

# Annual Report 2012

State of Vermont  
Governor's Highway Safety Program



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## Introduction

The State of Vermont, Governor's Highway Safety Program (GHSP) staff has prepared the *Annual Report for Federal Fiscal Year 2012* (FFY2012), and presents it in this year's annual report.

In addition to this year's report, the GHSP staff provides the reader with the following pertinent background information:

The very beginning of FFY2012 was directly preceded by Tropical Storm "Irene" which struck Vermont on August 28, 2011 with frightening ferocity. Six (6) lives were lost and \$733 million dollars in damages occurred across Vermont.

The GHSP office, located in a free-standing, ranch style building within the Waterbury state complex was severely damaged. Floodwaters destroyed the basement and rose up midway through the first floor offices. GHSP suffered an extensive loss of equipment, data, files and informational material, as well as office furniture and private property. The lingering effects caused a relocation of the GHSP office and staff to an off-campus location within the State Police Barracks, in Williston. The staff remained in Williston until March of 2012, when the office was physically moved into the Department of Public Safety (DPS) Headquarters building, located in Waterbury, Vermont.

The storm also had debilitating impact to a number of geographical areas throughout the state. Hardest hit were towns and cities in the southern part of the state. The damage and effects were so severe in those areas that regular daily activities came to a sudden halt. Law Enforcement Agencies (LEAs) were fully engaged in rendering assistance to storm victims and coping with storm related damage. Some of these agencies suffered substantial damage to their facilities, resulting in loss of equipment, data and records.

A number of the agencies affected by the storm were GHSP grantees. With life and death priorities facing them each shift, the opportunities to conduct traffic enforcement were greatly reduced. Roads became impassible and the volume and frequency of traffic was dramatically reduced. As with GHSP, it took some of these agencies many months to return to the levels of performance routinely expected, prior to Irene.

But, even though the GHSP staff was forced from the familiar confines of their Park Row offices, the daily routine of meeting deadlines, completing tasks and managing grants and contracts continued.

In November of 2011, the current GHSP Chief was selected. The GHSP staff had undergone two separate periods of interim management. The elapsed time between permanent leadership extended for a period of approximately 18 months. In spite of these periods of instability, uncertainty, and staff shortages, the two full-time staff members managed to maintain a "business as usual" attitude. The one remaining grants manager, worked tirelessly to provide careful oversight of the 149 enforcement grants and 40 educational grants and other related functions and issues.

GHSP, having survived some daunting and trying times, immediately began dealing with some existing matters as well as a number of emerging issues.

During the ensuing seven months, GHSP engaged in the rebuilding of the program. Working closely with the National Highway Traffic Safety Administration (NHTSA), Regional Office, GHSP participated in a number of program analysis and modifications.

In December 2011, working with the NHTSA Regional Office, NHTSA Headquarters personnel, and the Vermont Department of Motor Vehicles (DMV) a Driver's Education assessment was performed. In January 2012, GHSP hosted an Impaired Driving Assessment, again collaborating with Regional/ NHTSA Headquarters staff. During the month of May 2012 GHSP engaged in a Traffic Records Assessment utilizing NHTSA partnerships to support the process. And also in May 2012, GHSP hosted a Management Review (MR).

Lessons learned from each of these assessments and the MR are key ingredients in the continued, successful development of Vermont's highway safety program.

During the early part of calendar year 2012, GHSP engaged in the (FFY2013) annual grant solicitation process. A different GHSP was beginning to emerge. For the first time grantees were required to develop their requests for funding consideration based solely on data. Problem identification, planned strategies,

measurement metrics, and expected outcomes are now standard requirements. Each potential grantee must provide a "logic model", containing these requirements in a graphic, easy to understand format. Candidates for funding were required to attend a GHSP sponsored grants workshop, which demystified the grants application process. The information provided in these workshops emphasized the entire grants process, beginning with the programmatic process through the fiscal requirements and expectations. Information gained in the MR was subsequently applied to a number of these processes and an increasing quality of reporting, documentation and accountability was evident.

As the availability and use of data and information became more standard, it became easier for GHSP staff to identify and understand the issues requiring focused attention. For instance, in June 2012, the Vermont State Police embraced NHTSA's supported *Data Driven Approaches to Crime and Traffic Safety* (DDACTS), piloting the business model in four barracks in preparation for the upcoming agency wide implementation. It is hoped that more effective and efficient use of data will spread to each and every agency in the state.

Unfortunately, Vermont's seatbelt use rate has not progressed. It remains at 84.7% and has basically not increased in the last ten years (other than some mild increases/decreases). GHSP will be contracting with a second Law Enforcement Liaison (LEL) who is scheduled to come on board in early November. This LEL has extensive experience working in the geographical area which carries the lowest use rate in the state. He will be working with the media contractor to provide focused media, designed to reach those who continue to remain unbelted.

Total traffic deaths were at the lowest number since 1944 during calendar year 2011. Fifty-five (55) people lost their lives on Vermont roads during that twelve month period. During the first nine months of calendar year 2012, the state has experienced a very disturbing increase in traffic fatalities. Although (so far this year) in excessive 40% of the deaths were reported as unbelted, it should be noted that speed, alcohol and suspected drug use, also represent a significant percent of causation factors.

GHSP continued to promote LEA participation in the

national and state sponsored DUI enforcement campaigns through support of checkpoint and other DUI deterrence and detection strategies. The national "*Drive Sober or Get Pulled Over*" tagline is being continually promoted in media outreach as well as through the GHSP media coordinator. Vermont's Drug Recognition Expert (DRE) program continues to expand and DRE's are deployed as valuable resources throughout the state. The Traffic Safety Resource Prosecutor (TSRP) continues to assist the DRE program and has made some significant strides in courtroom proceedings.

DUI Court continued to progress on its way from the drawing board into the courtroom. The Windsor County DUI Treatment Court team participated in the NHTSA sponsored DUI Court training in the spring of 2012. Since that training they have regularly met, developed operational and administrative strategies and will be ready to launch the process during the late fall of 2012.

Distracted driving remains an issue of primary concern. Continued educational outreach provides Vermonters with information relating to the assorted dangers of not fully focusing while driving. The GHSP staff has reviewed NHTSA's two Distracted Driving pilot programs (Hartford, CT and Syracuse, NY) and the impact that education and enforcement can have. Vermont does prohibit texting while driving and to some degree cellphone use for younger drivers. Obviously both of these laws are difficult to enforce and even more difficult to successfully prosecute. Although recent surveys indicate public awareness relating to the consequences of driving distracted, this conduct remains pervasive.

Vermont's GHSP fully supports a number of other agencies/organizations' efforts to educate younger drivers regarding the difficulties of operating a motor vehicle without complete focus on the task of driving. The popularity of using distracted driving simulators (machines) is increasing and becoming popular with high school age operators. GHSP will continue to explore effective and efficient means of educating all of the motoring public, regarding these growing issues.

The Vermont Highway Safety Alliance (VHSA) was created in 2012. VHSA is an excellent platform, bringing together traffic safety advocates, united in

issues of common concern. Comprised of representatives from Federal, state, local government agencies, working with traffic safety champions from non-government organizations (NGOs), the Alliance is proceeding aggressively to create a united voice for traffic safety. Through the Alliance, likeminded people, representing law enforcement, education, engineering and emergency medical responders, come together with a common goal *toward* “Zero Deaths”.

As FFY2012 comes to a close, the GHSP staff looks back on a period of struggle, survival, determination and durability. The staff has proven they are “**Vermont Strong**”. But, that year is over. FFY2013 will continue to see the continuing development of a more effective and efficient highway safety program. Strengthened by adversity, enhanced by critical assessments, and facilitated by data, technology, science and information GHSP will proceed through FFY2013 with determination and resolve.

Ted Minall, Chief  
Governor’s Highway Safety Program



## Vermont Projects

### Impaired Driving

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) reports that traffic deaths numbered 32,367 in 2011, marking the lowest level since 1949 and a 1.9 percent decrease from the previous year. This preliminary 2011 data shows the historic downward trend in recent years continued through 2011 and represents a 26 percent decline in traffic fatalities overall since 2005.

During the first nine months of 2012 Vermont has experienced an increase in the total number of fatalities. Year to date, 63 people have lost their lives on our roads. During the same 2011 time period, 38 people died in traffic crashes. Also alarming is the number of alcohol and drugged driving related crashes so far this year. Investigation indicates 21 of these fatal crashes involved alcohol and operation under the influence of drugs is suspected in 12 crashes. Although GHSP does not have a dedicated data analysis, updated information is regularly provided through partnership with the Vermont Department of Transportation (VTrans). Utilizing impaired driving data allows the effective deployment of resources utilized for educational outreach as well as focused enforcement campaigns.

As The Governor's Highway Safety Program (GHSP) entered FFY2012, the staff prepared for the upcoming *Impaired Driving Assessment* which took place in January of 2012. The NHTSA sponsored process provided the staff with a unilateral evaluation of Vermont's impaired driving program and related efforts. The Assessment team, a collection of subject matter experts from impaired driving related disciplines, produced a clear analytical assessment of every aspect of the state's impaired driving program. Although there are a number of priority recommendations, not all of them enter into the GHSP purview.

GHSP understands the need to embrace a significant number of the panel's recommendations. One such recommendation is the establishment of a DUI Court. GHSP has fully supported this particular initiative and the first of Vermont's DUI Treatment Courts will be open for business during

FFY2013. There is an additional plan to expand the courts to encompass all of Vermont's fourteen counties in the subsequent three years.

The Vermont Drug Recognition Expert (DRE) program, now in its sixth full year, has reached the capacity to respond to a request for assistance in all areas of the state. At this time last year, there were 20 DREs, spread in some locations around the state. That number has grown to 28, and the coverage extends into all of the state's counties. Vermont hosted the state's first DRE school in November of 2011, which was attended by representatives from each of the six New England states. These cross border partnerships and training reciprocity, create additional resources for all those engaged in the process. The DRE program continues to be one of the primary tools used to address the ever growing crisis of drugged driving.

A dedicated traffic safety analyst will be available within the Department of Public Safety during FFY2013.

### Traffic Safety Resource Prosecutor

In addition to the fulfillment of its resource and educational functions, for FY2012, the Vermont TSRP program focused its efforts across two significant areas: the continued defense of the viability of the alcohol breath testing program in Vermont's courts, and the expansion of the DUI drugs prosecutions through increased use of the DRE program and advancement of DUI drugs test cases in Vermont's courts.

### *Evidentiary Breath Alcohol Testing Program*

The alcohol breath testing program continues to produce the bulk of the litigation relating to DUI cases. This fact is due not to any legal defects in the program, but rather, simply due to the large number of DUI cases involving an alcohol breath test that Vermont's courts see yearly. Because in any DUI case where a breath test is involved, the best evidence will almost always be the breath test result, the Defense bar remains committed to testing the admissibility of the DataMaster DMT, Vermont's chosen breath testing instrument. FY2012 saw two main areas of challenge to the

admissibility of DataMaster DMT results.

The first involved a collective challenge to a number of prosecutions in the northern and eastern portions of Vermont. That legal challenge argued that, because the Commissioner of the Vermont Department of Health—then the agency tasked with maintaining and operating the DMT program—had not approved the instrument specifically by name, the test results the instrument produced were not admissible. Each court to have heard this challenge to admissibility of the instrument's results had denied it. At least one additional court in central Vermont has denied the issue on the strength of the record from the other courts where it was first heard.

The second legal challenge argued, based upon testimony provided by a former employee of the Vermont agency responsible for alcohol breath testing, that certain DataMasters currently in use are unreliable and inaccurate, and the results they produce should therefore not be admissible in prosecutions. These challenges to the admission of test results do not stem from any real difficulties with the program, but rather from the former employee's misunderstandings about the function of the instruments, and even the basic science behind their functioning. The court tasked with hearing the testimony of this former employee—now working as a defense expert witness—recently admitted a large number of test results for use in prosecutions, even having heard her testimony. While certain cases included in the litigation were in fact excluded—seven, in total—the basis for their exclusion was due to improper record keeping by police agencies and oversight upon review of those records by the Department of Health. The Department of Public Safety recently took over the Vermont evidentiary breath alcohol program, and has already made the improvements necessary to prevent further occurrences of this problem.

#### *DUI Drugs and the DRE Program*

The TSRP program also devoted significant effort to DUI drugs prosecutions in FY2012. First, it should be noted that the DRE program, thanks in large part to the expertise of Sgt. James Roy and the testimony he provided, was able to produce a significant court victory in northern Vermont. In that case, the Defense had challenged the admission of

a DRE officer's testimony regarding impairment of a motorist, arguing that the science behind the DRE examination is too novel and speculative to form an adequate basis for its admission in a court of law. The court rejected Defendant's legal argument and held that both the Horizontal Gaze Nystagmus (HGN) tests, and the results of the DRE's examination of the Defendant were admissible as evidence of his impairment by drugs. This decision joins several other from the trial court level that have permitted DREs to testify as expert witnesses.

Aside from advancements at the legal level, Vermont's DRE program has recently increased its enforcement efforts to include those stops where a Defendant is clearly impaired by a drug, but that impairment has not yet manifested in an outwardly observable effect on his driving. This qualification is significant, because under Vermont's law, drugged driving is criminal only if the drug has rendered the driver "incapable of driving safely." This standard is far more rigorous than the one applied to alcohol, which requires prosecutors to prove that drivers were impaired "to the slightest degree." The TSRP program has identified this discrepancy in the law as a major area for improvement in effort to combat drugged driving in Vermont, and continues its efforts to obtain a legislative correction of this discrepancy. Whatever the language controlling the prosecution of drugged driving, however, the increased enforcement efforts of Vermont's DRE officers will be greatly aided by the court victory discussed in the preceding paragraph. Increased enforcement of Vermont's drugged driving laws will certainly lead to a legal challenge before Vermont's Supreme Court, and the well reasoned decision of the trial court will be of great use in that event.

#### **Occupant Protection**

##### *Program Overview*

The Vermont 2012 Seatbelt usage survey was completed in July of 2012. The survey indicates the statewide use rate dropped to 84.2%. This is a disappointing decrease of approximately 1% demonstrating a continuing need for more effective public education, outreach and focused enforcement based on demographical survey results.

A quick historical perspective indicates Vermont

launched its first statewide Click It or Ticket campaign during an end of May CIOT campaign in 2002. At that point, the state's use rate was hovering in the vicinity of 67%. NHTSA funded paid media supported by earned media and strategically designed high visibility enforcement saturating the state. As a result of these concentrated efforts, the seatbelt use rate immediately rose to 84%. Ten years later, the rate remains stagnated at 84.2%.

Chittenden County, the states most populated and developed section, demonstrates a use rate of 89.4%. On the other end of the usage spectrum, the Northeast Kingdom (northern counties bordering New Hampshire) and Franklin County, in the northwest corner of the state demonstrate the lowest use, with 77.4% and 73.5% respectively. Obviously, these two low use counties need careful evaluation, focused strategy and a more effective, penetrating media message.

The staff at the Governor's Highway Safety office supports the NHTSA Click It or Ticket nationwide enforcement campaigns in several ways. In addition to supplying support materials and campaign sign up documents to all law enforcement agencies in the state, we have developed a Click It or Ticket Task Force to target resources into specific areas of the state with low compliance rates. Our incentive program helps to provide needed equipment to agencies that agree to participate in our campaigns under detailed guidelines. Municipal agencies, sheriff's departments, constables, motor vehicle inspectors and all of the state police facilities participated in the CIOT (May) campaign during 2012. Forty-three (43) of 53 municipal agencies, 12 of 14 county sheriff's departments, all state police offices, including the Traffic Operations Unit, the Department of Motor Vehicles and several town constables joined in on this campaign. A similar number is projected, to participate in the Thanksgiving CIOT period.

The current issues facing GHSP relating to Occupant Protection are perplexing. As many as 40% of all Vermont's fatal crashes were not properly restrained. This number does not correspond with our current seatbelt survey use rate and remains a serious concern. The GHSP continues to evaluate all available data to better assess the issues reflected in this high number of

unbelted fatalities. In addition, Vermont's Child Passenger Safety Program remains under review. The CPS program will continue to provide consistent services to all geographical areas of Vermont, but administrative adjustments will be implemented as required.

### *Program Results*

Please refer to the charts (which are located later in this document) for a display of progress measures. These include data related to:

- Serious Crash Injuries
- Fatalities Rate and Annual VMT
- Historical Fatalities Rates
- Unrestrained Passenger Vehicle Occupant Fatalities
- Fatalities, Operator BAC .08 or Higher
- Speeding Related Fatalities
- Motorcycle Fatalities
- Unhelmeted Motorcycle Fatalities
- Fatalities Involving Drivers 15-20 Years of Age
- Seat Belt Use
- Seat Belt Tickets Issued
- DUI Arrests
- Speeding Tickets

Although seat belt use rate remains stubbornly at the national level of 85%, the staff is seeking innovative methods to increase the use rate and to reach the segments of the population who are not yet convinced they should be buckled up each and every time they get into a motor vehicle.

Excessive speed, driver impairment and unbelted occupants remain a priority for the educational and enforcement efforts. Speed enforcement and engineering is a gateway to many other aspects of the overall highway safety program.

Distracted driving remains an emphasis area even without hands-free legislation to facilitate enforcement and encourage the reduction of distractions while driving.

### **Police Traffic Services**

Vermont has directed Police Traffic Services programs and several programs to support those services. The direct enforcement grant programs are

§402 funded for general, locally identified, problems and by §164 for DUI enforcement grants to locals program. The Vermont State Police also receive §410 funds for a Holiday DUI Mobilization. These sub grant programs support and compliment the *Click It or Ticket* campaigns and the *Drive Sober or Get Pulled Over* programs by providing year-long continuing police traffic enforcement presence on Vermont highways. This technique keeps up the pressure between mobilizations and yields Vermont's lower fatalities and increased belt use.

GHSP Enforcement Grant Statistics	
Enforcement Hours	11,407
Vehicles Stopped	116,201
Traffic Citations	14,287
Seat Belt & CPS Citations	1,633
Warnings	16,206
Breath Tests	1,086
DUI Arrests	353
Speeding Tickets	11,429

Another effort in Vermont included in the above numbers is the Click It or Ticket Task Forces. These regionally deployed teams (there are four of them) are comprised of a Team Captain and four officers. These teams are deployed based on recognized needs and data analysis. In most cases they are used in areas where limited law enforcement resources are available and an identified problem exists. The teams are especially useful during Click It or Ticket mobilizations to reach into areas of Vermont where enforcement is thin and belt use is historically low.

Sixty-eight (68) of Vermont's law enforcement agencies participated in GHSP's direct enforcement programs.

Programs that provide support to the direct enforcement effort are the law enforcement liaisons, the Vermont Law Enforcement Challenge, and the Crash Data Analysts at the Agency of Transportation.

The two Law Enforcement Liaisons were instrumental in coordinating among State, local and county agencies. They plan activities throughout the year, support agencies in planning local activity

based on crash history, develop media contact information, train and assist agencies in Vermont Law Enforcement Challenge submittals and oversee the Click it or Ticket Task Force.

The Crash Data Analyst makes law enforcement more effective in supporting our goals of reducing death, injury and property damage on Vermont roadways.

The scope of work entails:

- Research, data gathering, advisory and analytical work
- Statistical determination of crashes and violations information for the Vermont Law enforcement community to facilitate short and long range planning and evaluation of enforcement activity.
- Plans and conducts complex data gathering research and evaluation
- Projects and develops research strategies and methods. Collects crash data and information and applies various techniques to determine potential areas of action. Analyzes crash location and cause information. Interprets results of data analysis and recommends areas (geographic and behavioral) for law enforcement or education solutions.
- Develops and maintains Vermont crash data, information and statistics. Answers questions and inquiries received from law enforcement agencies across Vermont. Consults with various state, local and county law enforcement personnel. Prepares written and oral reports of statistical and analytical products, findings and recommendations.

### Child Passenger Safety

The goal of the Child Passenger Safety program is to decrease the number of deaths and injuries of children (0-18) due to motor vehicle crashes by promoting the proper use of child safety seats and safety belts. The program trains a statewide core of certified technicians who educate parents, families and health and safety professionals. Primary

activities include fitting stations and public events for seat inspection and installation, access to an income-eligible seat program, community health and safety fairs, a helpline and a website with child passenger safety information and resources for parents and educators. In FY2012, the Fletcher Allen Health Care (FAHC) BeSeatSmart program operated Vermont's CPS activities; transition planning is underway for a new vendor in 2013.

*Program Results*

In FY2012, the BeSeatSmart program accomplished the following Child Passenger Safety objectives:

Thirty (30) fitting stations participated in the program, providing demonstrations and presentations to their local communities, checking 1,754 seats and correcting installation/installing 1,095 seats. In addition, eleven hospitals participated in the Vermont Infant Car Seat Program during the year. Trained hospital staff checked 2,020 infant car seats and provided information about safe seat use, the income eligible seat program and installation assistance. Data from both programs was logged by FAHC.

During FY2012, the BeSeatSmart Program conducted 25 public inspection events around the state, surpassing the goal of 20. Many sites were located in areas identified from prior year's crash data as high incidence areas for child occupant crashes. At these events, technicians inspected a total of 4,499 seats, corrected 310 installations and installed 1,034 seats. Evaluations from 526 consumers at both the inspection events and fitting stations indicated improved knowledge, understanding and confidence about correctly choosing and installing car seats for their children, were satisfied with how they were treated and said they would recommend the service to others.

Coordinated by the BeSeatSmart Program, staff, per diem instructors, educators and fitting stations conducted 31 educational presentations in the community, 14 classroom trainings, eight classes for professionals and provided 25 educational displays at various events and conferences statewide. The program also exceeded the previous year's distribution of education materials by 20,000

pieces for a total of 87,000+ and responded to 341 calls on the helpline. The BeSeatSmart website was upgraded to better track usage (348,000+ hits for the year), including numbers of views for two blogs on child seat safety topics (800+ views on one, 500+ on the second.). The program also maintains a Facebook page. Staff gave ten widely publicized interviews on child passenger safety with local, regional and national media.

Low-income car seat distribution was offered through fitting stations and inspections sites. The distribution included: 81 infant seats; 174 convertible seats; 80 combination seats; 40 high weight harness seats and 102 booster seats, for a total of 477. Program staff also provide information to parents, hospitals, transportation providers and other agencies about special needs seats.

Trainings provided by the program to help maintain/upgrade skills for current technicians and certify new ones, included:

- one one-day recertification class in October 2011 for two technicians
- one annual Technical Update in March 2012 providing 3 CEUs to 79 technicians
- one five-day National Certification class, "National Child Passenger Safety Certification Training Program", by Safe Kids USA, in May 2012 which trained 9 new technicians
- a one-day car seat competency training in June 2012 for 13 Rutland Regional Medical Center staff/nurses
- support for staff and senior technician/instructors to attend out-of-state training

**Car Seat Inspections**

May 5	Walker Store	St. Albans
April 28	Ethan Allen Club	Burlington
May 12	Burlington Fire Dept #2	
	North Avenue	Burlington
May 18	Milton Fire Dept	Milton
May 19	Buttered Noodles	Williston
May 19	Cody Chevrolet	Montpelier
June 1	TBD	Springfield
June 2	Champlain Elementary	Burlington
June 9	Northgate Plaza	Morrisville
June 23	Williston Fire Dept.	Williston
June 30	WalMart Recycle Event	W. Leb NH
July 14	Bennington Subaru	Bennington

July 21	Wells River Chevrolet	Wells River
July 28	American Legion	Island Pond
August 4	Hannaford Plaza	Middlebury
August 11	Highgate Plaza	St. Albans
August 25	Hannaford Plaza	Brattleboro
September 8	Shaw's	Vergennes
September 15	Fanny Allen Recycle Event	Colchester
September 17	TBD	St. Johnsbury
September 19	Newport Fire Dept.	Newport
September 20	TBD	Enosburg
September 22	McDonalds	Rutland
September 29	Manchester EMS Center	Manchester
October 13	Home Depot	Williston

Car Seat Events are too numerous to list but can be found at:

<http://www.beseatsmart.org/calendar-of-events.php>

## Community Programs

The Governor's Highway Safety Program 2012 education programs represented the first grant cycle requiring the use of Logic Models and clearer understanding by grantees of grounding their work in well-defined performance measures. Each grantee was also asked to define their scope of work supported by data that helped define the problems to be addressed, and both process and outcome data to document progress toward their objectives over time. GHSP staff worked with grantees to orient them to these strategies.

FY2012 educational programs included the following:

### Work Place Traffic Safety Program

Project RoadSafe, a workplace driver safety program, housed at the Vermont Department of Labor, provides programs and resources to encourage Vermont businesses and agencies to create a safe workplace for their drivers, to decrease distracted driving, to reduce impaired driving from alcohol and other substances and increase the use of seatbelts. The program maintains a website, wide distribution of a monthly e-newsletter (1,500 recipients) and six different highway safety topic brochures, provides educational displays for health and wellness fairs, and participates in annual statewide trade shows and professional conferences for a variety of

workforce sectors. Many employers invite the program to present at company safety orientations and advise companies regarding workplace safety policies.

### Program Results

In 2012, Project RoadSafe refined a database of workplace crashes that cause injuries (based on Worker's Compensation Division claims). Numbers indicate a 6% reduction in claims in the 2010-2012 cycle from 2009-2011. Tracking this data has helped to develop priority topics for educational outreach and programs. The program conducted 20 workplace driver safety presentations and exhibited and/or presented a workshop or as part of a panel at six workforce trade shows/conferences. Staff served on three state advisory groups related to highway safety education.

### Vermont Victims Impact Panel Program

The Department of Corrections Vermont Victims Impact Panel Program (VVIPP) makes presentations in eleven sites statewide as part of a required education program for DUI probationers and to allied professionals working with the DUI offender population. There are also opportunities to make panel presentations in correctional facilities, but the program's current focus is on the community-based programs.

### Program Results

VVIPP held 47 panels at the different sites during FY2012. Staff is working with the DUI program facilitators to review and update the program curriculum, including more strategic ways to incorporate the victim impact panel material. A video was made of one of the regular panelists to provide greater opportunities to use her story as an educational tool not only in VVIPP programming, but to make available for public and driver education presentations. Plans are underway to develop a second video in 2013.

More than 1,500 DUI program graduates have been entered into the database to track recidivism and program evaluations. Staff determined a baseline rate of 28% recidivism for 2008 program participants, so that moving forward they can track the program's impact on recidivism.

The 2012 Red Ribbon Ceremony held at the Statehouse in early December offered a widely publicized opportunity for VVIP to offer panel members and the public to honor DUI victims from the previous year and educate in a more public way, including a showing of the new video. Law enforcement and other state and community agencies assisted with the event.

### **Local Motion**

Local Motion is a nonprofit organization based in Burlington whose mission is to promote people-powered transportation and recreation for healthy and sustainable Vermont communities. The GHSP supports the Safe Streets project, a broad-based Local Motion collaboration with police departments, colleges, schools and other partners in Chittenden County. The goal of the initiative is to conduct education and outreach activities promoting safe and considerate behavior on the part of all users of streets and sidewalks, including motorists' awareness of bicyclists and pedestrians. In FY2012, Safe Streets project staff consulted with interested community groups on request, regarding local safe bicycle and pedestrian education strategies.

#### *Program Results*

In FY2012, Safe Streets distributed bicycle safety educational materials and 900+ helmets to youth/teens/young adults through a series of campus and community based events, with collaborative support from local businesses, law enforcement and health and wellness programs.

The program also conducted several intersection and bike light outreach events in collaboration with the Burlington Police Department and working with various community partners on other education events and a low-income safe bicycle program. More than 260 bike lights, 2,300 reflective leg bands, and reflective vests, helmets and reflective bike strips were distributed during these events.

One of the widely distributed printed handouts is a laminated, back-front guide to safe bicycle riding and Vermont laws pertaining to bicyclists and the road, (1,100 distributed). The project also distributed the Safe Streets Brochure (more than 3,100 copies) detailing the rights and

responsibilities of bicyclists, walkers and motorists and a safety gear coupon to bike clubs, bike and sports stores, community health and wellness events, schools and on college campuses.

### **Youth Safety Council of Vermont**

The Youth Safety Council of Vermont (YSC) was created in 2005 with the intention of raising awareness to risks that face Vermont's youth. A primary focus has become highway safety for teenage drivers. A program director and part-time instructor were hired to develop, promote and implement a distracted driving program "*Turn off Texting*" using a golf cart course layout designed by the Department of Motor Vehicles with a coordinated introductory session by driver education teachers prior to the course run, and pre-post testing of participant knowledge.

#### *Program Results*

Driver education class presentations and course runs were held at 36 schools around the state. YSC worked to engage independent insurance agents help in promoting the availability of the course and attended an annual driver educator conference to engage instructors for the 2012-2013 school year. Due to a staff change in the late summer of 2012, the program was just shy of completing the goal of 40 presentations for FY2012.

The program achieved its goal of more consistent data collection and documented the following for the 2011 -2012 school year: 95% of participating students reported increased awareness of the dangers of texting and driving; 85% of students reported that after experiencing driving the course they do not intend to text and drive; and 62% of students in the Fall 2011 semester, 72% in the Spring 2012 semester reported they would ask the driver of a car in which they are riding to stop texting.

Staff also worked to improve the *Turn off Texting* website, taking over management from the original design firm and creating a better link from the YSC website. The YSC link saw a 91% increase in hits; in FY2013 direct *Turn off Texting* site hits will be functional.

## **Local and State Law Enforcement Education Programs**

The Sheriffs in Bennington, Essex and Orange Counties received small grants to provide education programs targeting specific problems identified by data in their communities. These included bike safety and helmet use “rodeos” with youth, teen driver education presentations on speed, seat belt usage, driving while impaired and distracted driving and interactive highway safety displays at annual summer fairs.

Vermont State Police conducted ten educational events and presentations, three of which took place in counties with the highest crash/fatality rates in prior years. Presentations and materials distributed included information about impaired driving, speed and aggressive driving and motorcycle safety. The VSP had a large display for three days during the 2012 Champlain Valley Exposition state fair, reaching several thousand visitors, an event they plan to do annually based on the response.

### **Motorcycle Program**

The Vermont Rider Education Program (VREP) presents a basic motorcycle safety course for individuals interested in obtaining a motorcycle learner’s permit as well as a longer classroom/course sequence for those wanting a motorcycle endorsement for their driver’s license. There are eight training sites around the state.

#### *Program Results*

VREP conducted 134 training courses for 1,278 students during the 2012 season. Of those students, 1,139 completed the course successfully. The participant numbers are slightly lower than the previous year, since one training site was delayed in opening for the season due to reconstruction.

A portion of the grant funding was used to purchase motorcycles to replace the fifteen 1994 and 1996 Suzuki GN125s the program has had in the fleet for several years. As a result of this purchase, all of the program’s older motorcycles (1988-1997) have now been replaced using funds from this and previous grants. The motorcycles purchased are of similar size to the ones replaced. As a result, there are several different size motorcycles at each site permitting students to use a motorcycle with an

acceptable seat height during a training course. In addition, the program was able to replace course motorcycle helmets at the Pittsford, South Burlington and Dummerston training locations.

Grant funding was also used to purchase radio advertising. Approximately 3,000 radio ads were aired during May (motorcycle awareness month) and during the first two weeks of June. During the times the ads aired in June, two major motorcycle events took place in New Hampshire and the Lake George area of New York, resulting in increased motorcycle traffic in adjacent areas in Vermont. The two radio ads aired focused on motorist’s sharing the road with motorcycles.

The program director was able to attend the Motorcycle Safety Foundation International Rider Education Training Systems conference and the annual State Motorcycle Safety Administrators conference.

### **Traffic Records**

The Vermont Traffic Records grant program supports the development and implementation of effective programs to 1) Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data needed to identify priorities for national, State and local highway and traffic safety programs; 2) evaluate the effectiveness of efforts to make such improvements; 3) link the State traffic records data systems to other data e.g. medical, EMS, roadway and judicial; and 4) improve the compatibility and interoperability of the State’s data systems with national traffic safety data systems and other states’ as well, enhancing NHTSA’s ability to observe and analyze national trends.

#### *Program Results*

The multidisciplinary Traffic Records Coordinating Committee (TRCC), held regular meetings to provide shared input and planning around all of the following:

In May of 2012, Vermont successfully conducted a formal Traffic Records assessment, and the TRCC Committee began preparations to use the assessment as a guide for revision of the TR

strategic plan which will be completed in early 2013.

Vermont's continued successful performance of the EMS agencies' implementation of the Statewide Incident Reporting Network SIREN (EMS data collection system) in FY2012 anchored a successful §408 application for FY2013.

Vermont continued to adopt the use of MMUCC and NEMSIS data elements, moving as practicably as possible toward compliance. The Uniform Crash Report form, and in turn the Web Crash online application are 80+% MMUCC field compliant.

The Traffic Records IT Coordinator is an ongoing position based at the Agency of Transportation, providing oversight of all of the information technology related to the Crash project and other Traffic records related projects currently underway or in the planning stages. The TR IT Coordinator facilitates interface with the Department of Information and Innovation (responsible for strategic, coordinated state IT capacity-building) and co-chairs the TRCC.

The Department of Public Safety Support of Traffic Records position researches and coordinates the planned implementation of law enforcement automation for highway safety related processes, including interface with the TRCC. Applications currently under review or development include eCitation, eWarning, Web Crash and Bias Free Policing. In 2012 a primary focus was project management regarding the consultant's (*URL, see below*) completion of the eCitation Business Plan and drafting of an RFP for the plan implementation, to begin in 2013.

In 2012, Vermont's TRCC Consultant, Deep River, LLC, helped the TRCC prepare for the May 2012 Traffic Records Assessment and write the §408 application. They facilitated and took the notes for all of the TRCC meetings and advised and monitored the state's timely reporting of all the §408 funded TR projects to TRPRS.

The Crash Data Collections Interface project continued to develop aspects of the Crash system to better facilitate access to accurate, compatible data collection for local law enforcement and data compilation and analysis at the state level. Regular consultation with both users and the TRCC

stakeholders continued the step by step process of working toward a fully-linked Traffic Records system. The Agency of Transportation conducted a Crash Data Improvement Plan assessment in October of 2012, the recommendations from which will help in all aspects of Traffic Records work statewide.

During 2012, the Vermont Department of Health Emergency Medical Services staff continued to enhance and support the implementation and expansion of the EMS Statewide Incident Reporting Network (SIREN) which was started in December 2011. In April, SIREN trainings were held for all the VDH-EMS staff and statewide for EMS providers. The EMS Data Manager position was filled in April as well, and took the lead on working with not only EMS providers but all relevant VDH divisions and external stakeholders, including the TRCC, as the SIREN data dictionary was developed and refined. SIREN user training continued in late summer and fall. By September 2012, more than 57% of all ambulance services were reporting into SIREN, surpassing the 50% goal. By the end of the Fourth Quarter of FY2012, a total of 13,026 incidents had been entered into the system, and more than 50% of the Vermont population had coverage by SIREN-reporting ambulance services, another goal set by the program at the beginning of FY2012

Some preliminary discussions took place for the End User Crash Data Query Tool; but the project was put on hold for the year and will be taken up in 2013.

An E-Citation Business Plan Consultant, *URL*, contracted early in 2012, completed the Business Plan in August of 2012 which was recommended for approval to the Executive level TRCC. The RFP for the implementation vendor is in draft form and will be completed and issued early in 2013.

Please refer to the 2012 §408 Application for additional performance accomplishments.

### **Paid Media**

GHSP Media Program works with the Vermont's Chief Marketing Officer (CMO) whose responsibility is obtaining marketing and media contracts for the State of Vermont. Through negotiations with vendors assures that agencies

obtain the best value for media and marketing.

The CMO's office has extended a one year contract with new negotiations to begin in January. GHSP's Public Information Officer has been asked to participate in reviewing, evaluating the contract as well as being on the committee for prequalifying media vendors.

### Click It or Ticket

#### *Campaign Objective*

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, we attempted 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*

- Timing: May 14 – May 28, 2012

#### *Communication Channels*

- Radio | Television | Internet

#### *Media Strategy*

Both traditional and non-traditional media were utilized to reach the target audience. Messaging was placed in programming, time periods and content that men 18-34 years old in Vermont are most likely to watch, listen to and interact with. For traditional media, television and radio specifically were utilized. For non-traditional media, ads were purchased on Facebook and YouTube. The goal of the combined media was to achieve at least an 80% reach and a 5% frequency toward the target demographic.

### Media Tactics

Medium	Programming
Television	60.7% of GRPs in primetime; 16% in sports, 27% in cable programming
Est. Added	Negotiated spots at no charge for

Value	previous under delivery = \$29,526 Broadcast+ Cable
Radio	:10 tags, Country, Rock, 10% in weekend programming; 77% in daytime programming. Negotiated:10 tags as added value to reinforce DUI message (26 spots procured).
Est. Added Value	Negotiated spots at no charge for non-profit status and sponsorship mentions = \$8,299
Internet	YouTube video ads linked to YouTube Page; Facebook text ads linked to YouTube Page

#### *Frequency of Message*

Demo	Reach	Frequency
Men 18-34	86.1%	14.5
Adults 18+	73.0%	11.8

#### *Campaign Costs*

Budget	\$100,000
Television Spend	\$29,840
Radio Spend	\$26,104
Internet Spend	\$6,350
Media Planning, Buying and Management	\$8,317
Creative Development: TV & Radio	\$29,798
Creative Development: Online	\$6,560
Total Spend	\$106,969

### DMV Motorcycle Safety

#### *Campaign Objective*

The objective of this program is to target the Vermont driving public to make them aware of safety precautions that can be implemented toward motorcycles riding and riders.

#### *Primary Target Audience*

- Adults 18+

#### *Campaign Parameters*

- Timing: May 2, 2012 – June 19, 2012

#### *Communication Channels*

- Radio | Internet

### Media Strategy

Developed a plan utilizing radio spots and online ads to reach Vermonters during May in support of Motorcycle Safety Month. Included both paid and bonus (not for profit) spot placements.

### Media Tactics

Medium	Programming
Radio	On stations where ratings indicate Adults 18+ are most likely to be listening, like country and adult alternative formatted stations. 76% of GRPs in daytime programming; 19% in weekend programs
Est. Added Value	Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Added value: \$4,910

### Frequency of Message

Demo	Reach	Frequency
Adults 18+	70.1%	7.0

### Campaign Costs

Budget	\$40,000
Radio Spend	\$34,183
Internet Spend	\$4,350
Media Planning, Buying and Management	\$4,020
Credit from previous year	(\$2,729)
Total Spend	\$39,824

### DUI Graduation/Holiday

#### Campaign Objective

To communicate Vermont's impaired driving laws; increasing the public perception of the risks of detection, arrest, prosecution, and sentencing due to impaired driving, especially during the holidays.

#### Primary Target Audience

- Adults 18-34
- Adults 18+

#### Campaign Parameters

- Timing: June 7 – July 8, 2012

### Communication Channels

- Radio | Television | Internet

### Media Strategy

Utilized television as the primary medium (broadcast & cable) to reach the target audience, supported by placements of the :30 spot on YouTube. Traditional radio was also used to gain frequency.

### Media Tactics

Medium	Programming
Television	Primarily prime time (45.6%) and morning programming (36.5%) Requested spot run in station PSA rotation
Est. Added Value	Any under delivery of gross rating points from last year's television buy was made up for this year's campaign. Estimated added value: \$6,071
Radio	On stations where ratings indicate Adults 18-34 are most likely to be listening, like country and adult alternative formatted stations Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness Negotiated: 10 tags as added value to reinforce DUI message (92 spots procured)
Est. Added Value	Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$10,423
Internet	Purchased impressions through YouTube to expand reach of the younger adult market

### Frequency of Message

Demo	Reach	Frequency
Adults 18-34	61.3%	8.0
Adults 18+	63.4%	7.1

*Campaign Costs*

<b>Budget</b>	<b>\$65,000</b>
TV Spend	\$28,963
Radio Spend	\$22,756
Internet Spend	\$3,092
Media Planning, Buying and Management; Creative Development	\$7,760
<b>Total Spend</b>	<b>\$62,571</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+
- Adults 18-34
- Men 18-34

*Campaign Parameters*

- Timing: August 16-September 3 (Labor Day)

*Communication Channels*

- Radio | Television | Internet

*Media Strategy*

Utilized television as the primary medium (broadcast & cable) to reach the target audience supported by placements of the :30 TV spot on the YouTube channel. Traditional radio was also used to gain frequency.

*Media Tactics*

Medium	Programming
Television	Primarily early morning (13%), prime time programming (27%), live sports events (14%) and news (33.9%)

Est. Added Value	Any under delivery of gross rating points from last year’s television Labor Day buy was made up for this year’s campaign. Estimated added value: \$25,312
Radio	On stations where ratings indicate Adults 18-34 are most likely to be listening, like country and adult alternative formatted stations. Negotiated:10 tags as added value to reinforce DUI message (72 spots procured).
Est. Added Value	Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$12,734
Internet	Purchased impressions through YouTube to expand reach of the younger adult market

*Frequency of Message*

Demo	Reach	Frequency
Adults 18+	79.1%	7.3
Adults 18-34	79.0%	7.2
Men 18-34	77.8%	6.5

*Campaign Costs*

<b>Budget</b>	<b>\$175,000</b>
Budget applied to Holiday DUI	(\$27,519)
<b>Adjusted Budget</b>	<b>\$147,481</b>
TV Spend to-date (some allocated to Holiday DUI)	\$38,351
Radio Spend	\$30,197
Internet Spend	\$1,500
Media Planning, Buying and Management to-date (in progress)	\$5,565
<b>Total Spend</b>	<b>\$109,088</b>

**Occupant Protection Thanksgiving**

*Campaign Objective*

To increase seatbelt usage in the state of Vermont, around the long Thanksgiving holiday weekend—the most traveled weekend of the year.

*Primary Target Audience*

- Adults 18+
- Men 18-34

*Campaign Parameters*

- Timing: November 12 – November 25, 2012

*Communication Channels*

- Radio | Television | Internet

*Media Strategy*

Utilized traditional media, specifically radio and television, and inserted spots into programming/content which draws the greatest number of Vermonters 18+ with a secondary focus on men 18-34. The campaign supplemented traditional broadcast media with ad placements on the Google ad network, text ads on the Facebook social media platform and video ads on Hulu. The strength of Hulu is that it is used strongly by 18- to 34-year-olds, who are a secondary demo for this campaign.

*Media Tactics*

Medium	Programming
Television	Primarily sports (17%), primetime (41.5%), and cable programming (8%)
Est. Added Value	Spots were negotiated for under-delivery of audience for previous (2011) CIOT Thanksgiving campaign. Total value: \$5,007
Radio	Concentrated radio spot placements on stations with country, rock, and sports formats. Negotiated: 10 tags as added value to reinforce DUI message (87 spots procured).
Est. Added Value	Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Total value: \$5,602
Internet	Utilized the Google ad network to manage placement of banner ads on lifestyle-related sites relevant to young men. Used text ads placements on both the Google network and Facebook to reinforce messaging, to generate awareness of the CIOT initiative. and to provide a link to GHSP website for more information on the program

*Frequency of Message*

Proposed plan:

Demo	Reach	Frequency
Adults 18+	68.8%	6.2
Men 18-34	78.6%	9.6

*Campaign Costs*

Budget	\$75,000
TV Spend	\$35,299
Radio Spend	\$19,928
Internet Spend	\$11,490
Media Planning, Buying and Management; Creative Development	\$4,958
Total Spend	\$71,675

**DUI Holiday**

*Campaign Objective*

To communicate Vermont’s impaired driving laws; increasing the public perception of the risks of detection, arrest, prosecution, and sentencing due to impaired driving, especially during the holiday time frame.

*Primary Target Audience*

- Adults 18+
- Men 18-34
- Adults 18-34

*Campaign Parameters*

- Timing: December 10-January 6

*Communication Channels*

- Radio | Television | Internet

*Media Strategy*

Utilized television as the primary medium (broadcast & cable) to reach the target audience supported by placements of the :30 TV spot on the YouTube channel and Hulu. Traditional radio was also used to gain frequency.

*Media Tactics*

Medium	Programming
Television	Primarily sports (%), primetime (%), and cable programming (%)
Est. Added Value	Primarily sports (%), primetime (%), and cable programming (%)
Radio	Concentrated radio spot placements on stations with country, rock, and sports formats
Est. Added Value	Will utilize client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Total estimated value: \$10,000
Internet	Utilized the Google ad network to manage placement of banner ads on lifestyle-related sites relevant to young men. Purchased YouTube and Hulu video ad impressions/views to expand the reach of the younger adult market

*Frequency of Message*

Demo	Reach	Frequency
Adults 18+	79.6%	8.2
Adults 18-34	74.2%	6.7
Men 18-34	77.3%	6.4

*Campaign Costs*

Budget	\$75,000
Budget from Labor Day DUI	\$27,519
Adjusted Budget	\$102,519
TV Spend	\$36,937
Radio Spend	\$39,115
Internet Spend	\$2,500
Media Planning, Buying and Management; to-date (in progress)	\$7,945
Total Spend	\$86,497

*Summary: Measures of Success*

Every media campaign placed by hmc2 in 2012 for the Department of Public Safety attained or exceeded reach goals set in the SOWs.

Per the report conducted by William Clements, Ph.D of Norwich University:

The post-enforcement rate of 84.7% safety belt usage is the first time in four years (since 2007) that this rate has fallen below the nationally recognized critical level of 85%. Consistent with most other years, the rate exhibited a slight (~2.5%) "bump" between the pre- and post-enforcement surveys, presumably due to the CIOT "enforcement" program. However, this year, this gain was insufficient to raise the level above 85%. As in most previous survey cycles, this pre-enforcement rate has shown a small decline between a post-enforcement environment in the previous year to the pre-enforcement environment of the current year, although this year, this decline has been slightly smaller than in previous years.

## Looking Ahead

As Federal Fiscal Year 2012 comes to a close, we look forward with anticipation to the upcoming FFY and further to the introduction of Moving Ahead for Progress in the 21st Century (MAP-21). GHSP will begin its first full year in its new permanent home within the Department of Public Safety complex in Waterbury, VT.

GHSP will be operating with three full-time Program Coordinators for the first time in a number of years. A redistribution and equalization of the program responsibilities will permit a more efficient degree of oversight for each sub-grantee.

GHSP is producing a highway safety calendar for distribution to sub-grantees. This laminated, wall mounted calendar will promote all significant dates throughout the year. In addition to the national Click It or Ticket and Drive Sober or Get Pulled Over campaigns, other historically relevant traffic safety dates, time frames and seasons will be highlighted.

Data Driven Approach to Crime and Traffic Safety, originally implemented in St. Albans, has finally started to take effect in other agencies. The Rutland City Police Department and the Vermont State Police are engaged and GHSP is moving in full support of expansion to other areas, cities and towns. The LEL's will promote the benefits of data driven policing at every opportunity.

The LELs will reconvene the DUI taskforce and utilize improved data to determine the most effective and efficient strategies for productive deployment. The flexibility and mobility of the task force creates a structured strike force, deployable to specific areas experiencing DUI related crashes and other impaired driving issues.

The Windsor County DUI Treatment Court will begin its initial year in FYY2013. The developments will be closely monitored to facilitate eventual statewide expansion Vermont's TSRP is currently active supporting a number of prosecutors throughout the state. With the addition of a Judicial Outreach Liaison (JOL), the TSRP will team with the JOL to energize traffic safety related issues within the counties needing additional development.

The DRE program, supported by training and outreach will continue to expand guided by data and information. DRE evaluations are projected to reach 150 during calendar year 2012. Intelligence indicates a sustained increase of legally/illegally possessed drugs and illicit prescription drugs in many of Vermont's counties. The incidents of driving while impaired (other than alcohol) continue to be of prime concern. The DRE instructor team has delivered a number of *Advanced Roadside Impaired Driving Enforcement* (ARIDE) trainings, which strongly promotes the DRE program. In addition, the instructor team has reached deep into a number of local school systems by providing *Drug Impairment Training for Education Professionals* (DITEP). DITEP is a user-friendly process enabling teachers and school administrators in their efforts to deter drug use in their schools.

Vermont's seatbelt use rate remains in a state of continued inertia. The staff, working closely with the LELs, will focus on gaining ground in this constant struggle to influence that 15% who remain unbuckled. The Click It or Ticket Task Force will be dedicated to those low use areas in need of high visibility enforcement. Media efforts undergo redesigned to penetrate to that segment of the population who have not been swayed by social norming. A more direct media effort is focused on age groups, geographical locations and driving habits of those who comprise the majority of unbelted Vermonters.

GHSP works in partnership with the Department of Health, the statewide Emergency Medical Services (EMS) and other members of the health community to position traffic safety as a health issue to broaden its acceptance to a wider audience. EMS provides a very structured opportunity to reach into every community throughout the state to promote seatbelt use and other vital traffic safety messages.

Excessive speed remains a constant contributing factor in many serious and fatal crashes. GHSP staff will continue to work with the Vermont Agency of Transportation, (Vtrans) using their variable message boards (VMBs) to remind motorists to slow down and provide them with other reminders of the dangers related to excessive speed. The staff

teams with Vtrans in the delivery of Regional Safety Workshops. These workshops are an example of blending education, engineering enforcement and emergency responders into a blended exercise in community outreach. These collaborative efforts will continue to deliver traffic safety messages at grass root levels.

Distracted driving crashes will continue to remain an area of concern and focus. The issues cross a wide range of demographics and go much further than the use of electronic devices. The GHSP staff will engage all possible educational, media and community outreach opportunities to assist in the reduction of inattentive vehicle operators. As this problem grows so will the need to apply resources in response.

The GHSP will continue engaging in outreach activities to sustain current traffic safety partnerships and to reach those agencies and organizations, not yet actively involved. Although GHSP is moving from an individual Public Information Officer (PIO), the Department of Safety PIO will be utilized when possible. With the addition of a second LEL, regional media and community outreach becomes more localized and more effective reaching those audiences in need of creative messaging.

Although Vermont traffic fatalities will show an increase during calendar year 2012, the overall serious crashes have been reduced. Vermont also continues to be among the leading states in lowest fatality rates per 100 million miles traveled.

The GHSP staff awaits the new year with anticipation. The additional staff, the second LEL, the addition of a data analyst will provide needed

resources to administer and promote the program's priorities in a more efficient manner. Working in partnership with NHTSA's Regional staff, GHSP is prepared to employ useful lessons learned during the programmatic assessments and Management Review conducted in 2012. All GHSP sub-grantees understand the need for productive use of data, technology and information to drive education and enforcement projects. The many partnerships formed during the past year are force multipliers and provide GHSP opportunities to magnify the program's outreach and increase its transparency.

Collectively, the GHSP staff is prepared to make 2013 the safest traffic safety year in Vermont history by carefully focusing on the mission of "Toward Zero Deaths". Committed to that mission, the GHSP staff will approach each day as the most important traffic safety day of the year. For the GHSP staff, 2013 will be "**365 Days of Traffic Safety**".

## Goals

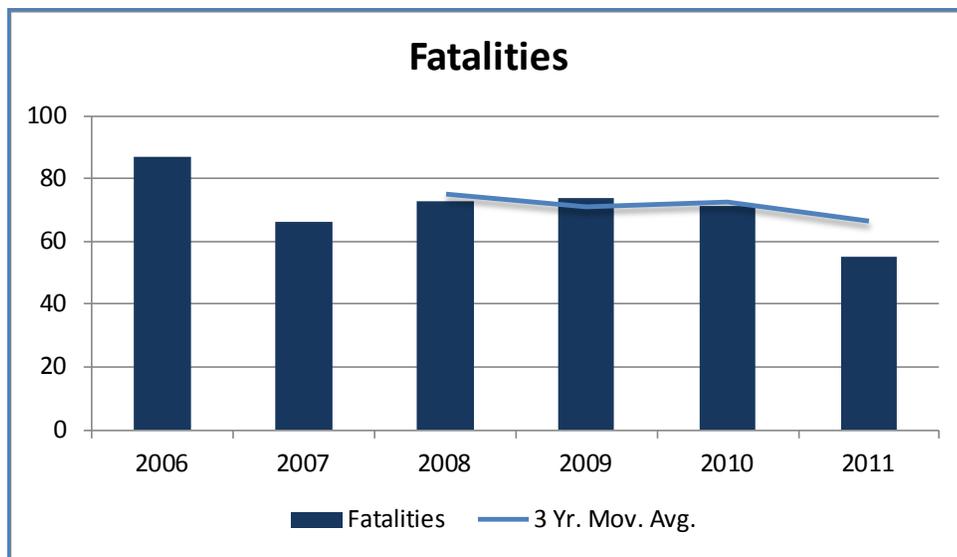
**Goal C1:** Vermont will decrease by 5.2 percent the three-year average of traffic deaths from 71 in 2004 through 2009 to a three-year average of 67.3 by December 31, 2011.

## ASSESSMENT

### GOAL HAS BEEN EXCEEDED

The annual number of **Traffic Fatalities** in Vermont has remained fairly constant during the period from 2002 through 2010 with the exception of 2004 and 2006 (98 and 87 fatalities respectively). During 2006 through 2008, the **three year average in this category is 75.3**. During the three year period (2009 through 2011) Vermont averaged 66.7 fatalities annually. This number is lower than **the 67.3 three year average projected** for this later three year period.

	2006	2007	2008	2009	2010	2011
Fatalities	87	66	73	74	71	55
3 Yr. Mov. Avg.			75	71	73	66.7



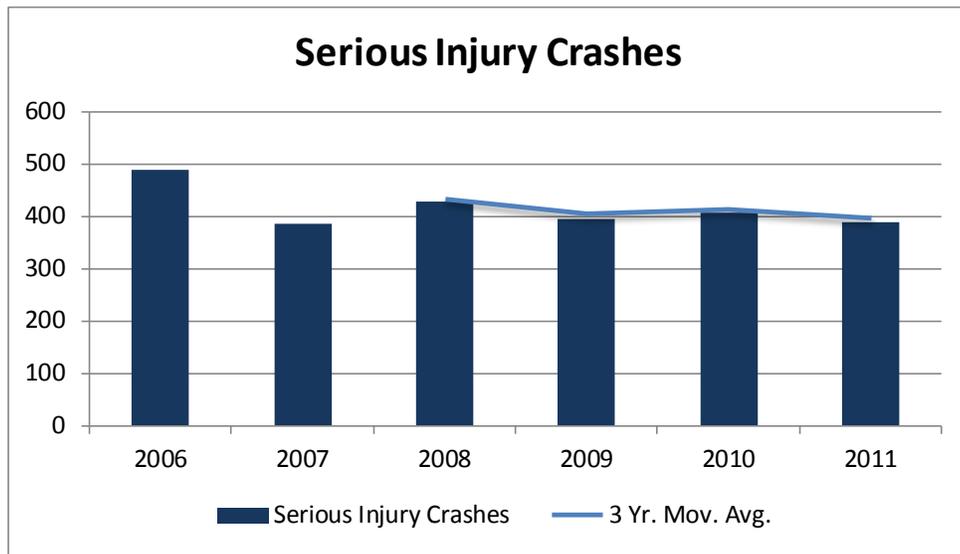
**Goal C2:** Vermont will decrease by 6.2 percent the three-year average of serious traffic crash injuries from 426 in 2007 through 2009 to a three-year average of 400 by December 31, 2011.

## ASSESSMENT

### GOAL HAS BEEN ACHIEVED

The three year average from 2009 through 2011 is 395.3  Serious Traffic Crash Injuries. This is a reduction from the three year average from 2008 through 2010 of 408.7 serious traffic crash injuries.

	2006	2007	2008	2009	2010	2011
<b>Serious Injury Crashes</b>	487	384	427	394	405	387
<b>3 Yr. Mov. Avg.</b>			433	402	409	395



**Goal C3:** Vermont will decrease by 2 percent the three-year average fatality rate of .95 per 100 VMMT in 2007 through 2009 to a three-year average of .93 by December 31, 2011.

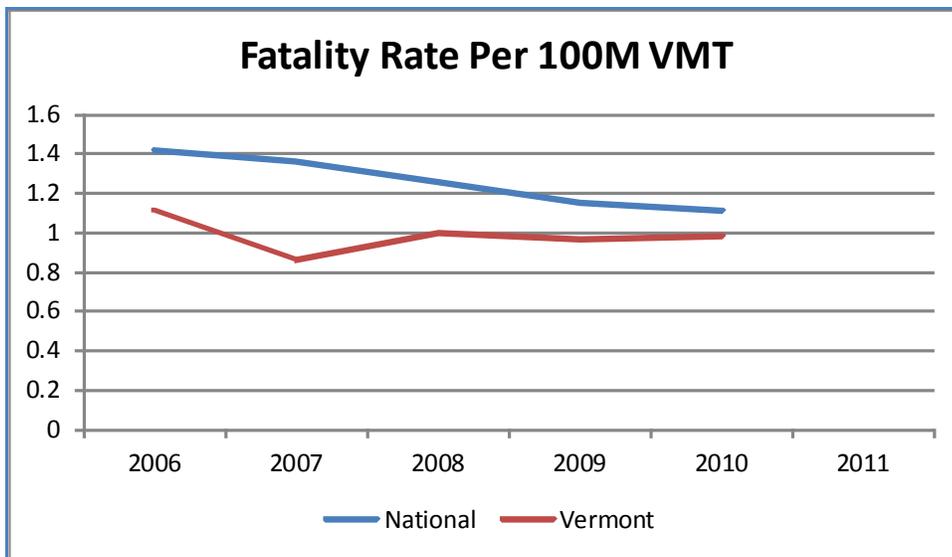
## ASSESSMENT

### IT IS UNKNOWN IF THIS GOAL HAS BEEN MET

The three year average of **Fatality Rate Per 100 Million Miles Traveled** for the three year period of 2006 through 2008 is 0.99. The three year average, in this category, for the three year period of 2008 through 2010 is 0.98. Although lower than the national average, we have not met our projected goal of .93.

\*TBA FARS – not available yet.

	2006	2007	2008	2009	2010	2011
National	1.42	1.36	1.26	1.15	1.11	TBA
Vermont	1.11	0.86	1.00	0.97	0.98	TBA



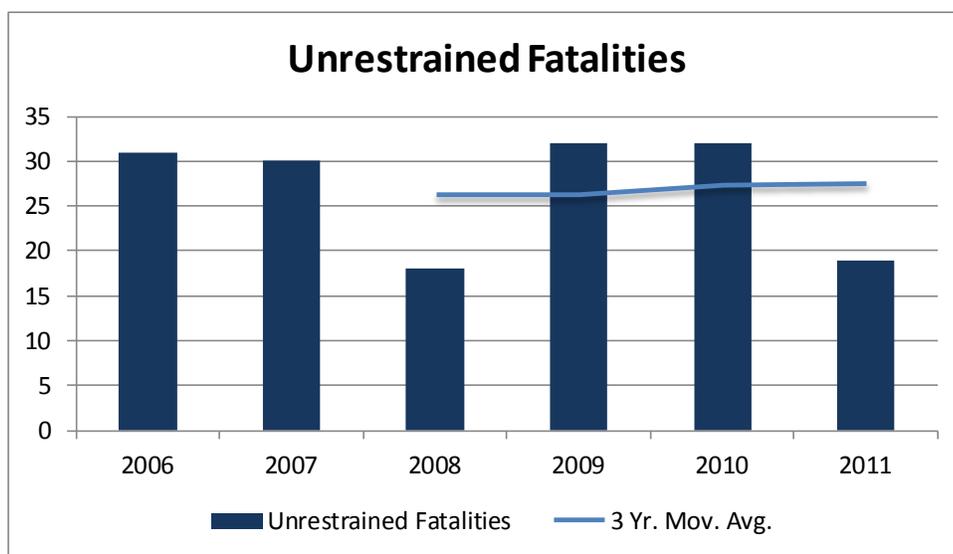
**Goal C4:** Vermont will decrease by 0.6 percent the three-year average of unrestrained passenger vehicle occupant fatalities from 27.3 in 2007 through 2009 to a three-year average of 27.1 by December 31, 2011.

## ASSESSMENT

### GOAL HAS NOT BEEN ACHIEVED

The three year average of **Unrestrained Passenger Vehicle Occupant Fatalities** for the three year period of 2008 through 2010 is 27.3. The three year average, in this category, for the period of 2009 through 2011 is: 27.6

	2006	2007	2008	2009	2010	2011
<b>Unrestrained Fatalities</b>	31	30	18	32	32	19
<b>3 Yr. Mov. Avg.</b>			26	27	27	28



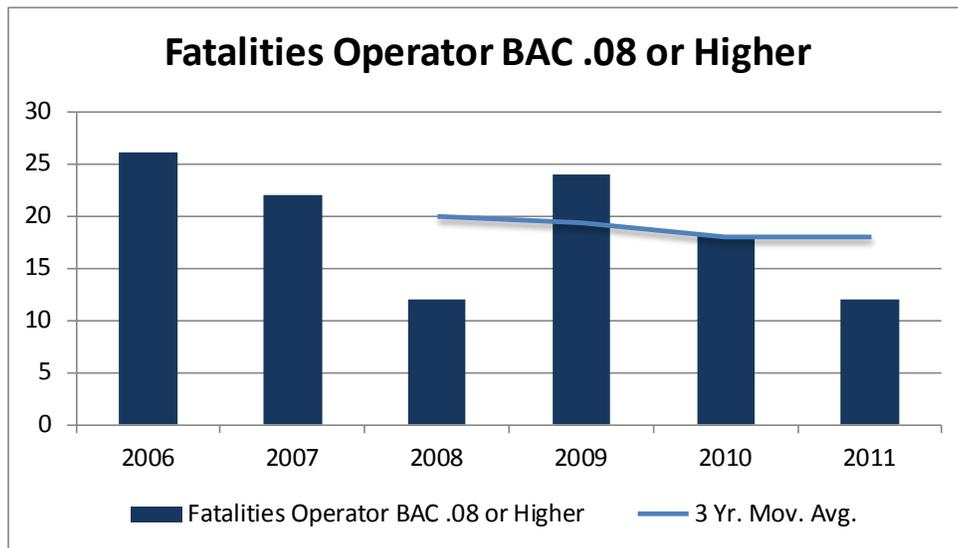
**Goal C5:** Vermont will decrease by 13.1 percent the three-year average fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 17.0 in 2007 through 2009 to a three-year average of 14.8 by December 31, 2011.

## ASSESSMENT

### GOAL HAS NOT BEEN EXCEEDED

The three year average of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above for the three year period of 2008 through 2010 is 18. The three year average, in this category, for the period of 2009 through 2011 is 16.3. This Does not meet the projected goal of 14.8 for the three year period ending December 31, 2011.

	2006	2007	2008	2009	2010	2011
<b>Fatalities Operator BAC .08 +</b>	26	22	12	24	18	12
<b>3 Yr. Mov. Avg.</b>			20	19	18	18



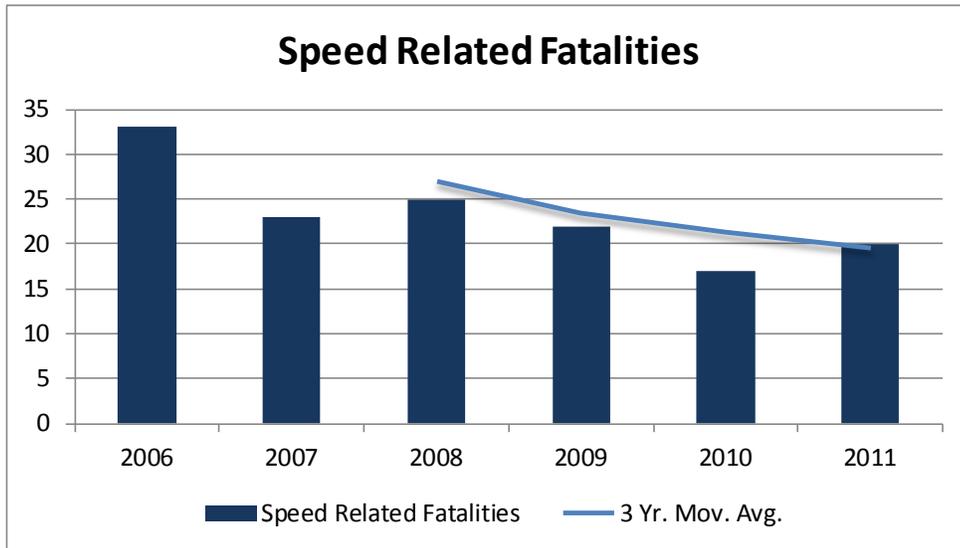
**Goal C6:** Vermont will decrease by 19 percent the three-year average of speed-related fatalities from 20 in 2007 through 2009 to a three-year average of 16 by December 31, 2011.

## ASSESSMENT

### GOAL HAS NOT BEEN EXCEEDED

The three year average of **Speed Related Fatalities** for the three year period of 2008 through 2010 is 21. The three year average, in this category, for the period of 2009 through 2011 is 19.6. Although this is a decrease of 8% it does not meet the projected goal.

	2006	2007	2008	2009	2010	2011
<b>Speed Related Fatalities</b>	33	23	25	22	17	20
<b>3 Yr. Mov. Avg.</b>			27	23	21	20



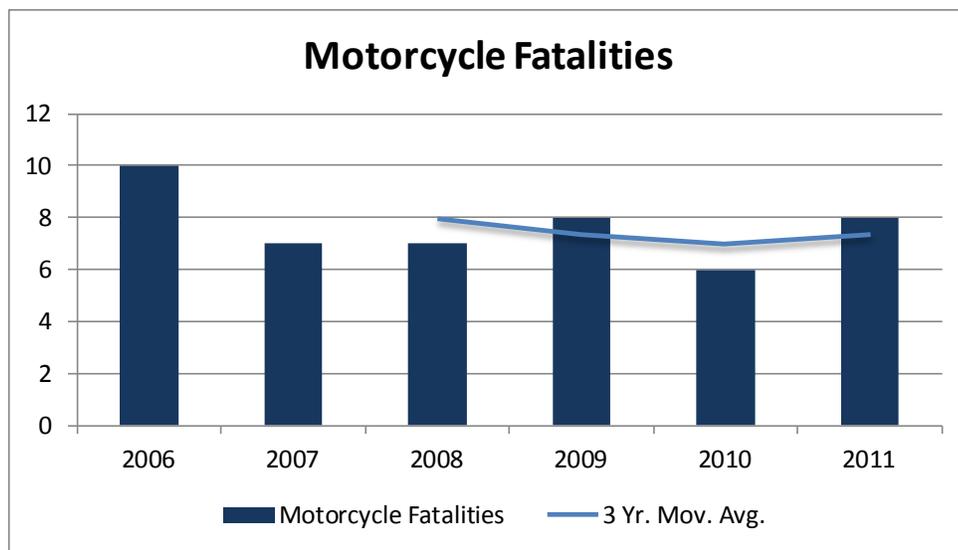
**Goal C7:** Vermont will not increase the three-year average of motorcyclist fatalities from 7 in 2007 through 2009 during the period through December 31, 2011.

## ASSESSMENT

### GOAL HAS BEEN MET

The three year average of **Motorcyclist Fatalities** for the three year period of 2008 through 2010 is 7 . The three year average, in this category, for the period of 2009 through 2011 is 7.3. The projection was to maintain the level of fatalities at 6.3, in this category. That number has increased by 1 fatality in this category.

	2006	2007	2008	2009	2010	2011
<b>Motorcycle Fatalities</b>	10	7	7	8	6	8
<b>3 Yr. Mov. Avg.</b>			8	7	7	7



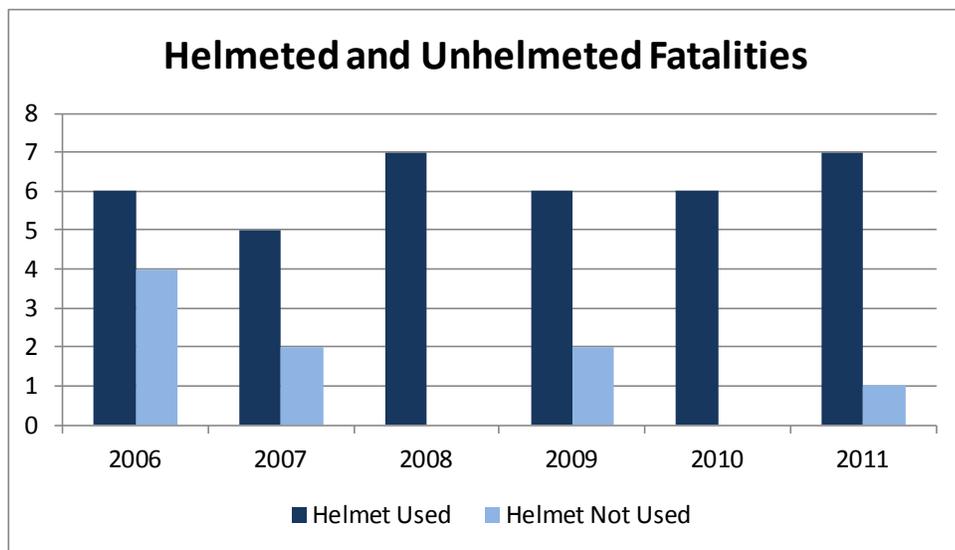
**Goal C8:** Vermont will decrease by 50% the three-year average of improperly helmeted motorcyclists from 2.00 in 2008 to a three-year average of 1.00 by December 31, 2011.

## ASSESSMENT

### GOAL HAS BEEN MET

The three year average of **Unhelmeted Motorcycle Fatalities** for the three year period of 2008 through 2010 is .66 fatalities in this category. The three year average in this category, for the period of 2009 through 2011 is 1.

	2006	2007	2008	2009	2010	2011
<b>Helmet Used</b>	6	5	7	6	6	7
<b>Helmet Not Used</b>	4	2	0	2	0	1



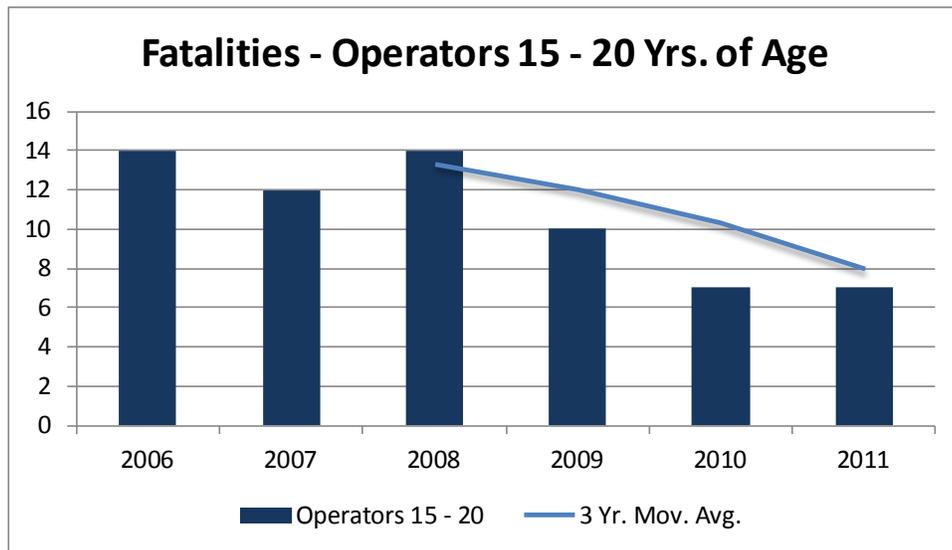
**Goal C9:** Vermont will decrease by 16 percent the three-year average of drivers age 20 or younger involved in fatal crashes from 12 in 2005 through 2009 to a three-year average of 10 by December 31, 2011.

## ASSESSMENT

### GOAL HAS BEEN MET

The three year average of Drivers Age 20 or Younger Involved in Fatal Crashes for the three year period of 2008 through 2010 is 10.3. The three year average, in this category, for the period of 2009 through 2011 is 8 fatalities. This number exceeds the projected total of 10.

	2006	2007	2008	2009	2010	2011
<b>Operators 15-20</b>	14	12	14	10	7	7
<b>3 Yr. Mov. Avg.</b>			13	12	10	8



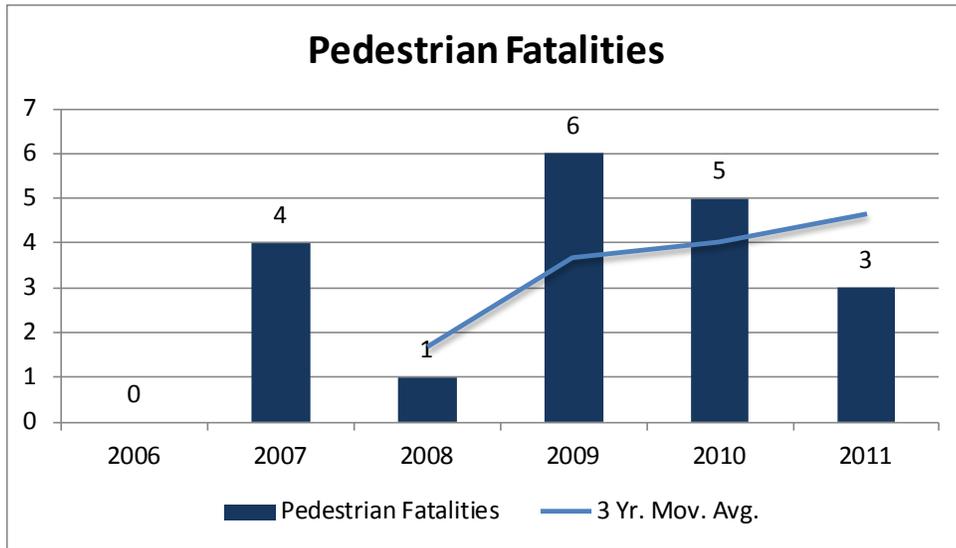
**Goal C10:** Vermont will decrease by 18 percent the three-year average of fatally injured pedestrians from 3.3 in 2007 through 2009 to a three-year average of 2.7 by December 31, 2011.

## ASSESSMENT

### GOAL HAS NOT BEEN ACHIEVED

The three year average of **Fatally Injured Pedestrians** for the period of 2008 through 2010 is 4. The three year average, in this category, for the period 2009 through 2011 is 4.6.

	2006	2007	2008	2009	2010	2011
<b>Pedestrian Fatalities</b>	0	4	1	6	5	3
<b>3 Yr. Mov. Avg.</b>			2	4	4	5



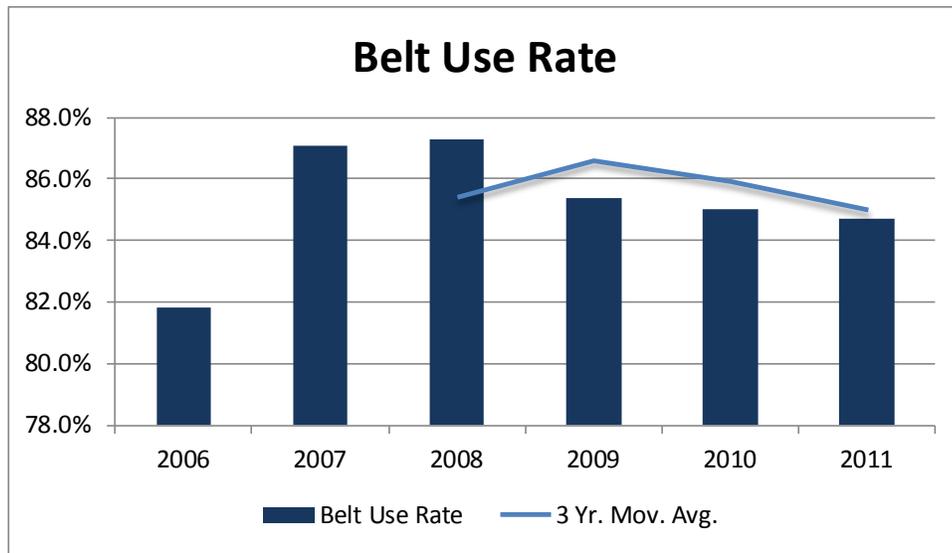
**Goal B1:** Vermont will increase by 2 percent the observed seat belt use for passenger vehicles, front seat outboard occupants from a three-year average rate of 86.0% in 2008 through 2010 to a three-year average of 88.5% by December 31, 2011.

## ASSESSMENT

### GOAL HAS NOT BEEN ACHIEVED

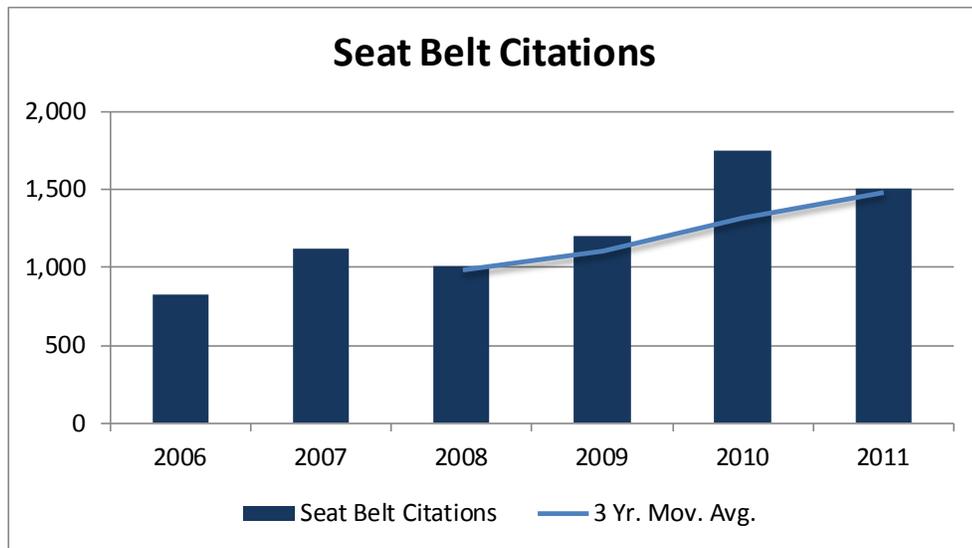
This goal has been met. The three year average of Observed Seat Belt Use for Passenger, (front outboard occupants) for the 2009 through 2011 is 85.4%

	2006	2007	2008	2009	2010	2011
<b>Belt Use Rate</b>	81.8%	87.1%	87.3%	85.4%	85.0%	84.7%
<b>3 Yr. Mov. Avg.</b>		85.4%	86.6%	85.9%	85.0%	85.0%



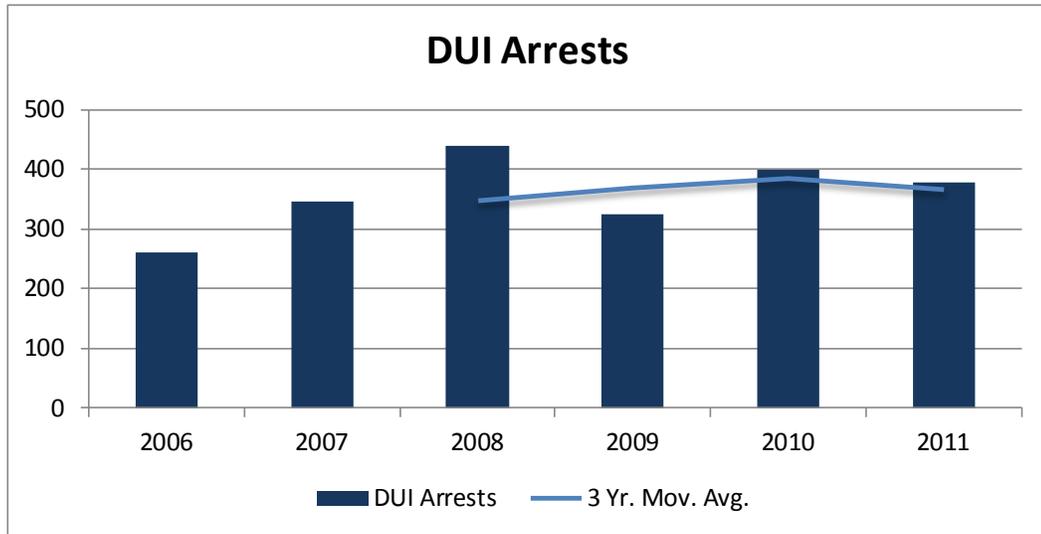
**GOAL A-1:** Vermont will report actual data and trends of its three year average of Seat Belt Citations issued during grant funded enforcement activities.

	2006	2007	2008	2009	2010	2011
<b>Seat Belt Citations</b>	824	1,120	1,004	1,199	1,746	1,505
<b>3 Yr. Mov. Avg.</b>			983	1,108	1,316	1,483



**GOAL A-2:** Vermont will report actual data and trends of its three year average of DUI arrests during grant funded enforcement activities.

	2006	2007	2008	2009	2010	2011
<b>DUI Arrests</b>	261	346	438	324	398	377
<b>3 Yr. Mov. Avg.</b>			348	369	387	366



**GOAL A-3:** Vermont will report actual data and trends of its three year average of Speeding Citations issued during grant funded enforcement activities.

	2006	2007	2008	2009	2010	2011
<b>Speeding Citations</b>	4,666	7,036	5,663	7,423	8,311	6,900
<b>3 Yr. Mov. Avg.</b>			5,788	6,707	7,132	7,545

