Crash Data colleagues within the Office of Highway Safety (OHS) at VTrans.

Engineering

The GHSP staff and other members of the OHS at VTrans are engaged in a number of collaborative projects that share similar missions. VTrans' direct access to local communities through the hosting of regional traffic safety forums extends the GHSP reach into some of the state's smallest political subdivisions. VTrans uses our state resources by creative planning and implementing a broader spectrum of assets that address roadway issues.

GHSP enforcement and educational programs are supported by our host agency through the use of the variable message boards (VMBs) as implements of outreach. During the past two years, these VMBs have carried direct behavior change messages reminding the riding public to: slow down; buckle up; and that portable electronic devices should not be used. These VMBs are placed on high volume interstate locations and reach many commuting Vermonters each day.

GHSP also works closely with the OHS data analysts for the majority of Vermont's data. The data team's timely ability to compile, analyze and distribute specific data is pertinent to GHSP's year-round strategic planning to reduce crashes.

Emergency Medical Services (EMS)

The Vermont Department of Health's (VDH) EMS unit is another vital source of information and data, readily available to GHSP staff. The Statewide Incident Reporting Network (SIREN) program is continuing to build capacity to provide precise information relating to EMS run time data for those treated and transported to hospital for injuries sustained in motor vehicle crashes. Currently, the Pre-Hospital Incident Reporting System "SIREN" EMS database is at 100%, with ALL ground based EMS agencies reporting.

Work continues in the pilot for the data integration effort between SIREN and Emergency Department Data with the University of Vermont Medical Center, Vermont's Trauma Center. As this effort moves forward, data will become more readily available as the VDH's Hospital Injury, Trauma Center, and Medical Examiner databases continue to grow and the data becomes more accessible.

In addition, the Traffic Records Coordinating Committee (TRCC) continues to work to improve the integration of Crash Data with SIREN. The SIREN system is moved to NEMSIS Version 3, in January 2016, improving data collection points in several areas, including "Cause of Injury," "Use of Occupant Safety Equipment," "Airbag Deployments," and "Use of ACN (Auto Crash Notification) systems." The GHSP will continue to support and work with the EMS staff on this important data acquisition project.

2016 GHSP Education Grant Statistics

YSC of VT - Number of Turn Off Texting students contacted	1050
Local Motion - Number of School age students contacted	6055
- Number of helmets distributed to youth & teens	673
AGC - Number of students taught through Project Roadsafe	2500
Vermont State Police Highway Safety Programs – Impaired, Distracted Driving and OP topics	307 Hours
VDH SIREN – 100% of Vermont EMS Services Reporting (92 Licensed Services)	100%
- ePCR's submitted to SIREN	89,953
DPS e-Citation – Vehicles in Pilot One	20
-s Successful transmission of data from scene to Judicial Bureau servers.	Multiple

Projects and Activities

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Alcohol & Other Drugs Program Area

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

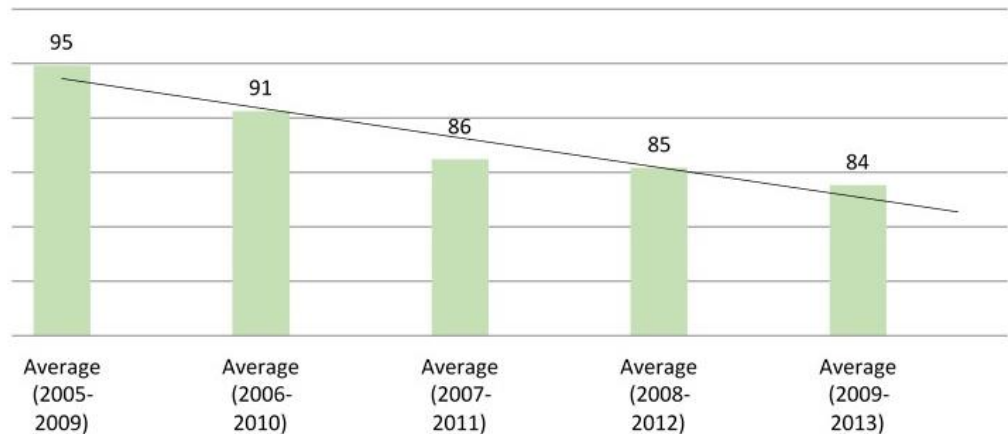
Program Evaluation

The GHSP's media campaign has been designed to support the daily efforts of law enforcement at the local level. The GHSP sub-awardees are engaged continuously in strategies to convince the public not to drive if they've been drinking and/or under the influence of other drugs. Law Enforcement Agencies continue to conduct HVE patrols to detect and apprehend those who refuse to comply with deterrent laws and messaging. The enforcement and education resources become more efficient and effective when they are deployed using data, based on scientific evidence and technological research. The GHSP continues to work with partners to analyze all pertinent data and we support these efforts conducted at times and locations identified by this data.

A review of the data trends demonstrated in the chart below, indicates that Vermont continues to decrease the number of serious crashes that have been attributed to impaired driving. As calendar year 2016 draws to a close, data analysis indicates the number of traffic fatalities suspected of involving alcohol to be in the single digits.

These results have been achieved through a combination of effective strategies used statewide. Countermeasures are most effective when they are deployed in the right places, at the right times and in the most efficient manner. During FY2016 Vermont has continued to strengthen the state's impaired driving reduction efforts by strategically implementing the projects listed in the FY2016 Highway Safety Plan. The combination of specific messaging, supported by data driven enforcement and a strong supporting cast of partners are the primary reasons for the increased success of Vermont's impaired driving reduction programs.

Alcohol and/or Drugs Indicated*



Alcohol and/or Drugs Indicated: Major crashes were contributing substances 1 or 2 is Under the Influence or Apparent Operation Condition 1 or 2 was Under the Influence or Had Been Drinking or Operator BAC = 0.01+ or Drug Test Results indicate positive findings.

* Previously referred to as Impaired Driver Major Crashes.

It should be noted that some of the impaired driving projects listed in the FY2016 HSP have not been implemented. Most notably the following projects:

Project	Project EA	Comment
The Vermont Forensic Laboratory Expansion	NH16405D-040/042	The DPS had to wait to move forward on the construction process of the lab. The project is in process for FFY17.
Judicial Outreach Liaison (JOL)	NH16405D-026	The JOL decided to enter a SOV political race and dissolved his contract with the GHSP.
SFST/ARIDE	NH16405D-017	This training will be run through the VTCJTC in FFY17. In FFY16 the DPS did not want to administer the courses.

Local Grants for Impaired Driving Enforcement

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

Strategies

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

- > Promoting success of the goal by assisting law enforcement agencies with training, technical assistance, and the latest technological advancements to increase their ability to successfully complete HVE.
- > Utilizing strategic countermeasures based on crash and arrest data in conjunction with other traffic safety related information.
- > Incorporating increased Standardized Field Sobriety Tests (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and other enhanced awareness trainings to train law enforcement officers to detect and to reduce the incidents of drug impaired driving and alcohol impaired driving or a combination of both.
- > Using demographic studies, based on data and other information to conduct media outreach and public education by sending safety messages that are designed for specific areas of the population. These messages are designed to appeal to those segments of the population which are more prone to drive while impaired.

Project Evaluation

The success of this project is evaluated on the performance of the agencies that applied for, and received grant funds. The agencies followed a thorough application process and their project was approved after a pre-determined evaluation process by the GHSP. Agencies requesting grant funds are required to attend grant training sessions with guidance on how to

complete a successful application. The GHSP offers webinars and several presentations held throughout the state. To successfully complete a grant application, agencies were required to use their local crash and arrest data. In addition, they were required to provide a narrative explaining previous success in order to support their funding request. The agencies were required to set goals, they had access to the state's goals from VTrans and they had to define expected outcomes. Applicants were cautioned that they will be held accountable for the appropriate use of allocated funds and the ultimate results of their efforts.

Sub-awardees were supported by not only monetary funds, but with training opportunities like SFST training, ARIDE training, Drug Impaired Training for Educational Professionals (DITEP) and, potentially, Drug Recognition Expert (DRE) school. In FFY2016 the GHSP has begun to vastly expand the ARIDE and SFST training programs through the Vermont Criminal Justice Training Council (VTCJTC) and in FFY2017 the plan includes a detailed project for these trainings. The Data-Driven Approaches to Crime and Traffic Safety (DDACTS) model is yet another tool offered as a viable resource. The DDACTS model focuses on collaboration with law enforcement, community members, and organizations reinforces the crucial role that partnerships play in reducing social harm and improving quality of life (DDACTS Operational Guidelines, DOJ 2009).

The GHSP Law Enforcement Liaisons (LELs) also support the performance of the agencies by providing materials and guidance that is needed to participate in inter-agency HVE campaigns. The LELs promote the highway safety campaign calendar and recruit agencies to participate. They review pre and post-event data and notify program coordinators of the results of national mobilizations. The LELs help to convey the CEAs of the state and the safety priorities of the GHSP. The LELs promote training opportunities to all agencies who have an approved project. The LELs participate in assessments, help to write the HSP and AR and participate in continuing education projects. The LELs advocate for agencies and act as a conduit with the GHSP office to relay the needs of the project director at the local level. The GHSP staff monitors trends in crash and DUI arrest data and uses this information to evaluate agency progress and consideration for additional enforcement needs. The 2016 DUI Task Force was activated to move enforcement assets quickly into areas hosting special events or where the most recent data identified trends that needed immediate attention. This Task Force has proven to be effective when tailoring an enforcement measure for a specific location or a particular date.

Team Activity/Dollars Spent	Local Statewide DUI
Patrol Activity	
Hours Patrolled	8363.3
Vehicles Stopped - Patrol	13089
Persons Contacts - Patrol	23063
Checkpoints	
Number of Checkpoints	216
CP Hours	652.4
CP Vehicles Stopped	16365
CP Persons Contacted	37383
Action Taken	
Warnings	9445
VT Traffic Violations Written	
CPS - Violations	81
Safety Belt Violation	185
Speeding Violations	2285
All OCS detected	397
Other Traffic Violations	1958
Hand Held Devices Violations	135
NON-DUI Actions	
Non-DUI Arrests - Patrol & CP	131
Processing Hours for Above	144.75
DUI Actions	
Alco Given Hand Held Test	591
Alco Refused Hand Held refused	56
Evidentiary Tests Given	159
Evidentiary Tests Refused	28
DUI Arrests Patrols	183
.02 Violations	16
DUI Arrests Checkpoint	7
Minor Alcohol Possession PMB	94
DUI Processing Hours	483.5
Designated Drivers Encountered	264

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16164-101-170	Vermont Law Enforcement	1,129,716	608,289.43	\$164AL

NOTE**All Expended amounts are as of December 5, 2016

DUI Mobile / Regional Task Force

GOAL: To maintain a mobile team of experienced law enforcement officers to be activated for statewide enforcement initiatives.

Strategies

Vermont has experienced success with the creation and operation of Mobile and Regional DUI Task Forces to combat impaired driving. This Task Force is based on the Click It or Ticket Task Force model. The team members are recruited from law enforcement agencies throughout Vermont. Prior to becoming a team member officers are required to demonstrate proficiencies in all phases of DUI enforcement. They are required to submit a résumé to the LELs. They are required to participate in an oral interview, provide a history of their DUI arrests and certify the successful completion of the ARIDE training program.

The DUI Task Force is a group of four (4) teams consisting of 5-7 officers on each team.

Participating officers work in agencies throughout the state, enhancing statewide mobility and rapid response capabilities. Each of these four teams are managed by a team captain and can be activated independently or by a request from a state, county or municipal law enforcement agency. These teams are trained to address emerging issues at all levels.

The team captains are charged with the responsibility of planning saturation patrols and to react to requests for directed patrols by law enforcement agencies using the most recent crash and impaired driving data. The LELs and team captains have direct access to the OHS staff who will provide data so that teams can quickly mobilize into an area with an emerging problem. This is a proactive deployment strategy with quick, preemptive capabilities.

The teams conduct briefings prior to activation where they share information pertaining to specific areas for patrols and what is the prevalent type of drug/alcohol impairment. The teams have also been asked to be available to communities that request assistance during local events such as fairs, concerts, or other significant events where there may be an increased risk to traffic safety.

During 2016, the teams were activated for Super Bowl Sunday, St. Patrick's Day, the Mardi Gras celebration in Burlington, the Vermont Brewer's Festival, the Lake Champlain International Fishing Derby, the Country Music Festival in Schaghticoke New York, the National Rainbow Coalition meeting in Mt. Tabor, the World Cup Skiing Championship at the Killington Resort and activities surrounding special events at colleges, fairs and large community events including a Garlic Festival and May Fest in southern Vermont.

In addition, an Impaired Driving Task Force sub-committee meets regularly to review recent progress and develop strategies for future engagement. This committee worked cooperatively with the DUI Task Force to provide input to the team members.

Project Evaluation

The first DUI Task Force detail in 2016 involved all four of the Task Force teams and took place on the afternoon and evening of Super Bowl Sunday. Throughout 2016, many patrols were planned in addition to those referenced above. The teams responded to requests from local law enforcement agencies for assistance at special events in communities where an increase in impaired driving may be a concern, such as at the Vermont State Fair in Rutland, the Tunbridge World's Fair and the Barton Fair.

The Chittenden County team worked in conjunction with the Chittenden County Safe Highway Accident Reduction Program (SHARP) team to conduct sobriety checkpoints and saturation

patrols throughout the northwest region of the state to include Grand Isle, Franklin, Chittenden and Addison Counties. In addition, the individual teams were activated for events to include July Fourth celebrations and other notable local and regional celebrations. The team in Chittenden County conducted 21 SHARP evening saturation patrols during the summer months between July 1st and the end of September.

The presence of these DUI Task Force teams, made up of law enforcement agencies from throughout the state, delivered a message to event participants that Vermont has a zero-tolerance policy on impaired driving. Vermont will continue to use and promote the national tagline of *Drive Sober or Get Pulled Over*.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-020	VSP Regional DUI Task Force	100,000	0	\$405(d)
NH16164-164	DUI Task Force	250,000	56,000	\$164AL

* Sub-awardees are asked to account for task force activities in their overall budget. These funds are for amendments. VSP did not over expend their original budget.

DUI Related Equipment

GOAL: Assist law enforcement agencies to expand, increase and improve their current alcohol and impaired driving prevention and detection strategies.

Strategies

Provide those agencies which have demonstrated active participation in national and state initiated impaired driving enforcement campaigns with updated equipment to improve efficiency and effectiveness. Also included is a funding source for the maintenance of such equipment.

Project Evaluation

Preliminary Breath Testing (PBTs) devices play an integral role in evaluating motor vehicle operators during roadside investigations. Improvements in accuracy, stability, and dependability are part of evolving technology which supports stronger prosecution of suspected offenders. In FFY16 GHSP purchased four new PBT's for the Vermont Police Academy. The PBTs were replaced and distributed statewide in calendar years 2014 and 2015 through funding from the GHSP. The supplies were on a regular schedule to be replaced and in FFY2016 two things occurred. (1) The majority of the PBTs did not need to be replaced in the current fiscal year. (2) The NHTSA Memo "Use of NHTSA Highway Safety Grant Funds for Certain Purchases" Dated May 2016 to paraphrase that guidance "No project may be created solely to purchase equipment." The GHSP elected to evaluate this project along with the ARIDE/SFST and DRE programs to consolidate this project in FFY2017 into one project to the VTCJTC.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-039	Vendors	150,000	1,437.50	\$405(d)

Impaired Driving Project Manager

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

Strategies

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

Project Evaluation

The Impaired Driving Project Manager (IDPM) commenced this position in April 2016.

The IDPM is also chairman of the Vermont Highway Safety Alliance (VHSA), a public/private partnership of over forty organizations who want to make our highways safer and reduce major crashes. These partners include federal, state, county and local governmental entities, as well as members from the private sector. One of the six Critical Emphasis Areas of the VHSA's Strategic Highway Safety Plan is to Reduce Incidents of Impaired Driving.

Since commencing his duties, the IDPM has worked closely with staff from the Governor's Highway Safety Program, National Highway Traffic Safety Administration Region 1 staff, the Traffic Safety Resource Prosecutor, the Drug Evaluation and Classification Program Manager, the Vermont Criminal Justice Training Council, law enforcement partners, driver educators, Department of Motor Vehicles staff, the American Automobile Association, the American Association of Retired Persons, and numerous others, on increased awareness of impaired driving issues.

The IDPM was instrumental in securing a federally funded position for the Vermont Police Academy which will manage impaired driving grants, and help accelerate training for Standard Field Sobriety Testing, Advanced Roadside Impaired Driving Enforcement and the Drug Recognition Expert Program.

One of the innovative programs the IDPM is assessing is called "24/7," and holds defendants in Driving While Impaired cases accountable, if they are on release from court under conditions of no alcohol or illegal drug consumption. The 24/7 Program might compliment an existing electronic monitoring program of defendants being administered by the Windham County Sheriff's Office.

The IDPM media outreach on impaired driving issues includes interviews on statewide television programs, local cable television and radio, to include a broadcast from Fenway Park on July 2 from New England based radio station WEEI.

The IDPM is working closely with the Traffic Safety Resource Prosecutor on crafting a comprehensive legislative bill addressing impaired driving issues that would include:

- > Ignition Interlock for all offenders.
- > Enhanced penalty for DWI while driving with a suspended license.
- > Child endangerment law for DWI with a child in the car.

- > Require someone operating under a Learner Permit to have sober, licensed adult supervising their driving.
- > Recognize Oral Fluid Testing for roadside and evidentiary DWI Drug tests.

Data is a critical component of problem identification and assessing results in addressing impaired driving issues. Accordingly, the IDPM has worked closely with the Vermont Forensic Lab, the Court Administrator's Office, Law Enforcement Records Management Systems, and the Agency of Transportation's Crash Repository to obtain and assess the best available data and share it with our partners.

The IDPM is playing a critical role in planning a Vermont Impaired Driving Summit, which will be held in South Burlington in December 2016. The Summit will have national experts speaking on a variety of impaired driving issues. Attendees at the Summit will include judges, legislators, prosecutors, defense attorneys, law enforcement officers, healthcare providers, driver educators, engineers and other public and private partners.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-016	Impaired Driving Coordinator	100,000	45,885.74	405(d)

DUI Information Integration

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

Strategies

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

Project Evaluation

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

No funds were expended for this project in FFY16 and this has been removed in FFY17 and we have discussed with the TSRP that if they are interested in pursuing such a project their MOU could be amended to include this work.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-043	Contractor	61,000	0	\$405(d)

SFST Updates and ARIDE

GOAL: To provide the Standard Field Sobriety Testing (SFST) practitioners with the most recent curriculum updates available.

Strategies

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

Project Evaluation

Subsequent instructors will be added when viable candidates are identified and classes taught by senior instructors become available. This increase in the number of SFST instructors allowed Vermont's SFST practitioners to have access to the latest updates to the SFST/ARIDE/DITEP/DRE curricula. The ability to update SFST practitioners, plays a significant role in the continuation of related ARIDE training and the evolution of these students into potential candidates for the DRE program.

During 2015, 108 Vermont police officers attended three- Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings. During the past few years the increasing number of officers exposed to ARIDE training has generated a noticeable increase in the number of DRE evaluations conducted by Vermont's DREs. It is projected that the number of DRE evaluations conducted during calendar year 2015 will approach or surpass 200.

[NOTE: The ARIDE trainings were charged to the DRE Program in FFY 15. None of the below funds were spent.]

The GHSP elected to evaluate this project along with the PBT and DRE projects to consolidate in FFY2017 into one project to the VTCJTC to coordinate services, supplies and training.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-017	Vermont Law Enforcement (ARIDE and SFST Training)	75,000	0	\$405(d)

DUI Court Windsor

GOAL: To continue to enhance the Windsor County DUI Treatment Docket (WCDDT).

Strategies

The DUI Court is an accountability court dedicated to changing the behavior of the hardcore DUI offenders. The goal of DUI Court is to protect public safety by using the highly successful Drug Court model that uses accountability and long- term treatment. Early studies of DUI Courts have shown successful results. Numerous individual courts have evaluated their program to find a significant reduction in recidivism. The mission of the (WCDDT) is to increase public safety and reduce recidivism and costs by providing coordinated, comprehensive, and intensive treatment and supervision of high risk DUI offenders. This coordinated and comprehensive team approach is designed to protect the interests of the public while at the same time address the needs of the addicted individual.

Project Evaluation

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

In FY 16, the program had fifteen (15) referrals, seven (7) of whom were discharged from the program and eight (8) who are currently active in the program. We would not anticipate any graduates for FY 16 as the program has a minimum eighteen-month duration. The average length of time from citation to appear in court to referral into the WCDDT was 7.93 months. This represents a 2.64-month increase over FY15.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16410-300	Vermont Court Administrator's Office	177,992	125,982.69	\$410
NH16405D-038	Vermont Court Administrator's Office	47,008	0	\$405(d)

DUI Court Implementation – Statewide

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

Strategies

The GHSP staff will continue evaluation of the Windsor County DUI Court model to determine if that model, some variation of that model or a differently formatted court program is appropriate for other Vermont counties. The expansion will be presented to Justices of the Vermont Supreme Court, for a buy-in which is critical to expanding the model.

Project Evaluation

In 2016 the state saw significant progress in working toward expanding the DUI Treatment Court model. The two most significant developments were the legislative approval of a new position entitled Judicial Master with the authority to preside over treatment courts and the Court's publicly announced support for a mobile DUI Treatment Court approach. It is anticipated that calendar year 2017 will see the first phase of actual court expansion in the southeast corridor of Vermont.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16410-301	DPS & Vermont Court Administrator's Office	250,000	134,460.29	\$410

Traffic Safety Resource Prosecutor (TSRP)

GOAL: To serve as a comprehensive legal resource for the GHSP team, all Vermont prosecutors and law enforcement.

Strategies

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

Project Evaluation

The 2016 Federal Fiscal Year saw the TSRP challenged by the increase in Drugged Driving cases and the litigation and laboratory services they require. Demand for TSRP services among prosecutors continues to be high. In addition to litigating 50 multiple cases throughout nearly every county in Vermont this year, the TSRP represented the state in multiple appellate cases before the Vermont Supreme Court. The TSRP continues to field multiple daily requests for advice and counsel from fellow prosecutors and law enforcement officers. These requests were in addition to providing approximately 16 hours of annual instruction to cadets enrolled in the Academy. The TSRP continued as a member of the DRE oversight committee, as well as a liaison to policymakers who require assistance in identifying and defining legal issues they encounter in their work. Additionally, the 2017 legislative session will produce many laws of critical importance to highway safety and DUI that will require TSRP input and analysis.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-025	Vermont Dept. of States' Attorneys	130,000	101,275.13	\$405(d)

Drug Recognition Expert Program (DRE)

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

Strategies

The FFY2016 DRE strategies included: increasing the number of current certified DREs and DRE Instructors within the state; promoting the DRE program through the delivery of Advance Roadside Impaired Driving Enforcement (ARIDE) training; continued recruitment of qualified DRE candidates; improving data collection on DRE cases and evaluate new technologies to collect both roadside and evidentiary drug tests more efficiently.

Project Evaluation

Vermont's cadre of DREs is currently at 40. Vermont held a January 2016 class and trained eleven new DREs. In addition, three- Deputy State's Attorneys also participated in the entire course curriculum, including the field certification training in Phoenix, AZ.

Two DREs have achieved their instructor rating in 2016, making a total of four DRE instructors available in Vermont.

ARIDE training is a very effective recruitment tool for the DRE program and is now mandatory for every new certified law enforcement officer in the state. Many potential candidates have been introduced to the DRE program via the two day ARIDE training. The DRE program has also benefited from providing Drug Identification Training for Educational Professionals (DITEP) to almost every school district in the state. The DRE program will continue to expand in response to the state's growing opioid issues and that relationship to impaired driving.

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

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

The DRE Test case funds were not spent in FFY2016 as the second TSRP was not added to the MOU for this project until late spring. This project was not built into the FFY2017 HSP as the Vermont Department of Public Safety is about to begin the renovation process for the Vermont Forensic Laboratory.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-030/031/032/034/036	Vermont Law Enforcement and Lab Contractor	215,000	115,675.63	\$405(d)
NH16405D-033	DRE Test Case	150,000	0	\$405(d)

Forensic Laboratory Support Program

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

Strategies

GHSP provided funding to enable the purchase of new simulators and printers for the DMTs as well as, other DMT pars/accessories and materials and testing supplies for blood analysis. Funds also enabled Laboratory staff to attend specialized training which is specifically related to blood and breath alcohol testing.

Project Evaluation

In addition to the major equipment listed above, the Laboratory purchased miscellaneous parts for repair of DMTs, blood collection kits and laboratory supplies. Staff members attended the Robert F. Borckenstein Course on Alcohol and Highway Safety: Testing, Research and Litigation, the International Association of Chemical Testing annual meeting, the annual Intoximeters User Group meeting and ASCLD/LAB courses to include Measurement Confidence and Preparation for Calibration Laboratories, these offered up to date skills and knowledge from the field.

The Department of Public Safety has been approved for the construction "Capital Bill" and will begin to renovate the VFL in FFY2017 and at that time they will also begin to hire, train and outfit the laboratory to test in-house.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-041	Vermont Forensic Laboratory	406,560	214,843.54	\$405(d)

Judicial Outreach Liaison

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

Strategies

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

Project Evaluation

During the past year, the JOL provided helpful insight and opinions relating to the state's judicial system's relationship to impaired driving. The judge also continued working with the state's TSRP on the continued development of Vermont's impaired driving initiatives. In addition, the JOL had hosted regular interviews with relevant stakeholders on cable television concerning the proposals for legalization of recreational marijuana and how those proposals may affect change in traffic crashes and fatalities for Vermont. Currently, this position is vacant as our JOL had decided to run for the State's Legislature. Recruitment efforts for FFY17 are in progress.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-026	Contractor	75,000	0	\$405(d)

Impaired Driving Summit

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

Strategies

The Impaired Driving Summit was developed in response to the Governor's and Vermont Legislature's concern about the rise in opioids abuse, as well as GHSP and partners' recognition of prescription drug use as factors in impaired driving.

The Impaired Driving Summit is in the planning phases currently. This will be a day-long summit that is scheduled to take place in South Burlington on December 7, 2016. Current planning includes presentations by local, state and federal experts. The invited audience will include law enforcement, transportation experts, health and mental health agencies, prosecutors, judges, defense attorneys, legislators, community-based agencies, driver educators and regional and federal partners. This year's event will be co-sponsored by AAA of Northern New England.

Evaluation

A previous Impaired Driving Summit was held in Montpelier in 2014; more than 120 people attended that event and the participants were enthusiastic about the information they received. This event will accommodate up to 150 guests, and the agenda will cover current issues that will be informational and beneficial to the attendees. The event has not occurred as of this submission, so budgetary expenditures have not been tallied, but will fall within the limit of the budget.

The Impaired Driving Summit will be taking place after the 2017 fiscal year starts; therefore, no funds were expended in 2016.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-084	Contractor	30,000	0	§405(d)

Occupant Protection Program Area

Click It or Ticket National Mobilization & Night Time Belts Targeted High Visibility Task Force

GOAL: To increase the statewide use of proper occupant restraints.

Strategies

The creation of the Click it or Ticket (CIOT) Task Force concept in 2006 has proven to be a highly effective and efficient means of deploying resources to specific locations within the state. This high visibility enforcement model included the creation of four regional teams that are mobilized during the May CIOT HVE campaign. Teams conduct saturation patrols in targeted areas identified via crash data and other related traffic information, such as the Seatbelt Use Rate Survey. The teams are made up of law enforcement officers and troopers from participating agencies throughout the state and are supervised by team captains. The key to the success of these teams is flexibility, mobility and the use of real time data. On any given day during the campaign, the teams can move quickly from one area of need to another depending on emerging traffic problems that are supported by data.

Each year these CIOT Task Force teams work in conjunction with other Vermont law enforcement agencies to participate in several media reported kick-off events that set the stage for the May CIOT campaign. The Vermont GHSP and our LELs coordinate with their counterparts in New York State to participate in Border-to-Border CIOT Kick-Off events in New York and Vermont. The first kickoff event takes place on a ferry boat while crossing Lake Champlain to signify the strong partnership between these two states. In the north-western corner of the Vermont, Lake Champlain is the border between Vermont and New York. Law Enforcement personnel and police cruisers from both states board the ferry and conduct a press event while crossing the lake. This event is well covered by media from both states.

In recent years, the CIOT Task Force teams have conducted several nighttime seat belt enforcement events in low seatbelt use areas. Safety checkpoints have been proven effective when scene lighting purchased by local agencies using equipment support funds have been utilized.

In addition to the task force teams, the VHSA Occupant Protection Task Force, known as OP-802 was led by Vermont's northern Law Enforcement Liaison and supported law enforcement officers, community leaders and private industry in an area of the state known as the Northeast Kingdom. This is a geographic area made up of three counties. The annual seatbelt surveys show this area as being the least compliant in the state. The mission of this task force is to use education and strict enforcement to combat the low usage rate and reduce the number of unbelted fatal crashes which occur during the specified periods. OP802 met as a committee three times in 2016 and identified strategies for addressing low usage rates.

Project Evaluation

The task force groups worked successfully to address requests and needs for localized enforcement. An example of this was the activation of a Click it or Ticket Task Force for an unanticipated Rainbow Coalition event in Mt. Tabor. The task force worked several days over a period of two weeks to prepare for the event with success in the prevention of a single major

crash during the three days of the event. To kick off the May HVE campaign, two teams of officers participated in the Click it or Ticket Border-to-Border Event. The goal of the event was to send the message that no matter what state you travel to you will encounter officers who are committed to the same effort of getting motorists and passengers to use their restraint systems. The enforcement was conducted in the night time hours along points of entry into neighboring states. Media coverage helped to promote this message including LEL participation on two radio shows on CIOT with WVMT, Colchester, Vermont. Task force group members also participated in the New England Drives to Save Lives campaign kickoff in Boston.

In addition to the May mobilization, Vermont OP task force conducted a 5 day CIOT mobilization during the Thanksgiving holiday. As a tourist destination state, there is a measurable increase in motor vehicle travel during annual holiday periods. The increased volume of traffic correlates with the increased number of motor vehicle crashes and impaired driving arrests during these periods. Agencies were supplied with data to conduct enforcement and outreach in high crash and low seatbelt usage areas. The data, such as total citations and arrests, is collected by each agency during this mobilization and helps to measure the results of the campaign. The compiled data is provided to the agencies once the campaign is finished to allow both the agencies and the GHS program coordinators evaluate the performance.

The Task Force team concept has encouraged more of Vermont's law enforcement agencies to participate in this effort. Team captains encourage community leaders to be active participants in the process and the result has been a well-coordinated and more efficient campaign. The level of awareness has increased in the areas of lowest safety belt compliance and consequently compliance has increased accordingly.

Vermont continues to work with an existing secondary seat belt law and the seat belt use rate has remained in the range of 84-86%. It should be noted that there have been some modest gains in the historically low use counties (Primarily in the Northeast section of the state). This progress is attributed to the effective use of pertinent data to deploy resources into those identified areas. To support those deployments GHSP has developed a media and public outreach plan designed specifically for those low use areas.

Summary of the May CIOT enforcement data:

May 2016 Click It or Ticket	# Hours at Patrols and Checkpoints	# of Contacts	Total # of Seat Belt Tickets	Total # of CPS Tickets	Total # Speed Tickets	Total # Other Tickets	#Arrests
Municipals Totals	3952.75	8,309	157	18	877	1053	128
Constable Totals	112.5	891	3	0	45	12	2
DMV Totals	904	3,564	7	0	12	112	
VSP Totals	3425	5,254	26	1	798	369	111
County SD Totals	1592.5	5087	171	31	612	432	21
Task Force Totals	136	5,983	312	36		1,456	33
STATE TOTALS	10122.8	29,088	676	86	2344	3,434	295

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-101-170	Vermont Law Enforcement	1,318,100	661,212.20	\$402

Child Passenger Safety Statewide Program

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

Strategies

The program maintained the following objectives for FFY 2016: increasing Vermont communities knowledge of the proper use of child restraints through the efforts of the state's fitting stations, inspection events, Be Seat Smart website, a telephone helpline, and distribution of educational materials; reducing the barrier of cost of car seats to parents, grandparents and other child-guardians by providing seats at no or reduced cost to low-income families; and offering basic certification education and re-certification training for car seat technicians to carry out these services statewide.

The activities to carry out these objectives included:

- > Organize and manage regional distribution of low cost seats, including a log of sites' annual distribution data
- > Support regional organization of local inspection events statewide and promotion of inspection events calendar including National Child Passenger Safety Week activities
- > Support roster of fitting stations and hospital newborn safety check programs
- > Collect inspection and installation data from fitting stations and inspection events
- > Maintain a roster of 125 to 150 certified technicians and instructors statewide
- > Conduct and evaluate:
 - 1) at least one four-day national standardized Basic Certification course;
 - 2) a one-day Tech Update with CEUs;
 - 3) recertification training as needed and other trainings as funding allows
- > Collaborate with CPS programs in NHTSA Region One to share experience and expertise to create joint training opportunities
- > Expand membership of the existing Emergency Medical Services for Children Advisory Committee to include appropriate stakeholders from the CPS program to provide a forum and guidance to further develop the CPS program

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

Project Evaluation

Priority activities for 2016, included the following:

- A. During FFY16, the focus of the funded activities included two- full courses for new technicians, located in regions based on identified need for CPS technicians. The certified

technicians base increased modestly again this year, from 157 to 162 nationally certified technicians statewide. In addition, Vermont held the first Regional CPS conference in partnership with CT, MA, NH, and ME. The conference brought in national speakers with expertise in child passenger safety and car seat manufacturers and offered CEU's. The event also included a pre-workshop, Special Needs course instructed by the renowned Dr. Marilyn Bull. Staff worked to switch to the national SafeKids inspection form which will allow us to contribute to the national base of car seat use data and all us to move to an electronic process where data will be much more accessible. The program collaborated with the GHSP office on two outreach activities; a radio PSA aired late August-early September 2016, and highway sign messaging in September 2016. In 2016, we distributed over 900 child safety seats distributed to low income families. The low-income seat voucher distribution program remains in place through the twelve WIC offices statewide to insure access for income qualified families (less than 300% poverty level), one per child installed in a vehicle by a certified technician with the child present (or expectant mother). This program works to increase awareness of existing fitting stations as a community resource and will ultimately decrease misuse.

- B. The Vermont Child Passenger Safety program worked to start an awareness training to all law enforcement through the Vermont Police Academy. The course will be available to new law enforcement starting Spring 2017 and existing law enforcement Winter 2017. Law enforcement technicians act as resources within their communities to assist un-trained officers on child restraint laws and enforcement of Vermont's Child Passenger Safety laws. Over 30% of all the certified technicians in Vermont represent law enforcement. Currently, 10 of the 14 counties in Vermont have certified technicians placed within law enforcement their agencies.
- C. Vermont Child Passenger Safety program held courses in some of the counties that are without trained law enforcement personnel last winter. The hope was to add some new law enforcement personnel to these areas. Unfortunately, we did not have any interested departments or personnel at the time. We will work with state police and local law enforcement to identify potential candidates for our 2016 training schedule.

Law Enforcement Agencies with Techs	
Bennington PD	Northfield PD
Brandon PD	Orange Co. Sheriff
Chittenden Co. Sheriff	Randolph PD
Colchester PD	Rutland City PD
Essex Co Sheriff	S. Burlington PD
Grand Isle Sheriff	Shelburne
Hinesburg PD	UVM Police
Manchester PD	Vermont State Police
Middlebury PD	Washington Co Sheriff
Milton PD	Woodstock PD
Morristown PD	

The Vermont Child Passenger Safety program utilizes the National Certification course developed through National Highway Traffic Safety Administration, Safe Kids Worldwide and the National Child Passenger Safety Board. The national standardized Child Passenger Safety Technician Certification Course is usually three- to four days long and combines classroom instruction, hands-on work with car seats and in vehicles, and a community safety seat checkup event. Successful completion of this course certifies the individual as a national CPS technician for two years.

Courses held during 2016:

- › Essex, VT, Chittenden County, March-April, 2016, 14 certified
 - Added law enforcement techs to Rutland City Police, and Vermont State Police; Shaftsbury and Middlesex
- › Brattleboro, VT, Windham County, July 2016, 4 certified
 - Added law enforcement to Randolph Police Department
- › Colchester, VT, Special Needs Course, September 2016, 12 certified, and 2 Instructors certified

Current List of Child Restraint Inspection Stations, Check-up, and Clinics

Event	Town	Date
Baby Expo - Sheraton	Burlington	2/13/2016
Suburban Propane	Wilmington	2/27/2016
Family Center of Washington County Family Fun Day	Montpelier	3/12/2016
Good Beginnings Baby and Child Expo	Berlin	4/9/2016
CPS Course Event - Fanny Allen	Colchester	4/9/2016
Bloom Pregnancy Expo	Burlington	4/30/2016
Annual Y Kids Day	Burlington	4/30/2016
Lyndon Safety Fair	Lyndon	5/14/2016
Milton Rescue Safety Fair	Milton	5/14/2016
New American Safety Day	Burlington	5/21/2016
West Rutland School	Rutland	5/21/2016
Little Dippers Car Seat Check	St. Johnsbury	6/9/2016
Timberlane Pediatrics	South Burlington	6/11/2016
Farm to Family	St. Johnsbury	7/6/2016
CPS Course Event	Brattleboro	7/23/2016
Happy Days Play School	Arlington	8/3/2016
DCF-Bennington	Bennington	8/19/2016
Champlain Valley Fair	Essex	8/29/2016
NE Regional Conference	S. Burlington	9/11/2016
Newport Safety Day	Newport	9/17/2016
Milton CPS Week Event	Milton	9/23/2016

Ongoing activities include:

- > 42 Local fitting stations, at least one in each county
- > Inspected/Installed nearly 4,000 seats.
- > 162 Certified Child Passenger Technicians throughout State
- > 15 Community inspection events
- > Over 200 hotline calls
- > Distribution of 1025 seats to fitting stations
- > Distribution distributed over 75,000 pieces of educational materials.
- > Continue to update Facebook page and website

As always, the Vermont Department of Health, Child Passengers Safety Program will look to make improvements in its program, increase training and public awareness, and seek out new ways to educate the public about Child Passengers Safety.

It should be noted, that in accordance with NHTSA rules, that the CPS program spends up to the 50% of its \$2011 funds toward the "purchasing and distributing child safety seats and restraints to low-income families". All additional funds needed toward the purchasing and distributing of child safety seats and restraints to low-income families, above that 50% of the \$2011 funds, comes from the Vermont Department of Health General Budget.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405B-000	VT Department of Health	324,000	246,418.31	\$405(b)
NH162011-000	VT Department of Health	20,801.69	20,801.69	\$2011

Police Traffic Services Program Area

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

Vermont State Police Occupant Protection Enforcement (CARE)

Goal

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

Strategies

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

Project Evaluation

The Vermont State Police (VSP) participated in every major enforcement campaign throughout the 2016 Federal Fiscal Year. In addition, the VSP used grant funds to increase seatbelt education and enforcement in the Northeast Kingdom and Franklin County, where seatbelt usage is lower than the rest of Vermont. Derby and St. Johnsbury Troopers patrolled elementary and middle schools. The sub-award gave the State Police the opportunity to provide supplemental OT coverage on holiday weekends that would not have been possible without this funding. The events were planned and tracked with data driven mapping provided by the FARS analyst.

2016 VSP CARE (OP) Enforcement

Team Activity	All Details
Hours Patrolled	2692.00
Vehicles Stopped – Patrol	3989
Contacts – Patrol	6831
Checkpoints	13
Hours at Activity – CP	36.00
Vehicles Stopped – CP	411
Contacts – CP	914
Warnings	2263

2016 VSP CARE (OP) Enforcement (Continued)

Team Activity	All Details			
Total Tickets				
Child Passenger (CPO) Ticket	4			
Safety Belt Ticket	34			
Cellphone	80			
Speed	1363			
OSC	112			
Other	487			
Non-DUI Arrests – Patrol and CP	57			
DUI				
Alco (Hand Held) Given	33			
Alco Refused	3			
IR (Evidentiary) Given	15			
IR Refused	0			
Arrests				
DUI Arrests – Patrol	15			
.02 Violations	2			
DUI Arrests – CP	0			
Minor Alcohol Possession (PMB)	2			
DD Encountered	10			
Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-149	Vermont State Police	250,000	213,868.64	\$402

Local Grants for Occupant Protection Enforcement

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

Strategies

Annually, the GHSP notifies all law enforcement agencies in the state of the availability of grant funds for occupant protection enforcement. Agencies are encouraged to apply for funds after attending grant training workshops. These workshops are held in locations throughout the state and through webinars. Agencies are instructed on how to complete their application and how to access the data necessary to support their respective highway safety problem(s). The agency must use their local data to justify the funding. The data includes crash data, arrest

data, and information relative to traffic citations issued. They are required to provide goals and performance measures, and to include statistical data from previous years. The performance measures include tracking vehicles stopped per patrol hour, occupant protection violation tickets issued, belt to unbelted ratios measured, participation in CIOT/national mobilizations, and other DUI related infractions that come as a result of the OP details.

All applications are reviewed by GHSP staff and LE representatives from local departments. Recommendations for funding are based on past performance of the agency, data sheets provided from the previous year's enforcement activity, previous expenditures on the sub-award, the quality of the application, and funds approved in the HSP/GHSP budget.

Project Evaluation

The GHSP awarded 29 Municipal Agencies and 14 Sheriff's Departments. Vermont's population is distributed unevenly across fourteen counties with much of the state meeting the definition of rural. The seat belt use rate varies from county to county, with the Northeast Kingdom (northeast corner of the state) traditionally having the lowest use rate. In addition to the survey safety belt use rate data, the GHSP analyzed crash data for each of the participating law enforcement sub-awardees and distributed the data to each agency identified in those areas with problems.

Law enforcement participation in the HVE campaigns has been strong, but there are still challenges associated with having a secondary seatbelt law despite overwhelming national data and studies that show that states with primary seatbelt laws have lower rates of MVC fatalities than those with secondary laws for the entire cohort of this study. We have seen a statewide decrease in OP tickets over the last ten years, with OP tickets remaining relatively flat over the last five years. This decrease can be partially explained by the methodology to collect ticket numbers. The state of Vermont lacked a centralized department to collect ticket data and a reliance on CAD systems such as Spillman and Valcour. These CAD systems provided data that was not always accurate as human error, rejected tickets, incomplete reports etc. were included in the statistics. The Judiciary now houses the collection of data and the collection system that they are using will improve drastically as the NHTSA funded project e-citation finished pilot I in FFY2016.

When asked informally LEA have given us feedback on OP citations they report the top reason on why they have decreased: citations are under reported (i.e. first offense is reported and second offense is not coded); agencies are short staffed/OT not an option and when short staffed highway patrols are not conducted due to conflicting priorities; the lack of OP use/improper use being a secondary law in the state.

There was decrease in the state safety belt use rate of 1% from 2010 to 2014, and challenges remain for the local agencies associated with staffing and sustained year around enforcement. The GHSP will continue to analyze and refine the state's occupant protection enforcement program by working collaboratively with law enforcement to develop a strategic and data based approach to improve compliance. The OHS at VTrans is committed to educate our legislatures on the importance of a primary seatbelt use law.

Team Activity	Locals 2016 OP
Patrol Activity	
Hours Patrolled	10600.4
Vehicles Stopped - Patrol	19722.0
Contacts - Patrol	31435.0
Checkpoints	
Checkpoints	41.0
CP Hours	121.0
CP Vehicles	2396.0
CP Contacts	4281.0
Action Taken	
Warnings	11596.0
Vermont Traffic Violations Written	
CPS	84.0
Belts	726.0
Speed	5126.0
DLS	623.0
Other	3332.0
Hand held Violations	481.0
NON-DUI Actions	
Non-DUI Arrests - Patrol & CP	144.0
Processing Hours for Above	164.5
DUI Actions	
Alco Given	347.0
Alco Refused	5.0
Evidentiary Test Given	8.0
Evidentiary Test Refused	2.0
DUI Arrests Patrols	13.0
.02 Violations	2.0
DUI Arrests Checkpoint	0.0
Minor Possession Alcohol	12.0
DUI Processing Hours	39.0
DD Encountered	20.0

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-101-171	Vermont Law Enforcement	960,600	447,343.56	\$402

Speed Enforcement

GOAL: Reduce the number of major crashes, fatalities and injuries related to speed.

One of the main causes of crashes on Vermont roads is excessive speed and continues to be a critical emphasis area in both the SHSP and for the GHSP.

Strategies

The FY16 Vermont GHSP Speed Enforcement Program is designed to be a data driven, rigorous speed enforcement project with a primary focus on Vermont's high risk routes. Using crash maps, target locations are identified for speed enforcement and speed monitoring. The program includes speed monitoring support equipment for all law enforcement agencies, and funding for overtime enforcement for the VSP.

Project Evaluation

The VSP were allocated ten (10) Radar Speed Display Trailers, approximately one (1) per State Police barracks to be managed by the Traffic Safety Operations (TOPS) Unit. The trailers were issued and were deployed in a manner consistent with our E-BE model. Crash maps were used to identify high risk locations where data shows a high incidence of speed/aggressive driving related crashes. In addition, the VSP were allocated an additional \$50,000.00 for excessive speed enforcement.

Strive Speed ENF VSP 2016	Total
Dollars Spent	\$37,633.75
Hours Patrolled	657.75
Vehicles Stopped – Patrol	995
Contacts – Patrol	1673
Checkpoints	1
Hours at Activity – CP	1
Vehicles Stopped – CP	16
Contacts – CP	22
Warnings	549
Tickets	
Child Passenger (CPO)	3
Safety Belt	9
OSC	166
Other	76
DUI	
Alco (Hand Held) Given	1
Alco Refused	3
IR (Evidentiary) Given	1
IR Refused	0
Arrests	
DUI Arrests – Patrol	1

Strive Speed ENF VSP 2016	Total
.02 Violations	0
DUI Arrests – CP	0
Minor Alcohol Possession (PMB)	0
DD Encountered	0

The municipalities and sheriffs were invited to apply for an equipment sub-award to fund a speed monitoring device such as a trailer or a speed sign. Speed crash maps were distributed to the applicants. Grant guidelines for the equipment were outlined in specifications that required the trailer/sign be equipped with computer software that allows data to be analyzed and reports to be generated. Nineteen trailers were issued to the approved agencies. The awarded agencies will be submitting a narrative progress reports with collected speed data in January 2017.

As of the end of the FFY 2016, GHSP was able to successfully deploy 29 speed trailers and signs to agencies in Vermont. We are looking forward to a full project evaluation once a full year of data has been collected for the 2017 annual report.

Speed Enforcement funds for Vermont State Police were added to their Occupant Protection Grant.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-701-718	Local Law Enforcement	224,000	126,384.96	\$402
NH16402-149	Vermont State Police	250,000	213,868.64	\$402

Chittenden County Safe Highway Accident Reduction Program (SHARP)

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

Strategies

In an effort to strengthen the ongoing highway traffic safety mission for occupant protection and impaired driving enforcement, GHSP initiated a pilot project consolidating Chittenden County Law Enforcements Agencies into an umbrella grant (a unified SHARP team) as a single project with Shelburne PD. The SHARP unified model allows the flexibility for small and large agencies alike to form multi-jurisdictional Task Force teams for saturation patrols and ongoing sustained enforcement. It also facilitates maximum participation in NHTSA HVE campaigns. Use of grant funds collectively allows for a more efficient allocation of funding across a broader jurisdiction, thus focusing on the target areas in greatest need as identified by the crash data maps.

Project Evaluation

This pilot project was intended to be the model project for implementation in additional counties in Vermont.

The Chittenden County SHARP team continues to be coordinated by a program director from Shelburne PD who provides strong leadership and direction to the participating agencies. In 2016, the program director provided the team of agencies with a cohesive approach and consistent oversight to address local problems effectively and efficiently. The director tracked and assessed productivity through monitoring of activity sheets and required a high level of performance for issuing citations. Consolidation of administrative duties allowed small agencies to participate and dedicate enforcement hours to the checkpoints and sustained enforcement. The project is considered a success to date, and a similar model is being implemented in Rutland County for FFY 2017. Countywide enforcement hours, vehicles stopped, warnings issued, speed citations, DUI arrests and hand held device citations increased in FFY 2016 from FFY 2015. Seat belt citations decreased in FFY 2016 from FFY 2015.

Agencies who are currently participating in the Chittenden County SHARP project include:

Burlington PD, Chittenden County Sheriff's Department, Colchester PD, Essex PD, Hinesburg PD, Milton PD, Richmond PD, Shelburne PD, South Burlington PD, University of Vermont Police Services, Vermont Department of Motor Vehicles, Williston PD, and Winooski PD.

Shelburne SHARP OP: NH16402-159 OP	Total 2016
Patrol Activity	
Hours Patrolled	1655.8
Vehicles Stopped - Patrol	2596.75
Persons Contacts - Patrol	3680
Checkpoints	
Number of Checkpoints	3
CP Hours	14
CP Vehicles Stopped	350
CP Persons Contacted	875
Action Taken	
Warnings	1696
Vermont Traffic Violations Written	
CPS - Violations	12
Safety Belt Violation	90
Speeding Violations	711
All OCS detected	105
Other Traffic Violations	577
Hand Held Devices Violations	70
NON-DUI Actions	
Non-DUI Arrests - Patrol & CP	23
Processing Hours for Above	28
DUI Actions	
Alco Given Hand Held Test	5
Alco Refused Hand Held refused	2
Evidentiary Tests Given	2

Shelburne SHARP OP: NH16402-159 OP	Total 2016
Evidentiary Tests Refused	1
DUI Arrests Patrols	3
.02 Violations	0
DUI Arrests Checkpoint	0
Minor Alcohol Possession PMB	0
DUI Processing Hours	10
Designated Drivers Encountered	1

DUI SHARP Shelburne: NH16164-162	Total
Patrol Activity	
Hours Patrolled	983.05
Vehicles Stopped - Patrol	1535
Persons Contacts - Patrol	2569
Checkpoints	
Number of Checkpoints	30
CP Hours	106.15
CP Vehicles Stopped	1918
CP Persons Contacted	4727
Action Taken	
Warnings	1067
Vermont Traffic Violations Written	
CPS - Violations	3
Safety Belt Violation	13
Speeding Violations	319
All OCS detected	61
Other Traffic Violations	287
Hand Held Devices Violations	7
Non-DUI Actions	
Non-DUI Arrests - Patrol & CP	12
Processing Hours for Above	21.5
DUI Actions	
Alco Given Hand Held Test	85
Alco Refused Hand Held refused	11
Evidentiary Tests Given	29
Evidentiary Tests Refused	5
DUI Arrests Patrols	28
.02 Violations	2
DUI Arrests Checkpoint	5
Minor Alcohol Possession PMB	4
DUI Processing Hours	83.5
Designated Drivers Encountered	42

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-159	Shelburne OP Enforcement	150,000	109,287.47	\$402
NH16164-162	Shelburne DUI Enforcement	250,000	76,663.72	\$164

Law Enforcement Training Programs

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

Strategies

Traffic safety training is continually evolving and at times there's not enough lead time to incorporate these trainings into the state's Highway Safety Plan. This project earmarks funds for such trainings and allows the Law Enforcement community opportunities to participate which is beneficial to the core mission of the state's highway safety program.

Project Evaluation

GHSP sent a law enforcement officer from Shelburne Police Department to a NHTSA grants management training program in preparation for the position as director of a countywide Safe Highway Accident Reduction Program (SHARP) implemented in Chittenden County where the agencies are coordinated under a single grant. The program director provides the team with a cohesive approach and consistent oversight. The director tracks and assesses productivity and progress through monitoring of activity reports and ensures compliance of state and federal guidelines.

A limited number of funds were expended in FFY2016 as this fund is subject to requests received from our partners.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-282	Vermont Law Enforcement	10,000	0	\$402

Mobilization Equipment Support Program (Formerly Known in HSP16 as Mobilization Equipment Incentives)

GOAL: To increase participation in the national and state HVE campaigns.

Strategies

By earning traffic safety support equipment enforcement capabilities of law enforcement agencies are enhanced. The GHSP realized this would encourage and support agencies by providing the participating agencies with the tools to participate in national mobilizations. The equipment earned is directly related to improvement of efficiency and effectiveness of their traffic safety programs. Better equipment also encourages officers to engage in traffic enforcement activities during discretionary periods while on regular patrol.

The GHSP developed a plan to help facilitate the purchase of new equipment to increase participation and the quality of evidence in those cases which require continued prosecution.

Prior to each HVE campaign mailings are sent to every law enforcement agency in the state inviting that agency to participate in the campaign. This mailing lists the dates of the campaign and the "rules of engagement" for the campaign. Requirements are established for a minimum number of hours dedicated to the event. They are required to use their data, which is provided by GHSP to conduct activities in targeted locations at the high-risk times as indicated by the crash maps and data.

Project Evaluation

In 2007, participation in the HVE events was beginning to decrease. Only forty-four (44) percent of the municipal agencies participated and sixty-five (65) percent of the sheriff's departments participated. In 2016, 46 agencies participated in all (4) four campaigns, 9 agencies participated in (3) three, 9 agencies participated in (2) two, and 3 agencies participated in (1) one campaign. The equipment award has been successful in encouraging agencies to actively engage in the campaigns at check points and in saturation patrols. Although the participation in the High Visibility Campaigns has increased, the GHSP has evaluated the program and decided to make participation in four campaigns a requirement for the 2017 granting period. Agencies are obligated to commit to two (2) Impaired Driving Campaigns and two (2) Occupant Protection campaigns.

The agencies used their equipment funds to purchase check point lighting systems and sign packages, emergency lighting, fatal vision goggle kits, PBT's, rechargeable flashlights, in-car video systems, reflective vests, speed monitoring devices, speed monitoring signs, and traffic cones. This equipment is to directly support the agencies in their activities as it relates to the impaired driving and occupant protection enforcement activities. The lighting systems, reflective vests, cones, and sign packages were utilized for the checkpoints throughout the year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-600-664	Vermont Law Enforcement	405,000	354,987.43	\$402

Law Enforcement Support

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

Project Evaluation

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

Highway Safety Program Coordinators

GOAL: To sustain GHSP's ability to manage, coordinate and evaluate sub- awardee performance in police traffic services.

Strategies

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

Project Evaluation

The HS Program Coordinators worked throughout the year to review and assist the sub-awardees to manage their projects effectively. For the law enforcement and equipment sub-awards, each agency's activity was reviewed for: the monthly financial reporting, and quarterly progress reports for each grant. The enforcement grants required tracking and submission of pertinent data and statistics documenting their enforcement hours, contact numbers, citations, arrests and patrol activity. The municipal Police Departments and County Sheriff Departments underwent a fiscal review and were monitored by the VTrans Contracts and Grants Unit.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-290	HS Program Coordinator #1	93,750	73,306.52	\$402
NH16402-290	HS Program Coordinator #2	106,250	68,804.10	\$402
NH16402-290	HS Program Assistant	25,000	4337.39	\$402

Law Enforcement Liaisons

GOAL: To strengthen Vermont’s current highways safety initiatives as outlined in the Highway Safety Plan (HSP) through evidence-based efforts designed to reduce motor vehicle crashes, fatalities, and serious injuries.

Strategies

Vermont’s LEL will provide law enforcement expertise, encourage involvement in traffic safety initiatives and act as a liaison between the state’s law enforcement community and the GHSP staff.

Project Evaluation

The LEL will communicate and coordinate law enforcement activities in collaboration with the Governor’s Highway Safety Program (GHSP) and the Vermont Highway Safety Alliance (VHSA) in order to maximize outcomes. Increasing law enforcement participation in highway safety activities and programs will enhance the success of achieving the State Highway Safety Office’s (SHSO) goals and objectives. Through strong networking and established relationships, the LEL must also be prepared to lead Vermont highway safety partners and stakeholders through emerging issues and trends. In turn, their participation in the many activities generated through the VHSA ensure they are better equipped to stay informed regarding state and national trends due to information sharing and through having immediate access to real-time data. This information is then made available to the vast network of partnerships built by the LEL. Expanding partnership opportunities with the VHSA, increasing law enforcement participation in the High Visibility Enforcement (HVE) campaigns, national campaigns, the Occupant Protection and Impaired Driving Task Forces are all priorities of the Vermont LEL.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-012	LEL #1 - South	50,000	50,000.00	\$405(d)
NH16402-283	LEL #1 - South	56,250	25,410.12	\$402
NH16405D-013	LEL #2 - North	50,000	42,534.67	\$405(d)
NH16402-284	LEL #2 - North	56,250	10,633.65	\$402

Crash Reconstruction Support

GOAL: To provide support for Vermont State Police Crash Reconstruction in developing a team of officers trained in the skill, science, and technology of crash reconstruction with the goal of providing an effective response to each crash incident.

Strategies

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

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

police agency in Vermont with a Crash Reconstruction Team, the grant allows members of the VSP to attend training that is not provided within the state of Vermont. It also provides equipment, equipment maintenance, and upgrades.

The team has increased to 15 reconstructionist who maintain a significant amount of equipment to collect and diagram evidence from crash scenes. The reconstructionist also obtains Event Data Recorders from vehicles airbags and powertrain control modules to determine critical factors and causations, such as speed, engine throttle and braking.

Project Evaluation

GHSP assisted in the ongoing education of the crash team members. There were several out of state trainings attended, including the Pennsylvania State Police Crash Reconstruction Seminar, and on various collision analyses, and GHSP funded 3 troopers to attend in the grant period. The seminar prepared the troopers to take the ACTAR exam the National accreditation for crash reconstruction. The troopers are awaiting the results of the test for accreditation.

The team averages responding to 60 serious injury/fatal collisions per year. Many of calls are to assist local and county law enforcement agencies. The Crash Reconstruction team's support in these serious crashes has undoubtedly improved overall traffic reporting in determining the most accurate causation of the collision. Complete and extensive investigation of traffic crashes provides the first step toward successful determination of causation factors and subsequent adjudication, when appropriate.

GHSP funded the purchase of the software updates for the reconstruction equipment, including an EDR Kit, the Crash Data Retrieval (CDR) software and cables that plug into vehicles. Additional equipment funded was crash scene lighting and a Topcon Total Station.

The Topcon Total Station's Buy America waiver from NHTSA was not received by the close of the FFY2016 and so the equipment will be purchased in FFY2017.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-280	Vermont State Police	198,788.20	22389.71	\$402

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Motorcycle Program

State Motorcycle Rider Education Program

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

Strategies

In 2016, The Vermont Rider Education Program (VREP) presented a basic motorcycle safety course for individuals interested in obtaining a motorcycle endorsement for their driver's license. Training includes exercises designed to teach the basics of motorcycle operation and work on enhancing skill levels. The program also includes discussions on wearing proper riding gear (DOT helmet, eye protection, full fingered gloves, motorcycle riding jacket and pants, and over the ankle footwear), the risks associated with using drugs or alcohol while riding, and how to be visible to other motorists. The program also offered experienced RiderCourses, which are designed for individuals that already have some experience riding a motorcycle and are looking to improve their riding skills. There are eight training sites around the state. Rider course instructor training was also offered. In addition, regular media messaging aired during the motorcycle riding season.

Project Evaluation

During the program's 2016 training season 1,109 students attended courses at the nine sites (110 courses); 985 successfully completed. Many students wish to take the course early in the training season in order to have more riding time available.

In 2016, the program purchased 32 new motorcycle helmets to replace the helmets at the program's Berlin and Dummerston training locations.

In the spring of 2016 the Vermont DMV Rider Education Program updated the curriculum used to train novice students to the Motorcycle Safety Foundation's revised Basic RiderCourse (BRCu) curriculum. In April and May, the program's instructors attended one of four three-day training sessions to become certified in the new curriculum. Once training was completed each of the program's eight training locations were remarked for the BRCu.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405F-000	Vermont Department of Motor Vehicles	70,000	58,694.83	\$405(f)

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Community Educational Programs

Local Law Enforcement Educational Programs

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

Strategies

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

Project Evaluation

In 2016 the local law enforcement agencies, including Orange County Sheriff's, Essex County Sheriff's and the Northfield Police Department continue several successful, interactive community education activities with local driver education classes, youth bike safety rodeo, local Safety Days, and Texting and Driver Safety awareness. Orange County Sheriff's and the Northfield Police Department have also increased the inclusion of other highway safety partners such as the Youth Safety Council of Vermont's TOT program and the Vermont Department of Health's child passenger safety program. Both departments continue to use social media tools such as Facebook and Twitter to publicize educational events. This has proven to be an excellent outreach tool for the local communities.

2016 Orange County Sheriff's Department Activities

Distracted Driver Training at Norwich University assisting Northfield PD
Local high School Drivers Education Classes / Fatal Vision Goggles
Mock Impaired Driving Crash at Norwich University for College and High School Students
Conducted Impaired Driving in local High Schools
Assisted with multiple CPS inspections

2016 Essex County Sheriff's Department Activities

Participation with the Lunenburg Old Home Day / Topics of Impaired and Distracted Driving with OP
Local high School Drivers Education Classes / Rollover Simulator
Conducted Impaired Driving in local High Schools

2016 Northfield Police Department Activities

Distracted Driver Training at Norwich University
Northfield High School Drivers Education Classes / Fatal Vision Goggles
Mock Impaired Driving Crash at Norwich University for College and High School Students
Assisted with another mock Impaired Driving Crash at U32 High School
Northfield Middle / High School Wellness Day, Highlighting Distracted and Impaired Driving and OP
Conducted Impaired Driving demo to Civil Air Patrol Unit
Multiple CPS Inspections

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-412	Orange County Sheriff's Department	5,000	3,427.02	\$402
NH16402-410	Essex County Sheriff's Department	3,000	3,000.00	\$402
NH16402-411	Northfield Police Department	4,500	721.08	\$402

Local Motion Safe Streets Coalition

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

Strategies

The state-wide non-profit Local Motion leads the Safe Streets Network, a broad-based campaign to reduce crashes, injuries, and deaths for people on foot and on bike. To this end, Local Motion targets declining teen helmet use, unsafe bike rider and pedestrian behavior, lack of public awareness about bike-ped rights and responsibilities, low walk and bike mode share, driver inattention in populated areas and gaps in law enforcement training. Strategies to address these areas range from helmet distribution events, to safety workshops and classes, to large-scale outreach, and trainings with local and state LEOs.

Project Evaluation

For FFY 2016, Local Motion reached and exceeded the majority of their education and outreach goals in Vermont. This included two bike safety presentations designed for college students that had over 200 young adults in attendance, over 6,000 children trained in bike safety skills and over 800 helmets distributed to youth/teens/young adults. In addition, almost 6,000 bike safety brochures and over 5,000 Parent's Guides were distributed through partners state-wide. It has been recognized that parent education as a "habit building" tool for youth, and they continue to expand their distribution opportunities as community partnerships continue to grow and move forward. Local Motion recognized that parent/child education isn't enough, and other audiences need to be targeted as well. Over 167 law enforcement officers were trained in strategies for using law enforcement to improve walk-bike safety, and more than 350 bike lights were distributed to high-risk groups, such as nighttime riders without lights and college students.

This program has also spent a significant part of the year developing a new community engagement platform, which will accelerate the capacity of the organization to coordinate community groups state-wide, identify potential safety ambassadors, and strengthen the network of safe streets partners. The platform launched in May and has already proven itself to be a powerful tool for education and partner support. Local Motion has also developed several new educational materials, including interior bus signs about walk, bike, driving safety, a re-designed Safe Streets brochure, and a handout for young adults highlighting the most common bike law infractions by this demographic. Keeping outreach fresh by cycling through different types of outreach will make sure the public stays engaged with the safety campaigns.

2016 Local Motion Safe Streets Coalition	
Number of grade-school students in school and rec programs trained in Bike Smart	6055
Number of community events organized/participated in	48
Number of ambassadors in state-wide online network	77
Number of counties in state-wide ambassador network	10
Number of helmets distributed to youth & teens	673
Number of helmets distributed to young adults	250
All helmets distributed	811
Reflective Gear	111
Bike Lights	357
Bike Bells/ Mirrors	36

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-413	Local Motion	100,000	99,291.27	\$402

Vermont State Police Educational Program

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

Strategies

The VSP conducts interactive highway safety presentations for teen driver education classes at schools, businesses, and other community groups, particularly in jurisdictions where they provide primary local coverage. One focus in FFY16 is targeted teen driver education classes with emphasis on alcohol impairment, speeding, distracted driving, occupant protection and motorcycle safety. VSP also coordinates an active educational presence with the VHSA at the Champlain Valley Exposition, the larger of the state's two statewide summer fairs, and provides education in conjunction with the enforcement campaigns targeted to the public at large. VSP continually used Facebook to promote safety messages to reach a broader public.

Project Evaluation

The Vermont State police participated in a number of public speaking traffic safety events during the year for a total of

307 hours. Events were held for Car Seat Safety Schools, Drivers Ed classes, Lake Monsters Games and the Champlain Valley Fair. The grant was also used as part of the 'Drug Impaired Training for Educational Professionals' program. Events were evaluated by the participating troopers to assess the effectiveness of the project.

Grant funds supported the purchase of education messaging materials for these events, which included the message "Drive Sober or Get Pulled Over". Other items distributed were brochures, highway safety coloring books and handbooks. Additionally, several printed sandwich type boards were purchased to advertise child seat inspection stations.

2016 Vermont State Police Highway Safety Program	
Public Speaking Traffic Safety Events	Multiple
Car Seat Safety	Multiple
Schools, Drivers Ed classes	Multiple
Lake Monsters Games	Multiple
Champlain Valley Fair	Multiple
Drug Impaired Training for Educational Professionals	Multiple
Total hours	307

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-081	Vermont State Police	30,000	16,398.75	\$405(d)
NH16402-415	Vermont State Police	38,500	17,412.65	\$402
NH16405B-021	Vermont State Police	20,000	16,398.75	\$405(b)

Vermont Victim Impact Panel

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

Strategies

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

Project Evaluation

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

In 2015 they released a second production video based on the story of Victim Impact Panel speakers was created and distributed to all sites providing the Safe Driving Program and to all Drivers Education teachers statewide.

The annual Red Ribbon Ceremony was held at the Statehouse on December 10th, 2015 in commemoration of those impacted by DUI throughout the year. This was well attended by multiple Law Enforcement Agencies as well as the GHSP staff.

The Department of Corrections has not billed as of this date.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16405D-082	Vermont Department of Corrections	20,000	0	\$405(d)

Youth Safety Council of Vermont

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

Strategies

The GHSP funds the Youth Safety Council (YSC) educational project of interactive presentations at teen drivers' education classes around Vermont using the Vermont DMV curriculum 'Turn Off Texting' (TOT). The program involves driving a golf cart course twice, once without texting and the second time using a cellphone to text.

During this FFY17 period the YSCVT entered a partnership with a driving simulator provider who will, in the next cycle of support, enable mid-winter 'Turn Off Texting' demonstrations in a mobile classroom that travels to high schools.

Project Evaluation

Priority activities for FFY2016, included the following:

- › During the FFY16 grant, the Turn Off Texting (TOT) course was scheduled at 76 sites across Vermont during the grant term. The program is increasingly well received, in demand and provides great media opportunities to help create awareness for the driving public.
- › The TOT program conducts regular surveys during its training. In FFY 2016 a total of 1,050 pre and post surveys completed and tabulated. Surveys are given before and just after the intervention to measure the effectiveness of the program in changing students' awareness and behavior.
- › During the FFY2016 grant year, the Youth Safety Council's Director was an active member of the Vermont Highway Safety Alliance (VHSA) Education and Outreach focus group. This focus group seeks to create strategic collaboration around the implementation of highway safety programs, including teen highway safety education programs like TOT.

2016 YSC of Vermont	
Number of TOT sites conducted	76
Total TOT student contacts	1050

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-417	Youth Safety Council	65,000	40,487.13	\$402

Workplace Traffic Safety Program

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

Strategies

Project RoadSafe, based at the Associated General Contractors of Vermont, engages in statewide and regional workforce safety forums and conferences and conducts employer worksite requested presentations to provide education/training and materials on highway safety. They also offer the NSC certified Alive@25 course at Vermont's technical career centers. Their instructors are certified by the National Safety Council, AAA, and AARP to give instruction in their programs. They maintain a program website and distribute an eNewsletter.

Project Evaluation

AGC/VT reported involving more than 2500 people of all ages in various RoadSafe activities. This extensive activity ranged from participation in trade shows and conferences (100+) to workplace safety trainings (600+) to classroom driver training safety presentations (600+). RoadSafe was also involved in several other activities around the state, including the Regional Planning Commission forums, the Drivers Education Summit put on by the Vermont State Department of Motor Vehicles Division, and several other on-site presentations at company safety day events.

AGC continues their work with the National Safety Councils course, "Alive@25." This course was offered again this year in Vermont's Tech Schools, with 55 students attending five different sessions. The bi-annual AGC Technical Career day attracted more than 200 students for extensive training in workplace safety procedures and highway traffic safety. In addition, AGC staff conducted the four- hour course, "DDC-4 defensive driving", with more than 60 employees from several different companies successfully completing this course.

AGC Staff participated in the annual rotation of statewide safety conferences for the public and private trade and business sectors providing driver safety materials and several driver safety mini-training sessions for hundreds of attendees. RoadSafe also discussed its program at the regional forums conducted by the Vermont Highway Safety Alliance.

The Project RoadSafe eNewsletter continued its semi-monthly distribution while posting relevant driver safety information and a regularly updated training schedule and other information on the AGC website.

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

2016 AGC – Project Roadsafe and Alive@25

Number of students taught through Project Roadsafe	2500
Trade Show Training Participation	100 +
Workplace Safety - Driver Training	600 +
Classroom - Driver Training	600 +
Number of students taught through Alive@25	55
Technical Career Day - Highway Traffic Safety Training	200

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-416	Associated General Contractors of Vermont	95,000	93,835.38	\$402

Teen Driver Educator Summit

GOAL: To provide a consistent and continued education for Vermont driving schools and school based instructors. To help the capacity of teen educators statewide provide up to-date and data-informed driver education instruction to teenage drivers.

Strategies

The fourth annual Summer Teen Driver Education Summit, The Deadly Ds: Distracted, Drowsy, Drunk, and Drugged Driving, was held on July 28th, 2016 at St. Michael’s College. This annual day-long summer institute is a collaboration between GHSP and the Department of Motor Vehicles designed to provide a full day of professional development credits to enhance the skills and capacity of driver educators (commercial and school-based) to fully engage teen drivers and their parents during their course sequence. The day includes plenary sessions of legislation, enforcement, education, bike safety, and evaluation information from state and national sources. There are workshops to introduce and share tested curriculum and other tools. There is also interactive time to connect with some of the community-based programs and various resources available to supplement driver education offerings.

Project Evaluation

Approximately 85 participants were welcomed by the Commissioner of the Department of Motor Vehicles, Driver Training Coordinator of the Department of Motor Vehicles, Education Program Coordinator of the Governors Highway Safety Program, and Chief of the Governors Highway Safety Program. The Director for the Department of Motor Vehicles Safety and Enforcement gave an update on current Legislative Highlights. Highlights.

Lectures this year included:

- > Drowsy Driving by Dr. Higgins of NHTSA
- > Distracted Driving by Karen Torres of “All4UDAD-A Daughter’s Honor.”
- > Drug Recognition Expert -Inspector Genevieve Paul (DMV Enforcement),
- > Ignition Interlock Program – Chauncey Liese DMV,
- > AAA Cannabis Study – Daniel Goodman, and
- > Distracted Driving and Organ Donation – Jim Carter

A resource fair, exhibits, and demonstrations were set up for participants to interact with local vendors and agencies while viewing and learning about the programs and equipment.

Overall, the evaluations were positive.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-414	Various Vendors	3,000		\$402

Community Programs Coordinator

GOAL: To coordinate and manage GHSP education grants and related contracts.

Strategies

This full-time staff position is split between community education programs and the Traffic Records Coordinator duties. Community education responsibilities involve management and monitoring of the education grants and activities, and related contracts for education events and public education materials. Regular document review, site visits and technical assistance with grantees and contractors; attend training for professional development and collaborative meetings with highway safety partners as needed, including the VHSA Education and Outreach Focus Group. This staff member also provides support with program evaluation for all education grants and GHSP projects.

Project Evaluation

The Community Programs Coordinator (CPC) reviewed grant reports monthly and quarterly in accordance with AOT and GHSP grants management policy. Site visits were conducted as necessary. Grant application workshops were conducted for the 2016 grant cycle. Regular communication was maintained from start to finish with partners and contractors. The CPC served on the VHSA Education and Outreach Focus Group, was the acting interim chair of the OP802 Task Force and attended other relevant highway safety partner meetings and events as requested.

The time-reporting for this position will indicate which portion of the person's time will be on traffic records and which portion of their time will be focused on community programs.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-400	Community Programs Coordinator Employee	45,000	28,535.27	\$402

GHSP Partners Travel and Training

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

Strategies

Provide funding and support to selected non-law enforcement partners to enable travel and attendance at trainings selected by GHSP and promoting NHTSA traffic safety priorities.

Project Evaluation

Traffic safety related training opportunities can emerge without much prior notice. Information and technology often appear after the state's Highway Safety Plan has been created, submitted and subsequently approved. Funding this project provides GHSP's non-law enforcement partners with the opportunity to participate in trainings that they couldn't otherwise attend. This project ensures GHSPs highway safety agency partners (non-law enforcement) can attend specific, selected trainings and workshops which will ultimately enhance the state's traffic safety environment.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-421	Various Vendors	19,186.21	19,186.21	\$402

Lifesavers Highway Heroes Awards

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

Strategies

GHSP hosts an annual awards ceremony to officially recognize those individuals and organizations displaying extra effort and energy promoting the GHSP priorities during the past year. The gathering encourages networking and relationship-building between diverse highway safety advocates. The GHSP is looking at ways to consolidate awards recognition and is looking to incorporate this project in with other Highway Safety programming.

Evaluation

During FFY15 the VHSA began to discuss including awards in the VHSA Annual Meeting. GHSP encouraged the VDH CPS program to initiate its own awards program during Child Passenger Safety Week. Discussion was held about how best to re-define the Lifesavers Highway Heroes event.

The VHSA was planned for October 26th and the VLEC awards were scheduled during that programming. The event in 2015 took place before FFY2016 began and therefore no expenditures for this project took place in FFY2016.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH16402-420	Various Vendors	16,000	0	\$402

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Paid Media

DUI 2015-16 Football Championship Season Media Planning and Buying

GOAL: This campaign was aimed at reaching Vermonters encouraging them to abstain from drinking and driving surrounding the celebrations for the end of the 2015 Football Season and Super Bowl 50.

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

Campaign Dates: January 18, 2016– February 7, 2016 (Super Bowl 50)

Communication Channels: Television | Internet

Strategies

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

Media Tactics

Medium	Programming
Television	Placed television spots primarily in football programming including the Super Bowl 50 game (95% of the buy was allocated to sports). 
Internet	Purchased video ad placements on Google/YouTube and this channel provided 13,002 in stream videos.

Frequency of Message

Demo	Reach	Frequency
Adults 18-34	44.8%	2.2

Campaign Costs

Budget	\$30,000.00
Television	\$23,727.75
Internet Spend	\$ 1,642.16
Media Planning, Buying and Management and Creative	\$ 4,375.00
Total Spent	\$29,744.91

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-406	HMC Marketing	30,000.00	29,744.91	\$402

Drug Impaired Driving

GOAL: The objective of this initiative: to reduce incidents of drugged driving with the ultimate goal of zero deaths statewide. In addition, to build awareness around the impacts of marijuana and other drugs and driving; the consequences of drug impaired driving are the same as DUI.

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


Campaign Dates: March 7 – April 24, 2016 (seven weeks)

Communication Channels: Television | Radio | Internet

Strategy

Incorporate the most relevant communication channels to gain the greatest reach and provide the most exposure of the message to the primary target audience.

Media Tactics

Medium	Programming
Television	Place television spots mostly in prime-time programming -- 47% of the buy has been allocated to this daypart.
	
<i>Est. Added Value</i>	<i>A total of 977 additional spot placements on both broadcast and cable were negotiated at no charge. The majority of these spots came from cable since the broadcast stations were limited by political lowest unit rate restrictions. Added value: \$2,274.65</i>
Radio	Radio spots aired on broadcast stations where ratings indicate the young target audience skewed male was most likely to be listening including country, classic rock and alternative formatted stations.
<i>Est. Added Value</i>	<i>A campaign total of 581 spots were negotiated at no charge as well as news/weather/sports sponsorships wherever available (39% of the buy) estimated added value of \$12,782.00</i>
Internet	To further expand reach and to utilize the newly created video assets, pre-roll and display ad placements were made on YouTube (24580 clicks received), Hulu, Acuity (an ad network) and Xfinity.com recognizing that these channels have greater usage by younger adults. Pandora on-line radio was also included as part of the internet campaign.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 192,000 impressions of added value banners on Pandora: value- \$1,344 8,333 impressions of added value video on Hulu: value- \$297 Total: \$1,641</i>

Frequency of Message

Demo	Reach	Frequency
Adults 18-34	79.8%	7.7

Campaign Costs

Budget	\$75,000.00
Television	\$31,989.22
Radio Spend	\$17,138.55
Internet Spend	\$14,823.82
Media Planning, Buying and Management and Creative	\$10,825.00
Total Spend	\$74,776.59

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-102	HMC Marketing	31989.22	74,776.59	\$405(d)

Occupant Protection Memorial Day

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

Primary Target Audience:

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



Campaign Parameters: May 16 – May 25, 2016 & June 27 – July 17, 2016

Communication Channels: Television | Radio | Internet

Strategies

Utilized television as the primary medium to reach the target audience supported by video placements on internet channels across desktop, tablet and mobile platforms. Radio was also used to gain frequency and further extend the reach.

Media Tactics

Medium	Programming
Television	<p>Utilizing both local produced and NHTSA produced video, placed television spots largely in prime-time programming--69% of the buy was allocated to this daypart.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>This locally produced spot called "Stay Independent" ran from 5/17 – 5/25</p> </div> <div style="text-align: center;">  <p>This NHTSA produced spot called "Second Chance" ran from 6/27 – 7/17</p> </div> </div>
<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's television CIOT buy were made up on this year's campaign plus no charge bonus spots due for an additional 365 spots on broadcast and cable; an added value of \$10,015</i>
Radio	Radio spots aired on broadcast stations where ratings indicate Men 18-34 are most likely to be listening like country and rock formatted stations. No charge spots were negotiated with the stations due to client non-profit status.
<i>Est. Added Value</i>	<i>Negotiated 277 additional :30 and :10 spots (36% of the buy) at no charge for an added value of \$4,986</i>

Frequency of Message

Demo	Reach	Frequency
Men 18-34	84.4%	7.4

Campaign Costs

Budget	\$115,000.00
Television	\$39,888.07
Radio Spend	\$13,542.20
Internet Spend	\$10,369.43
Media Planning, Buying and Management and Creative	\$47,595.00
Total Spend	\$111,394.70

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-501	HMC Marketing	36,000.00	35,022.50	\$402
NH16405B-011	HMC Marketing	79,000.00	76,372.20	\$405(b)

Bicycle Safety

GOAL: After four straight years with no bicycle fatalities (2011-2014), there were five bicycle related deaths on Vermont's highways during 2015. Incapacitating injuries to cyclists involved in crashes jumped from four in 2014 to 12 in 2015. The purpose of this campaign was to reach both motorist and bicyclist through numerous media channels delivering the importance of sharing the road message.

Primary Target Audience: Adults 18-34


Campaign Parameters: May 30 - July 3, 2016

Communication Channels: Television | Radio | Internet

Strategies

The media plan included the use of mass media and online media channels in an effort to reach Vermonters statewide. The buy focused on the most relevant channels used by the target audience.

Media Tactics

Medium	Programming
Television	Placed television spots mostly in prime-time programming--over 53% of the buy has been allocated to this daypart. To complement prime time, 15% of the budget has been placed in news programming.
	
<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's buy were made up on this year's campaign plus no charge bonus spots due for an additional 301 spots on broadcast and cable; an added value of \$4,816</i>
Radio	Radio spots aired on broadcast stations where ratings were highest for the young target audience. Emphasis was placed on afternoon, evening and weekend time periods when motorists are most likely to be listening in their cars and encountering bicyclist.
<i>Est. Added Value</i>	<i>Negotiated 277 additional :30 and :10 spots at no charge for an added value of \$4,986</i>
Internet	To utilize the newly created video asset and to increase reach and frequency, ad placements were made on YouTube (19,387), Hulu, and Xfinity.com/CSV+ recognizing these digital video channels have increased usage by younger adults.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 1,309 impressions of added value banners and over-delivery of the video on Hulu. Total value: \$42.90</i>

Frequency of Message

Demo	Reach	Frequency
Adults 18-34	73.6%	5.9

Campaign Costs

Budget	\$50,000.00
Television	\$22,639.13
Radio Spend	\$14,298.00
Internet Spend	\$5,396.39
Media Planning & Buying	\$7,445.00
Total Spend	\$49,778.52

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-504	HMC Marketing	50,000.00	49,778.52	\$402

Motorcycle Safety

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

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

Primary Target Audience: Adults 18+

Campaign Parameters: Motorcycle Safety Month May 2 – July 31, 2016 and also in support of

- > Americaid: June 7-11
- > Laconia Motorcycle Week: June 11-19

Communication Channels: Broadcast Radio

Strategies

Utilize traditional radio for its mass reach and place ads on stations with the highest ratings statewide.

Media Tactics

Medium	Programming
Radio	Ads were placed broadly Monday through Friday, 6am-7pm, to take advantage of lowest unit rates. Radio stations are chosen based on the highest ratings for listenership according to Nielsen audio research data for the State of Vermont. Pandora digital radio was included to increase reach, including both audio and display (banner ads).
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Added value for broadcast radio: \$11,736 or 652 additional spots. For Pandora: 184,612 impressions (banner ads) or \$1,202 of added value.</i>

Frequency of Message

Demo	Reach	Frequency
Adults 18+	52.4%	12.8

Campaign Costs

Budget	\$58,000.00
Radio Spend	\$41,104.00
Media Planning, Buying, Creative (radio) and Management	\$14,412.50
Total Spend	\$55,516.50

Speeding

Campaign Objective

This campaign is an effort to deter people from speeding. Speeding-related traffic fatalities most often occur on non-Interstate roadways -- where the posted speed limits are 55 miles per hour or less. Drivers of all ages may exceed posted speed limits, but the relative proportion of speeding-related crashes to all crashes decreases with increasing driver age. The goal of this initiative is to remind people to slow down.

Primary Target Audience: Men18-34

Campaign Parameters: July 4 – August 7, 2016

Communication Channels: Radio | Internet

Media Strategy

Utilized newly produced :30 audio spots placed across both traditional/mass media broadcast as well as digital media targeted specifically at the primary demo.

Media Tactics

Medium	Programming
Radio	Placed ads on stations with the highest Nielsen Audio for young adult men. Stations included classic rock, country, and sports talk. Stations with the highest ratings for the target audience ran spots every week of the flight throughout the day and into the evenings & weekend. Other stations with slightly less ratings for men ran spots every other week during the campaign. Stations for every three spots purchased. Additional no charge spots and weather and/or news billboards were also negotiated as added value.
<i>Est. Added Value</i>	<i>An additional 1,136 (or close to 34% more) spots were included for a total of \$13,518.40 in added value.</i>
Internet	Purchased audio ad placements on Pandora targeted by age, geo and genre of music.

Frequency of Message

Demo	Reach	Frequency
Men 18-34	74.5%	12

Campaign Costs

Budget	\$50,000.00
Radio Spend	\$39,472.00
Internet Spend	\$ 2,874.38
Media Planning and Buying	\$ 7,445.00
Total Spend	\$49,791.38

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405B-013	HMC Marketing Media Buy	50,000.00	49,861.00	\$405(b)

Child Passenger Safety

Campaign Objective

This campaign ran during the back-to-school timeframe which offers a heightened awareness of children's safety and protection. Child passenger safety is a dynamic and ever-changing field. The parents who need information about infant seats and how to use them correctly today is perhaps not the same group needing that information last year. Likewise, the parents who needed to know year about infant seats last year are now struggling to properly restrain a toddler. This campaign reinforced the importance of proper child passenger restraints no matter the age of the child.

Primary Target Audience: Adults 18+ (Including parents, caregivers, day care and after school program providers, school officials, coaches and teachers)

Campaign Parameters: August 15 – September 18, 2016

Communication Channels: Radio | Internet

Media Strategy

Utilized newly produced :30 audio spots placed across both traditional/mass media broadcast as well as digital media targeted specifically at the primary demo.

Media Tactics

Medium	Programming
Radio	The media plan used the newly produced :30 audio spot placed across traditional broadcast radio. Spots were placed on top rated stations for Adults 18+ statewide and ran primarily Monday through Friday from 6am to 7pm when listenership is the highest. The agency's non-profit status was utilized to negotiate lowest/best vendor rates as well as for any possible added value.
<i>Est. Added Value</i>	<i>An additional 966 (or 32% more) spots were included for a total of \$13,137.60 in added value. Internet</i>
Internet	Purchased audio ad placements on Pandora targeted by age, geo and genre of music.

Frequency of Message

Demo	Reach	Frequency
Adults 18+	58.9%	9.9

Campaign Costs

Budget	\$50,000.00
Radio Spend	\$39,916.00
Internet Spend	\$ 2,500.00
Media Planning and Buying	\$ 7,445.00
Total Spend	\$49,861.00

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405B-013	HMC Marketing Media Buy	50,000.00	49,861.00	\$405(b)

DUI Labor Day

Campaign Objective

To communicate Vermont's impaired driving laws; increasing the public perception of the risks of detection, arrest, prosecution, and sentencing due to impaired driving, especially during the back to school and Labor Day time frame.

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




Campaign Parameters: August 17 - September 5 (in accordance with the NHTSA Communications Calendar)

Communication Channels: Television | Radio | Internet

Media Strategy

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

Media Tactics

Medium	Programming
Television	<p>Place television spots primarily in prime-time programming (44%) and sports (16%).</p> <div style="display: flex; flex-direction: column; align-items: center;">  <p data-bbox="1096 714 1461 745">:15 Mom’s Night Out/Plan Ahead</p>  <p data-bbox="1096 945 1461 976">:15 Game Night/Plan Ahead</p>  <p data-bbox="1096 1165 1461 1197">:15 Dinner Party/Plan Ahead</p> </div>
<i>Est. Added Value</i>	<i>Additional no charge spots were negotiated due to GHSP non-profit status equating to 388 spots or \$5,276.80 in added value</i>
Radio	Placed ads on stations where ratings indicate Adults 18-34 are most likely to be listening, like country and rock formatted stations. Spots were placed Monday – Friday 6a-7p and on the weekends 10a – 7p. One free spot was provided by most of the stations for every three spots purchased. Weather and/or news billboards were also negotiated as added value.
<i>Est. Added Value</i>	<i>An additional 809 (or close to 41% more) spots were included for a total of \$8.939.45 in added value.</i>
Internet	<p>Purchased video ad placements on YouTube (28,547 clicks), Hulu (84,961 impressions) and Xfinity to expand reach. Purchased audio ad placements on Pandora which includes banner ad placements at no charge.</p> <p>For the first time, placed the :15 videos on FACEBOOK to run as newsfeed ads in profiles matching the target audience (106,575 views and over 53,000 engagements). Some targeting included Facebook interests in concerts, parties, bars, nightclubs, drinking games, and alcoholic beverages.</p>
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 10,846 impressions of added value banners and over-delivery of the video. Total value: \$128.76</i>

Frequency of Message:

Demo	Reach	Frequency
Adults 18-34	91%	9

Campaign Costs:

Budget	\$110,000.00
TV Spend	\$26,489.22
Radio Spend	\$21,315.00
Internet Spend	\$13,780.53
Media Planning, Buying and Management; plus, Creative Development	\$47,820.00
Total Spend	\$109,404.75

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-092	HMC Marketing Media Buy	110,000.00	109,404.75	\$405(d)

Distracted Driving

Campaign Objective:

American's of all age groups are guilty of distracted driving due to texting, using a cell phone or smartphone, eating and drinking, talking to passengers, reading, using a navigation system, watching a video or adjusting a radio, CD player, or MP3 player, however, according to NHTSA drivers in their 20s make up 27% of the distracted drivers in fatal crashes. "Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety." The purpose of this campaign was to educate Vermonters about the dangers posed by distracted driving.

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

Campaign Parameters: July 18 - August 28, 2016

Communication Channels: Radio | Television | Internet

Media Strategy

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

Media Tactics

Medium	Programming
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Television	Placed television spots primarily in sports and prime time programming--almost 74.8% of the buy has been allocated to these time periods. Sports programming included NFL, Soccer, UFC, and the Olympics.
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Distracted driving takes more than time. It takes lives.

<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate an additional 326 spots at no charge for an estimated added value of \$8,035.90.</i>
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Radio	Placed radio spots on stations where ratings indicate the youngest adults are likely to be listening; stations with formats like country, Hot AC, Hip Hop, Contemporary Hits radio and sports talk.
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<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 642 :10 & :30 radio spots at no charge for an estimated added value of \$8,185.50</i>
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Internet	<p>Purchased video ad placements on YouTube (55,648 clicks/views), Hulu (70,802) and Xfinity to expand reach recognizing that these channels have increased usage by younger adults--especially of content viewed on mobile devices. Also purchased audio ad placements on Pandora for additional reach.</p> <p>Place video ads on FACEBOOK to run as newsfeed ads in profiles matching the target audience (154,891 video views & almost 103,000 engagements).</p>
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<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 3,051 impressions of added value banners and over-delivery of the video. Total value: \$105.93</i>
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Frequency of Message

Demo	Reach	Frequency
Adults 18-34	95.5%	12.9

Campaign Costs

	\$135,000.00
TV Spend	\$44,806.00
Radio Spend	\$24,771.00
Internet Spend	\$13,928.43
Media Planning, Buying and Management; plus, Creative Development	\$51,188.75
Total Spend	\$134,694.18

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-505/506	HMC Marketing Media Buy	135,000	134,694.18	\$402

Prescription Drug Impaired Driving

Campaign Objective


The objective of this campaign was to reach older adults through a targeted media plan delivering messaging that drugs (specifically prescription drugs) and alcohol users should develop social strategies to prevent them from getting behind the wheel of a car while impaired.

Primary Target Audience: Adults 50+

Campaign Parameters: October 3 – November 6, 2016 Communication Channels: Television | Radio | Internet

Media Strategy

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

Medium		Programming
Television	Placed television spots primarily in prime time, sports (football) and news (morning and evening programming).	
		
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate an additional 400 spots at no charge for an estimated added value of \$9,520.</i>	
Radio	Placed radio spots on stations where ratings indicate Adults 50+ are most likely to be listening like country, classic rock and news/talk formatted stations.	
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional 442 radio spots at no charge for an estimated added value of \$4,132.70.</i>	
Internet	Inserted video ad placements on Hulu, Xfinity & YouTube layering geographic, demographic and interest targeting for each placement.	
<i>Est. Added Value</i>	<i>Negotiated an additional 4,926 impressions as added value banners on HULU (not guaranteed) Total value: \$277.30</i>	

Frequency of Message

Demo	Reach	Frequency
Adults 50+	93.1%	8.5

Campaign Parameters

Budget	\$75,000
TV Spend	\$40,156.00
Radio Spend	\$18,188.00
Internet Spend	\$4,486.00
Media Planning & Buying	\$11,170.00
Total Spend	\$75,000

Note: The campaign is still being reconciled.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-102	HMC Marketing Media Buy	75,000	75,000.00	\$405D

Thanksgiving Occupant Protection

Campaign Objective

The objective of this campaign is to increase seat belt usage among all Vermonters, from the average of 85% to 90% usage. Combined law enforcement and paid media efforts are used for this initiative.

Primary Target Audience: Men 18-34


Campaign Parameters: November 14 - November 27, 2016

Communication Channels: Television | Radio | Internet

Media Strategy

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

Media Tactics

Medium	Programming
Television	Placed television spots primarily in prime time and sports programming-- over 61% of the buy has been allocated to this daypart. Placements include the Big Bang Theory, Survivor, Saturday Night Live and Football.
	
<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's television buy was made up for this year's campaign consequently resulting in approximately 192 spots at no charge or \$4,896 in added value.</i>
Internet	On-line video ad placements have been made on Comcast Spotlight Video Plus (CSV+), YouTube, Hulu and Facebook to expand reach recognizing the increased usage of these specific channels across tablet and mobile devices. Performance TBD.

Frequency of Message

Demo	Reach	Frequency
Men 18-34	92%	8.6

Campaign Costs

Budget	\$75,000
Television Spend	\$47,843.00
Internet Spend	\$15,526.20
Media Planning & Buying	\$11,170.00
Total Spend	\$74,539.20

Note: This campaign has not yet aired at the time of this report.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405B-010/012	HMC Marketing Media Buy	75,000.00	74,539.20	\$405(b)

DUI Holiday

Campaign Objective

The campaign's primary objective is to warn Vermonters of the dangers of drinking & driving especially around holidays and celebrations with the ultimate goal of decreasing DUI fatalities.

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

Campaign Parameters: December 14, 2016 – January 6, 2016 (mirrors NHTSA calendar)

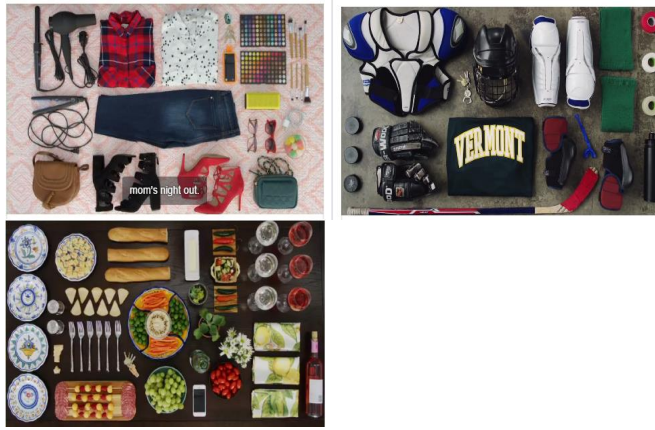
Timing: Communication Channels: Television | Radio | Internet

Media Strategy

The media plan utilizes the most relevant communication channels to gain the greatest media penetration toward the primary target audience. It includes the use of mass media (television & radio) as well as digital media.

Media Tactics

Medium	Programming
Television	Placed television spots on channels with high viewership of the target audience: primarily in sports & prime time programming with over 65% of the buy allocated to these dayparts.



Est. Added Value Bonus spots were negotiated based on rating point under delivery from the 2015 campaign and due to non-profit status. Amount received TBD.

Radio Radio spots have been purchased to air on broadcast stations with the high ratings of the target audience. Research indicates they are most likely to be listening to formats such as country and rock formatted stations.

Est. Added Value Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Amount received TBD.

Internet Purchased video ad placements on YouTube, Hulu, The WeatherChannel.com, Xfinity, and Facebook. Performance TBD.

Frequency of Message

Demo	Reach	Frequency
Adults 18-34	91.8%	8.9

Campaign Costs

Media Spend	\$75,000
Television Spend	\$35,000.00
Radio Spend	\$18,250.00
Internet Spend	\$10,000.00
Media Planning and Buying (campaign placements still in progress)	\$11,705.00
Total Spend	\$74,955.00

Note: This campaign has not yet aired at the time of this report.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-091	HMC Marketing	75,000	74,955.00	\$405(d)

Sports Marketing Campaign

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

Strategies

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

Evaluation

Alliance Sports ran the campaign at the following venues at 2016:

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

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405D-094	Alliance Sports Marketing	164,700.00	115,250	\$405(d)

Public Information and Educational Material

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

Strategies

Developing pertinent highway safety promotional materials for public distribution.

Project Evaluation

There were no expenditures on this project during FFY16.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-510	Various Vendors	15,000	0	\$402
NH16405D-095	Various Vendors	15,000	0	\$405(d)
NH16405B-023	Various Vendors	15,000	0	\$405(b)

Evaluation and Data Collection

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

Annual Safety Belt Survey

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

Strategies

In 2015 the University of Vermont Centers for Traffic Research began its first year as the contractor for Vermont's observational belt survey post Click It or Ticket campaign, using the new methodology approved by NHTSA in 2012.

Project Evaluation

This year's field survey was conducted during the months of June, July, and August in 2016. The post-enforcement rate for all front seat occupants was 80.4%, down from the 2015 high of 85.8%. This represents a sharp decrease from the previous several years.

For the past several years the usage rate has continued to hold remarkably steady. For some years, it seemed to vary in response to the CIOT campaigns, but for the past few years, even that variability has diminished, varying little from just below 85%. The overall rate has, for the past several years, also been unresponsive to the enforcement campaign, although, without a pre-enforcement survey, it is impossible to know this for sure.

The primary concern for Vermont's significant drop in the seatbelt use rate is with result of the weighting process. The statewide rate is significantly affected by the raw rates at just 4 of our 82 sites, with these four sites account for 72% of the weighting in coming up with the statewide average.

Each of these sites is on a low-volume, local roadway that doesn't see very much traffic, so each has a low daily vehicle-miles of travel. The weighting process responds to this by weighting these samples very highly, so they have an enormous influence on the overall weighted average, whereas they do not have a significant influence on the raw average.

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

As in previous years' enforcement appears to have reached a stable level. It is at least possible that a more targeted approach may be effective in situations where usage is unusually lax. Based on the data, such an opportunity may exist geographically to address low compliance rates among males and pickup truck occupants suggests a potential opportunity for more carefully targeted education/awareness/ "consciousness raising" efforts.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405B-020	University of Vermont Traffic Research Center	60,000	16,500.00	\$405(b)

Attitude Survey

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

Strategies

The Attitude Survey conducted by phone in August 2016 by the Center for Research and Public Policy. This survey reached 500 Vermont resident licensed drivers via landline or cell. The 2016 survey instrument remained mostly intact from 2015 with additional survey questions in the areas of CPS, Motorcycle Safety, and Pedestrian Safety.

Project Evaluation

Highlights of the survey results include the following:

On Enforcement...

- › Nearly three-quarters of all respondents, 72.4% (up somewhat from 70.8% in 2015 and down somewhat from 74.4% in 2014), indicated they thought it was very (25.8%) or somewhat likely (46.6%) someone driving while impaired by alcohol or other drugs would be arrested. Another 23.8% indicated they felt an arrest would be somewhat unlikely or not at all likely.
- › Just over one-half of all respondents, 51.6%, (up from 46.6% in 2015 and 45.8% in 2014), believe the chances of getting a ticket for not wearing a seat belt was very (16.6%) or somewhat likely (35.0%). A smaller larger percent, 46.0%, suggested getting a ticket was somewhat unlikely or not at all likely.
- › Further, two-thirds, 67.8%, (up from 65.4% in 2015 and down from 69.2% in 2014), considered it very (22.8%) or somewhat likely (45.0%) someone would get a ticket for driving over the posted speed limit.
- › One-half of all Vermont drivers surveyed, 49.8%, indicated they considered it very (22.4%) or somewhat likely (27.4%) that they would receive a ticket when driving while using a hand-held phone to text or talk.

On Media Reach...

- › Just over one-half of all respondents, 84.0%, (up significantly from 62.2% in 2015 and 55.0% in 2014), indicated they have read, seen or heard messages about alcohol or drunk driving enforcement by police.
- › In a separate question, over two-thirds, 68.6%, (up significantly from 48.0% in 2015) suggested they have recently read, heard or seen messaging about drug-impaired driving enforcement.

- › Three-quarters, 74.8%, of those surveyed, (up significantly from 45.6% in 2015 and 43.8% in 2014), indicated they have read, heard or seen messages about seat belt enforcement by police.
- › The primary sources among “aware respondents” for any messages on alcohol or drug-impaired driving, highway safety, impaired/distracted/drugged/aggressive driving, seatbelt use or speeding included, in declining order: television (72.5%), newspaper (37.6%), signs/banners (34.0%), radio (30.9%), personal observation (15.1%) and the internet (14.3%).
- › Awareness of messaging on motorcycle safety among Vermont drivers was recorded at 48.0%.
- › The primary sources for the messages on motorcycle safety were reported as: television (27.4%), signs/banners (14.0%), radio (12.2%), newspaper (10.8%) and internet (6.0%). Many, 33.6%, suggested they had not seen any messaging on motorcycle safety.
- › Researchers asked each how aware they were of a new Vermont law allowing police officers to give tickets to anyone using any hand-held electronic device while driving or sitting idle in a car that is on an active roadway. A large majority, 81.6% (down from 95.6% in 2015), suggested they were either very (60.0%) or somewhat aware (21.6%) of the new law that took effect on July 1, 2015.

On Pedestrian behavior...

- › While 23.2% of respondents mentioned they never walk across, walk adjacent to or near active highway traffic during summer months, the remainder reported they did in frequency that ranged from daily to under 10 days monthly.
- › Of those that do, in-fact, walk near active highway traffic, 78.4%, noted they were very or somewhat concerned about their personal safety.
- › Further, while 70.4% suggested they never walk while talking or texting on a hand-held device, the remainder, 29.4%, indicated they did.

On Child Seat Awareness...

- › The largest group of survey respondents with an opinion, 25.1% noted that age eight was the appropriate age to move a child out of an approved child restraint. Many, 45.8% were unsure while the remainder offered ages that ranged from one to 18.
- › Most, 84.2% noted it was not advised to place a rear-facing infant seat in front of a working airbag. However, 3.4% suggested they felt it was advised to do so.

On Personal Behavior...

- › Two-thirds of all respondents, 67.2% (down from 67.6% in 2015 and up slightly from 66.4% in 2014), indicated they have never driven a motor vehicle within two hours after drinking alcoholic beverages over the last year. Another 0.8% were unsure or refused and the remainder (32.0%) suggested they had done so once or as many as more than 10 times.

- > Those suggesting they “always” wear their seat belt during the day was recorded at 90.8% (down from 93.2% in 2015 and 91.6% in 2014) while those indicating they “always” wear their seat belt at night was 91.6% (down from 94.6% in 2015 and 92.4% in 2014).
- > In a new question for 2015 and 2016, researchers asked respondents how strongly they would support or oppose a new “primary seat belt law” in Vermont allowing law enforcement to stop motorists for not wearing a seat belt. Two-thirds, 63.6% (down from 74.2% in 2015), suggested they strongly (49.6%) or somewhat (14.0%) supported such a law for Vermont. Some respondents believed the law already existed while others were unsure – 20.2% and 1.6% respectively. When those believing the law already exists and those unsure are removed from the data, 81.3% (down from 85.7% in 2015) are in support of such a new law.
- > Just 15.6% (up from 15.4% in 2015 and down from 19.4% in 2014) of all respondents could offer that they “never” drive faster than 35 miles per hour on a local road with a posted speed limit of 30 miles per hour.
- > Over one-half, 54.0% (down from 59.0% in 2015 and up from 50.8% in 2014), suggested they “never” drive faster than 75 miles per hour on a road with a posted speed limit of 65 miles per hour.
- > On driving while using an electronic communication device such as a cell phone, tablet or pad, nearly three-quarters, 72.4% (down from 74.4% in 2015 and up significantly from 45.2% in 2014), were able to tell researchers they “never” use such a device while driving. Fewer, 11.2% (up from 10.2% in 2015 and down significantly from 29.8% in 2014), suggested they do so frequently or occasionally. The remainder, 16.0%, said they “rarely” use a device while driving.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-310	Center for Research and Public Policy	8,125	8,125.00	\$402
NH16405D-099	Center for Research and Public Policy	6,500	4,875.00	\$405(d)

Traffic Records Program Coordinator/Data Support

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

Strategies

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

Project Evaluation

The Program Coordinator prepared for and maintained notes from all the TRCC meetings, posted documents to the TRCC SharePoint website, corresponded with member agencies and worked with the TRCC consultant to develop the annual TRCC application for the 2016 HSP. The Coordinator managed the bid/contract process for the Attitude Survey vendor and interfaced with the vendors for both the Attitude Survey and Belt Usage Survey during their implementation periods.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-300	Employee	45,000	27,284.97	\$402

Project Title: Program Evaluation

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

Strategies:

These evaluations are used not only to comply with NHTSA requirements, but to fine-tune programs and help plan resource commitments. The GHSP requested a Traffic Records Assessment for FY16. It is currently scheduled to take place during the period of October 2016 to January 2017.

Project Evaluation

The Occupant Protection Assessment was conducted in January 2016. Occupant Protection Assessment Key Recommendations:

Program Management

- › Restructure the grant application process to give more comprehensive planning capabilities and responsibilities to the Governor's Highway Safety Program (GHSP). For example, law enforcement agency grant applications must include a specific enforcement plan that mirrors the identified problems in their jurisdiction and GHSP Program Coordinators must monitor to ensure that the agencies are complying with enforcement parameters. In addition, while the use of the Click It or Ticket Task Force is considered a best practice, care must be given to ensure that the guidance for the ensuing enforcement comes from GHSP and mirrors the data analysis that provides targeted locations, populations, and timeframes.
- › Consider the possibility of restructuring the duties among current Governor's Highway Safety Program staff to allow the Occupant Protection Coordinator the ability to manage both occupant protection law enforcement grants and occupant protection education grants. Similarly, the Impaired Driving Coordinator can manage impaired driving enforcement grants as well as impaired driving education grants. This would free up a Program Coordinator to assist with media/outreach and address other priorities, including distracted driving, speed, and/or pedestrian safety. In considering options for

restructuring, the Law Enforcement Liaison roles could include reviewing reimbursements from law enforcement partners to approve for payment.

Legislation/Regulation and Policy

- › Utilize the Vermont Highway Safety Alliance and the OP802 Task Force to coordinate efforts among the various occupant protection partners to establish a plan to educate legislators about and increase support for the passage of a primary seat belt use law. Cite self-report survey data indicating support for a primary enforcement law, gather saved by the belt stories, identify a law enforcement champion, collect law enforcement testimonials, utilize federal partner assistance, gather statistical evidence, promote corporate/fleet seat belt use policies/benefits of same, and/or engage local and regional government entities to assist in the effort.
- › Pursue a change to Title 23 V.S.A. §1259 by eliminating the language requiring that the operator must pay a penalty for the primary offense should the Agency of Transportation and the Governor's Highway Safety Program administration decide not to pursue primary legislation. This change would allow officers the discretion to issue a ticket for the secondary seat belt violation alone.
- › Consider adding a provision to the teen licensing laws to allow for recall of the Learner's Permit or the Junior Operator License if a teen driver is cited for not wearing a seat belt.

Law Enforcement

- › Set a top law enforcement goal and priority of increasing public perception that they will be ticketed for failing to comply with occupant protection laws.
- › Expand the Click It or Ticket Task Force significantly by increasing the number of committed officers and extending the areas and operational periods of deployment.
- › Establish minimum performance measures for law enforcement grantees and manage the deployment of law enforcement resources, ensuring that grant-funded selective enforcement patrols are deployed in numbers and at times and locations that maximize the impact on occupant protection.
- › Mandate training prior to selective enforcement patrols to relay strategies and information relative to the mission.
- › Set clear goals and expectations for officers assigned to funded occupant protection enforcement, and hold officers accountable for their productivity.

Communication

- › Develop a comprehensive communications plan to include, at a minimum, the following:
 - › Goals and objectives of the communications program;
 - › Objectives of the paid and earned media program(s);
 - › Details of the primary and secondary target audiences and any specific regions of the State, based on data;

- › Requirements for any new creative that will be developed, including methods to test the messages to ensure they resonate with the target audience(s);
- › Media buy plans by media type and region of the State and target audience(s);
- › Collateral materials such as fact sheets, seat belt and child restraint use data, frequently asked questions, etc.;
- › Template materials to aid law enforcement agencies, partners, and stakeholders in promoting the
- › Click It or Ticket mobilization as well as social norming messaging for use during non-high-visibility enforcement periods;
- › A timeline for the development and delivery of all communications; and
- › An ongoing evaluation plan to ensure that the messaging is effective, as well as to make mid-course corrections when it is found to be lacking.
- › Assign and train an appropriate Governor's Highway Safety Program staff member to be responsible for communications, materials development and review, and outreach.
- › Require that law enforcement agencies receiving Click It or Ticket grants include an earned media component and report their activities.

Occupant Protection for Children

- › Expand the network of child passenger safety technician proxies who are able to sign off on technician seat checks, ensuring that they are located in all geographic areas of the State.
- › Expand the role of health care providers, both public and private, in child passenger safety (CPS) education, outreach, and CPS technician certification. This would provide another avenue for parents and caregivers to hear CPS messaging which could be integrated into health and medical visits. It could also help with the Department of Health goal of having fitting stations available to most families within a 30-minute drive.
- › Develop a standardized presentation and support materials that can be offered to local law enforcement, district health offices, and other community organizations for use in doing school-based presentations, to assure a consistent message with accurate and up-to-date content.

Outreach Program

- › Identify, or develop and provide, online template occupant protection related materials (e.g., frequently asked questions, PowerPoint presentations, state and local data) for use by partners in formal presentations, small group discussions, or one-on-one conversations to ensure consistency of messaging across the State.
- › Expand collaboration with youth groups (e.g., Students Against Destructive Decisions (SADD), Family Career and Community Leaders of America (FCCLA)) and statewide youth organizations (e.g., Youth Safety Council) to obtain insights regarding innovative outreach methods, to have a ready source to focus test materials, and to ensure buy-in for evidence-based programs targeting young people.

Data and Evaluation

- › Design and implement a science-based, statewide child passenger safety (CPS)survey to monitor occupant restraint use rate data for child passengers covered under the primary CPS law, ages 0-18, with the ability to track results separately among children ages 0-4, elementary, middle school/junior high, and high school students, including teen drivers
- › Include systematic evaluation strategies as a requirement of occupant protection law enforcement grants, including a pre-enforcement survey and a post-enforcement survey. Also, set reasonable performance measures that mirror statewide Highway Safety Plan goals
- › Combine available and new data sets to construct a more comprehensive occupant protection picture of the State, and make those results available to partners, stakeholders, and the public. Consider working with a research-capable partner, accessing their expertise to analyze the data to periodically identify a new question or focus. As an example, try changing the perception that it is unlikely to get a citation for non-belt use. Repeatedly assess, measure (establish a baseline), intervene, and measure again, repeating the cycle as necessary.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-312	Various vendors/Contracts	40,000	21,007.64	\$402

Planning and Administration

GHSP Planning and Administration

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

Strategies

The following operations activities occurred as needed throughout the year:

- > Advertising – Print
- > Fee for Space
- > Storage
- > Office Supplies
- > Postage
- > Printing and Binding
- > Other Purchased Services
- > Payment of GHSA Dues

Project Evaluation

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

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-000	Operating Expenses	40,000	894.02	\$402
NH16402-000	GHSA Dues	4,500	2,710.50	\$402
NH16402-000	Enterprise Grants Management System – The EGMS project is in process and the contract was signed with SHI (Agate) at the beginning of FFY2017.	200.0	0.00	\$402

GHSP Chief

GOAL: To provide effective and efficient management of the state’s highway safety office.

Strategies

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

Project Evaluation

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

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-000	GHSP Chief	165,000	65,684.14	\$402

Financial Manager II

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

Strategies

In the spring of 2016 the Governor’s Highway Safety Program received permission to hire a Financial Manager to help provide financial over sight for the program staff and fiscal projects. It was recommended in the 2015 Management Review that the core staff reviewing financials be added. Managerial or senior professional level accounting work in the maintenance, review and reconciliation of financial records to ensure compliance with accepted accounting principles and standards. Responsibility for or is the senior expert in a specific fiscal program, or performs highly complex and specialized fiscal analysis or auditing. This person will have responsibility for all fiscal operations for a department, office or major program, or will supervise professional and technical accounting personnel and perform senior professional work in the maintenance of accounting and

financial records, or perform functional supervision over multiple complex accounting functions. Analyzes financial reports, programs, costs, payments and/or accounting processes. May have independent responsibility for specific complex fiscal functions (budget development, sub-recipient audits, and federal program fiscal administration). Duties are performed under the general supervision of an administrative supervisor.

Project Evaluation

This supervisor will regularly coordinate work between GHSP Program Coordinators and the Grants Management Specialist to continue to strengthen the accuracy and effectiveness of the grants management process and fostered good communication. This supervisor will also work closely with the Chief to determine project funding and overall management of all GHSP funds and projects.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-000	Financial Manager	90,000	23,717.27	\$402

This Position is funded under the same project number with \$402 fund as the GHSP Chief. The Financial Manager began her position in April 2016.

Grants Management Specialist

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

Strategies

The Grants Management Specialist is part of the core GHSP staff and this staff person oversees the day-to-day operations all related funds related to the program: grants, sub-awards, and contracts. This position provides financial oversight and coordination for annual GHSP budget planning and tracking, monitoring of operations, sub-awardee and contracted expenses, including site visits as needed. The GMS reconciles projects and provides guidance to the program coordinators as fiscal questions arise.

Project Evaluation

The regular coordinated work between GHSP Program Coordinators and the Grants Management Specialist has continued to strengthen the accuracy and effectiveness of the grants management process and fostered good communication.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16402-000	Grants Management Specialist	60,000	37,538.68	\$402

This Position is funded under the same project number with \$402 fund as the GHSP Chief.

Program Support Materials (Belt Use Incentive Funds)

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

Strategies

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

Evaluation

These funds were used to support the GHSP Staff in the transition.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16406-500	Various Vendors	60,000	8,496.63	\$406

Traffic Records Program Area

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

AOT Crash Data Reporting System

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

Strategies

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

Project Evaluation

A number of planned upgrades and projects (ADFS, changes to the Uniform Crash Report Form, new Web Crash platform & Web Crash was merged with the in-house VCSG tools) were completed, or work is nearly complete. Training has been ongoing with various law enforcement agencies. All agencies are using Web Crash, with 100% of the crashes coming in electronically. Currently, 30 municipal agencies and 5 State Police barracks are using Web Crash from their cruisers. This is important as it allows law enforcement to collect the data immediately, making it more timely and complete.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
CRSH408-100	Vermont Agency of Transportation	200,000	125,000	\$405(c)

DPS Support of Traffic Records Improvement

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

Strategies

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

Project Evaluation

During FFY 2016, the deliverables of this position included assistance with all five procurement documents related to the project, reviewing project schedules, status reports, and presentations. It also included addressing all grant management requirements, addressing key risks identified in the IR risk assessment/response and on-going law enforcement support and technical assistance around e-Citation and other user issues with current equipment being tested for the implementation.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405C-703	Vermont Department of Public Safety	101,054	89,838.02	\$405(c)

DPS eCitation Implementation

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

Strategies

The Department of Public Safety in collaboration with other highway safety partners will continue a pilot of the eTicket technical solution in FY2017 based on design and development work completed in 2015/2016. The solution was launched in August 2016 and is being measured and reported to TRCC on a quarterly basis.

Project Evaluation

During FFY16, DPS finalized design details and developed a solution with a core development team consisting of DPS/Judiciary/DMV/vendors. A solution was launched in August 2016. Three police agencies initially participated in the pilot starting Aug 2016, with an additional four brought on in subsequent months. To date, over 230+ eTickets have been issued. The VSP is also participating in the pilot, and they have issued over 50+ eWarnings to date. DPS holds quarterly stakeholder meetings and provides monthly status reports for stakeholders. The 2016 Grant Management measurements are in place, and baselines/actuals have been communicated.

eTickets issued Week of	SB	WCSD	DMV	Windham CS	UVM	Brandon	Winooski	Total	Total officers (running total)
1-Aug	15							15	1
8-Aug	20							20	2
15-Aug	7	2						9	3
22-Aug	5	20	1					26	4
29-Aug	10	44	6					60	8
5-Sep		3	5					8	8
12-Sep		5						5	8
19-Sep		4	2					6	8
26-Sep	2	2						4	8
3-Oct	7	1	2	3	2	1		16	11
10-Oct	1	3	4	1	2	2		13	14
17-Oct	4	4	2		5	3	5	23	17
24-Oct	10	11	4			3		28	19
								0	
								0	
Total	81	99	26	4	9	9	5	233	

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405C-710	Vermont Department of Public Safety	750,000	0	\$405(c)
NH16408-710	Vermont Department of Public Safety	437,561	277,267.87	\$408

TRCC Consultant

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

Strategies

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

Project Evaluation

Appriss continues as the vendor for the TRCC, they facilitated five meetings in 2016 and filed project updates, progress reports and the 405c application in TRIPRS. They also continued to provide information and guidance regarding compliance with MAP-21 and the FAST Act. In July 2016, an amendment to their contract was made for them to facilitate the 2016 Traffic Records Assessment that will take place in October through December of 2016.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405C-704	Appriss	52,864	36,864	\$405(c)

EMS Statewide Incident Reporting Network (SIREN)

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

Goal:

To provide continuous improvement to EMS agencies electronic data reporting. To implement NEMSIS Version 3 Data Dictionary, Data Quality Assurance/Improvement measures, SIREN – Hospital Data Bridge, and SIREN – CRASH Data Bridge.

Strategies

During the 2016 grant cycle, the Vermont Department of Health (VDH) SIREN team worked on a number of goals; working with our Vermont EMS providers to bring all Vermont licensed emergency ambulance agency ePCRs into SIREN and to continue to support and these providers about SIREN and data quality, including the validity of submitted reports. On the data management side, this year focused on updating the existing SIREN system to SIREN Elite, becoming NEMSIS version 3 compliant, creating a plan to link the SIREN pre-hospital database with hospital data as well as law enforcement crash data, and finally to work with the new PEGASUS guidelines to conduct quality improvement planning.

Project Evaluation

This year Vermont succeeded in ensuring that 100% of Vermont's 92 licensed emergency ambulance services submit electronic Patient Care Reports (ePCRs) to SIREN. Also, for the 89,853 responses submitted to SIREN this fiscal year, the average validation score was 98.85. Additionally, 97% of agencies reporting in Vermont had a validation score above 95. Validation is a measure of completeness and compliance with the submission of nationally required data elements. SIREN users and EMS providers were supported in this by the SIREN EMS Data Manager at the Vermont Department of Health. In October, the EMS Data Manager attended the Vermont EMS Conference in Killington, VT, and was able to interact personally with SIREN service administrators around the state. The SIREN EMS Data Manager also co-taught two sessions for the service administrators about quality assurance and improvement tools in SIREN and was available to answer general as well as service specific questions.

A major milestone for the in 2015 was the submission by the Vermont Department of Health of a new Statewide Incident Reporting Network (SIREN) contract for the 2016 and 2017 fiscal years with ImageTrend, the SIREN vendor. This contract includes the implementation of the new SIREN Elite reporting system, which was created with the feedback of EMS Providers to be a more user-friendly system. The new elite system also has certain checks in place to improve the quality of submitted data.

Similarly, in accordance with the new version 3 of the National Emergency Medical Services Information System, the VDH SIREN team drafted and finalized the NEMSIS version 3 data dictionary to be uploaded into the new SIREN Elite system. The SIREN team at the VDH customized elements to suit the needs of Vermont EMS providers, data managers, and data users, but also worked with partner New England states in order to standardize elements of the new data dictionary to facilitate regionally based analysis and continuous quality improvement. Incorporating the new NEMSIS version 3 will keep Vermont up to national EMS data standards.

According to NHTSA recommendation, the SIREN team has also continued the process to link the electronic pre-hospital patient care data in the SIREN database with Vermont's hospital electronic medical records. A system for housing this data has been planned and is currently being tested for suitability. Providing a link between pre-hospital and medical outcomes will give traffic safety partners a complete picture of crash severity and trends so that they may inform and lead new highway safety programs. This data bridge will thus help reduce deaths, injuries and economic losses incurred by motor vehicle crashes.

This year, the SIREN EMS data manager also worked to create data specs that might be utilized to link the SIREN database and Vermont's CRASH data. Similarly, to the Hospital Hub linkage, this CRASH-SIREN Data Bridge will provide better information about the severity of crashes, and their consequences for human life, health, and economic resources. The data manager collaborated with the Fatality Analysis Reporting System (FARS) analyst to review incident specific CRASH and SIREN reports to facilitate this linkage.

Finally, the EMS Deputy Director, the EMS for Children Coordinator, the EMS Medical Director, and the EMS Data Manager worked closely together to conduct continuous statewide quality improvement planning according to the PEGASUS guidelines. PEGASUS is the Pediatric Evidence-based Guidelines: Assessment of Emergency Medical Services System Utilization in States. The VDH Child Passenger Safety Program was able to benefit from the information gathered during these meetings.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405C-701	Vermont Department of Health	162,800	86,903.85	\$405(c)

JTRAC

GOAL: To streamline Judiciary legacy data management system and Traffic Division document management system to integrate records exchange effectively with the systems modernization of traffic records partners regardless of their paper or future electronic state.

Strategies

Planned transition to a VDT model, removal of legacy hardware, increased virtual server space and installation of high capacity scanning equipment.

Project Evaluation

The program worked with internal developers with a simplified task of trying to control the scope of impact of the system itself. Much of the work was completed at minimal cost, expending only a small portion of the grants funds allotted to JTRAC. No other funding is requested in FFY 2017 for this program.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH16405C-720	Vermont	159,200	7,759.00	\$405(c)



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