

2008 Annual Report



Governor's Highway Safety Program

CONTACT INFORMATION

James Douglas	Governor
Thomas R. Tremblay	Governor's Representative
Jeanne Johnson	Coordinator
Stephen Reckers	Alcohol Coordinator
Robert King	Grants Coordinator
Michele Laberge	OP/CPS Coordinator
Susan Aikman	Grants Manager
Betsy Ross	Public Information Officer
Thomas Fields	Law Enforcement Liaison
Chuck Satterfield	Sheriff's Liaison
Lee Graham	Chief's Liaison

Address: 5 Park Row
Waterbury, VT 05671-3201
Phone: 802.241.5509
Fax: 802.241.5558
Email: jejohnson@dps.state.vt.us
Web: www.vthighwaysafety.com

2008 ANNUAL REPORT

INTRODUCTION

What a year! After a tour of duty in Iraq, I returned to find the office very well managed and moving forward on goals. The safety belt use rate was 87%, the first step in qualifying for 406 funds. Highway fatalities were low, as were alcohol-related, bike and pedestrian fatalities, and motorcycle crashes were kept from rising. The Acting Coordinator, Steve Reckers, did a great job of bringing the GHSP staff and goals to the next level, implementing plans to add a crash data analyst and public information officer to the bank of resources required to improve performance.

For me, working with the outstanding Highway Safety staff to build on those successes in FFY 2008 was a remarkable privilege, involving a great deal of work, but affording many highlights that will stand out for years.

In May, Vermont qualified for Section 406 funding by achieving greater than 85% safety belt use for the second year in a row. This involved the most rigorous strategy of earned and paid media and high-visibility enforcement activity ever managed by this small office. We had many non-traditional partners who helped us achieve this goal.

We took the opportunity in June at our Annual Lifesaver "Highway Heroes" Award lunch to honor the contributions of a member of the private sector, Fletcher Brush of Co-operative Insurance Companies. Fletcher was the driving force behind many positive community efforts, including the development of the Youth Safety Council of Vermont, dedicated to reducing death and injury of teens on the highway due to inexperience behind the wheel. He was also a driving force in the work of the Strategic Highway

Safety Planning Core Group. The timing of that award proved to be propitious, because we lost Fletcher to a very untimely death in November. His loss is devastating; but we say farewell, knowing he was aware how much we valued him.

The September Vermont Law Enforcement Challenge provided a stellar moment when the Randolph Police Chief turned a key in the ignition to find he had won the cruiser prize! Heading one of the smallest police departments, his assigned vehicle was many years past its prime and hardly roadworthy, but wasn't scheduled for replacement for two more years. If ever there was a police department that needed a new cruiser, Randolph was it!

At the 3rd Annual Addictions Conference in September, the Vermont Department of Health, Division of Alcohol and Drug Prevention Director's Award was presented to our long-time youth grant manager, Carol Rose: "For demonstrated commitment to excellence, outstanding achievement and leadership in the field of Substance Abuse Prevention." It was nice to see the achievements of someone who has long been involved in the effort to address the overrepresentation of youth in crashes honored by another organization.

It was a noteworthy year, and we move forward into FFY 2009 with gratitude, dedication and a clear direction.

Jeanne Johnson, Coordinator

IN MEMORY

The tragedy of life is that often times, the best and the brightest are taken from us before their mission on earth is fully completed.

That tragedy came to pass this November when Fletcher Brush died. Without question or personal reward, Fletcher gave himself to his family, his community, his profession and the state. A champion of teens, "Buster," as he was fondly called, strongly advocated for the safety of young drivers on Vermont's highways.

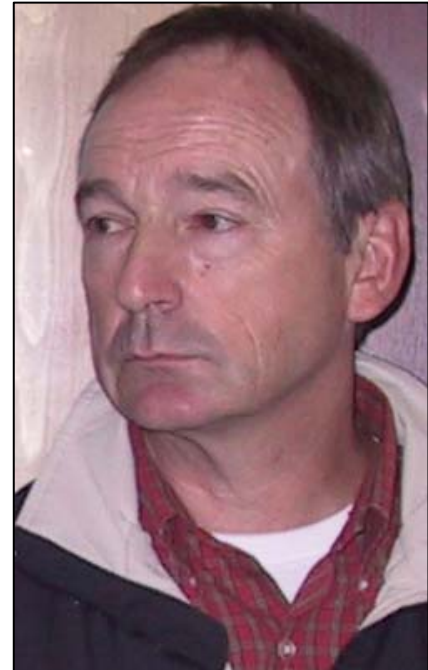
The countless hours he spent in the creation and development of the Youth Safety Council of Vermont will never be forgotten. Nor will his inspirational leadership as a member of Vermont's Strategic Highway Safety Plan. As the Chair of the Outlook and Education function group, Fletcher, representing the private sector, was an unyielding voice in the development of recommendations for legislative support for the safety of Vermont motorists.

Fletcher's quiet demeanor cloaked a steadfast and stalwart desire, almost an iron will, to provide every opportunity for motorists of all ages, especially the youth of our state, to have more knowledge about being safe on our roadways.

His influence will always be felt by those with whom he came in contact, and through them to countless thousands who will benefit by his legacy.

He established a program providing newly licensed drivers with hands-on driving experience demonstrating the importance of safe and responsible driving.

In May of 2008, a gubernatorial proclamation and ceremony dedicated the month of June as "Teen Highway Safety Month". Fletcher was the main instrumental force in the proclamation creation with the joint efforts of The Youth Safety Council of Vermont and GHSP.



**Fletcher "Buster" Brush
1949 - 2008**

Fletcher gave generously of his time and spirit. He will be missed terribly, but the impact he made while he was here will long benefit Vermonters, young and old.

It is with the greatest respect that we dedicate this annual report to Fletcher.



**Governor Douglas signs Proclamation declaring
June as "Teen Highway Safety Month".**

VERMONT PROJECTS

IMPAIRED DRIVING

Vermont follows national trends; 8 in 10 operators taken into custody for driving under the influence are male, and 70 percent of those are first time offenders. About 90 percent of repeat offenders see some jail time, but like everywhere else, our prisons are overcrowded and sentences are generally of short duration. The number of DUI charges disposed in court each year in Vermont has exceeded 5,000 for the past three years.

Because participation by law enforcement mobilizations is voluntary, Vermont is proud of the fact that nearly 100 percent of the law enforcement community participates in two impaired driving mobilizations each year. Some agencies get grant money for our campaigns, but all those funds are used to pay officers.

PROGRAM OVERVIEW

We continue to run two **alcohol mobilizations** a year; one during the summer and one during the December holiday period. Agencies are adjusting tactics to better target areas and times noted for increased drinking and driving. For instance, checkpoints and saturation patrols along our western border are staying out much later than in the past because bars in New York close two hours after Vermont bars, and agencies noted an increase in crash rates along roadways leading from New York in the early morning hours. We encourage agencies to continue this new approach to combat this problem. Governor's Highway Safety Program, Vermont State Police and the Vermont Chiefs Association are cooperatively coordinating the start-up of **Drug Recognition Expert (DRE)** program in

Vermont. DRE is a growing specialty in law enforcement that has great promise as a means of identifying and prosecuting drug-impaired drivers. The National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP) endorse the DRE Program. Vermont currently has thirteen certified Drug Recognition Experts. The Drug Recognition Expert Committee is coordinating this multi-agency program and has it widely used. The committee looks forward to continuing the process and establishing case law in the drugged driving area. The DRE network in Vermont is growing and as it grows, the ability of the police community in Vermont to recognize, identify and prosecute drug impaired drivers improves.

The **Emergency Nurses CARE Program** educates Vermonters from elementary school through senior citizens about the effects of alcohol and other drugs and the dangers of impaired driving. The ENCARE program centers on a slide presentation showing crash victims being treated in an emergency room trauma center. The associated narrative describes the effects of alcohol; the injuries, treatment and care of survivors; and the personal and social consequences of alcohol-related crashes. The program emphasizes the dangers of impaired drivers and other risky driving practices and encourages safe alternative choices. ENCARE uses former victims to assist in the presentation whenever possible. ENCARE also leads the "THINK" memorial sign program, which marks the sites of alcohol-related fatal crashes.

The **Traffic Safety Resource Prosecutor**, located in the Office of State's Attorneys and Sheriff's support efforts to remove and sanction drivers arrested for

driving after drinking or while under the influence of other drugs. The Resource Prosecutor provides legal support on appeals with statewide or constitutional impact or in areas where local prosecutors have limited experience. The prosecutor provides informational, training and legal research support to other prosecutors and enforcement officers. The resource prosecutor works with various agencies to improve DUI laws and their applications and the Department of Health to maintain acceptability of the DataMaster infrared breath testing equipment.

We will continue to use a tried and true method: find the problem areas, devise an effective strategy, dedicate the resources, educate the public, and enforce the laws in the highest visible manner to promote safe behavior on our highways.

PROGRAM RESULT

Vermont continues to be one of the best in the nation in terms of alcohol-related deaths per 100 million miles traveled. Our rate of .389 in 2005 ranks Vermont sixth lowest in the country. We expect 2008 to be the sixth year in a row that the alcohol-related traffic death count is 30 or below. This is a great accomplishment and indicates Vermont's commitment to reducing DUI deaths.

OCCUPANT PROTECTION

Vermont's occupant restraint use has increased by nearly 30% during the Click It or Ticket (CIOT) Era. In 2001, the last pre-CIOT year, the Vermont use rate was a dismal 67.4%. Vermont currently enjoys an 87.3% use rate. We know this rate contributes greatly to the unprecedented low numbers of deaths on Vermont roadways. We fully intend to continue the program to raise the use rate even higher.

PROGRAM OVERVIEW

Vermont's occupant protection program consists of education and enforcement.

On the education front, the Vermont Occupant Protection and Child Passenger Safety Specialist promotes use of restraints and proper use of child

safety seats. There are 135 CPS Technicians representing 86 agencies. During 2008 there were 17 car seat inspections held where 458 car seats inspections occurred. Our twenty-four car seat fitting stations completed 2,399 inspections. We added four new stations in 2008. Individual technicians completed an additional 722 inspections over and above the inspection events and fitting station activity. Hospital personnel completed another 1,491 inspections and distributed more than 200 seats. There were a total of over 5,000 seats inspected in 2008 and over 1,000 new car seats distributed through the program. These inspections found a 78.2% misuse rate with the most common being improper installation.

In the training area to reduce misuse, we certified twenty new technicians at the standardized training held in May. We conducted two technical update trainings with 98% attendance. The OPKIDS/TOPS training was provided twice with new recruit classes at the Vermont Police Academy. Vermont also certified two new instructor candidates, provide three two-day trainings for birthing nurses, and 20 other classes of various durations. Two instructors attended Lifesavers in Chicago and one technician attended KIDS in MOTION in Denver. Technicians fielded 550 calls to the Vermont child seat help line (1-888-Tot Seat), responded to 350 requests for restraint materials and staffed 18 displays at events around the state.

Each of the contacts made through this program is an opportunity to promote proper child restraint use and use of restraints for the others in the vehicle. We take full advantage of these educational opportunities.

The community programs described later in this document also have a large component related to safety restraint education as part of their programs.

On the enforcement side, Vermont runs two Click It or Ticket mobilizations: a small effort in November over the high-travel Thanksgiving period and another in May during the larger national push to increase belt use.

The Thanksgiving push, although smaller and largely voluntarily supported by Vermont law enforcement is effective in reminding drivers of the importance of

restraint use mid-year between the bigger effort each May.

The May 2008 effort involved local departments doing safety checkpoints on their own, 402-funded projects in various police jurisdictions and a full blown Click It or Ticket task force mobilization for areas of special interest (low use).

PROGRAM RESULT

Vermont safety belt use rate is the highest it has ever been. The observed rate of 87.3% both surprised and pleased the highway safety community in Vermont. A rate at that level is pleasing, but to attain that rate without a standard enforcement law is remarkable. We attribute the rate to the hard work of the officers on the road and those persons educating the public about the benefits of being belted. This year's unprecedented media, coupled with paid media and aggressive enforcement promoted awareness and encourage belt use.

SAFTEA-LU § 2011

VERMONT BEST PRACTICES FROM SAFETEA-LU

OCCUPANT PROTECTION

Problem: Low safety belt use rate in a secondary-law state.

What was accomplished: 87% safety belt use rate two years in a row. We supported the NHTSA Click It or Ticket mobilization in Vermont with statewide local enforcement grants, and roving task forces that are hand-picked targeting the lowest belt-use areas. A earned media effort involving many nontraditional partners, such as Red Cross, local banks, and sporting venues, and paid media that both blanketed the state and targeted the lowest-use rate areas. A NHTSA-approved observational survey was used before the mobilization to identify low-use areas, and after the mobilization to measure change.

Encountered Challenges:

- a. Funds were available too late in the FFY year to use for current mobilization. We were

required to "bank" funds for the following year's Click It or Ticket mobilization.

- b. Separate application packages, requirements and deadlines for discretionary funding (that which must be applied for – 408, 405, 410, 2010 and 2011) created an annoying administrative burdens and delayed availability of funds until the year was almost complete. 405 funds come too late for Click It or Ticket, 2010 funds come too late for the motorcycle rider training season, and 2011 funds come to late to program for Child Passenger Safety Week and Safety Seat Saturday.

Funding Sources and Purpose:

405 Funds

- Paid media costs
- Pre- and Post-Mobilization Safety Belt Observed Use Rate Surveys
- Pre-Mobilization Telephone Surveys
- Sports venue marketing

402 Funds

- Local, county and state police mobilization grants
- Dedicated safety belt enforcement task force
- Mobilization support materials

Years Covered: All (we have done Click It or Ticket every year of SAFETEA-LU)

Geographic Area: State of Vermont

Contact Information:

Jeanne Johnson, Coordinator
Vermont Governor's Highway Safety Program
5 Park Row, Waterbury, VT 05671-3201
[JeJohnso@dps.state.vt.us/](mailto:JeJohnso@dps.state.vt.us)
vthighwaysafety.com
802-241-5501

TRAFFIC RECORDS

Problem: Manual and electronic record-keeping systems that are not integrated.

What was accomplished: The project to electronically collect crash data from the police departments across Vermont was phased in during 2008 with State Police (80% + of crashes) beginning on January 1, 2008. Crash reports are entered to the web file directly from the reporting agency. The State of Vermont realized improvements in the timeliness, accuracy, completeness and uniformity of the collected data in the crash file. This alone is a monumental improvement to our crash data collection. Until this system went live, the process to enter crash reports in calendar year blocks took up to nine months after the end of the year for the first crash report to be entered. Under the old system, the first 2008 report would not have been entered until at least June of 2009. To have crash reports accessible during the same year in which they occurred is a giant step forward for our crash reporting system.

The query capability for reporting departments to run “canned” or ad hoc reports to provide near-real time data for planning of highway safety related activity is also on-line and active on the internet. This improvement in accessibility gave reporting agencies, for the first time, the ability to directly query the current crash records.

Encountered Challenges:

- a. NHTSA application requirements for obtaining funds make it slow and very difficult to obtain them. The mandates to perform a *second* traffic records assessment and *rewrite* the Strategic Plan when the work outlined in the original assessment and strategic plan had not yet been funded and completed wasted staff time and financial resources, without improving anything. Funds were available too late in the FFY year to use for current mobilization. We were required to “bank” funds for the following year’s activities, sometimes for more than one year in order to accrue sufficient funds to accomplish “big-ticket” projects.

Funding Sources and Purpose:

408 Funds

- Online Crash Reporting System and Data Collection System developed by Transportation Agency personnel and contractor

Years Covered: All (we have been working on the traffic records strategic plan every year of SAFETEA-LU)

Geographic Area: State of Vermont

Contact Information:

Stephen J. Reckers, Chairman
Traffic Records Coordinating Committee
Vermont Governor’s Highway Safety Program
5 Park Row, Waterbury, VT 05671-3201
SReckers@dps.state.vt.us/ vthighwaysafety.com
802-241-5505

CHILD PASSENGER SAFETY

The major goal of the CPS program is to decrease the number of deaths and injuries of young children on Vermont highways due to motor vehicle crashes. This is achieved by promoting the proper use of child safety seats, safety belts and airbags. We do this through various means including car seat inspections, trainings, displays and events which promote car seat and seat belt safety.

Vermont began the grant year with 125 certified car seat technicians. 75 agencies and 5 individuals were represented. At the close of the year we had 135 technicians. Retention of technicians becomes more difficult with each year as budgets are cut and workloads increase.

Car seats are available through the VT Discount Car Seat program. Low income families are served as well as eligible families. A small donation is requested ranging from \$10.00 – \$20.00 for low income families. Seats are also distributed for free according to need. All donations are used to purchase additional seats for the program. GHSP purchases in bulk for all programs. Warehousing and transportation are generously provided by Land Air

Express of New England. This service is valued at more than \$20,000. a year and is a key component to the success of our program With their help GHSP distributed 644 seats – which included infant, convertible, booster and some special needs seats.

Car seats are checked and distributed through various avenues. Large inspections, fitting stations, hospital discharge, and individual appointments are the most common venues. Twenty GHSP and Vermont Safe Kids sponsored inspections were held in Burlington (2), Middlebury, Bennington, South Burlington(2) Springfield, St. Johnsbury, Morrisville, Milton, Fair Haven, Brandon, Williston, St. Albans, Montpelier(2), Hartford, Hardwick, Newport, and Northfield. We completed 560 inspections at these sites; an increase from the following year. This increase was attributed to the media coverage from the Tweens campaign as well as letters to all day care providers, community calendars, and flyers handed out to all community service agencies in the towns where the inspections were to be held.

The VT Fitting Stations continue to gain public awareness. The year started with 24 stations and grew to serve 30 communities by the end of the year.

Many technicians serve the public by individual appointment. 654 forms were submitted by these individuals. An additional 1,382 forms were received from eight of 14 hospitals in the state. Total inspections from all our programs totaled 4,529. Expectant parents, newborns, children in safety seats, children using adult seat belt systems and specials needs children, unrestrained children and adults attended the inspections.

All safety seat inspections forms are checked by CPS instructors. Misuses are tracked in three categories: selection, harnessing and installation. The most common misuse VT continues to see are errors in installation. Harnessing follows closely behind. A total of 320 seats arrived correctly installed. The overall misuse rate was 81.2%.

Training for Law Enforcement and the VT Child Restraint and Seat Belt laws is taught primarily at classes for new officers at the Vermont Criminal Justice Training Academy by certified CPS instructors. A combination of the Tops/Operation

Kids curriculum is used. Classes were held in November and May and 70 recruits received training. Primary focus is on unrestrained children and children too small for seat belt use. Law Enforcement agencies are also invited to apply for the Standardized Technical Training course held each spring. CPS has 64 certified technicians at law enforcement agencies representing 37 departments. 13 of 14 counties are represented. Grand Isle is the only county without a technician. CPS trained officers participate in the Click It or Ticket initiatives and hand out CPS information.

GHSP and Vermont Safe Kids conducted one Nationally Standardized Child Passenger Safety Technician Training in June 2008 at the Hampton Inn in Colchester, VT. Twenty-one new individuals became certified technicians. Each student participated in two car seat inspections during the course.

Vermont remains one of the top states for numbers of technicians who continue to be recertified. GHSP reminds technicians about upcoming recertification through emails, mailings and phone calls. We keep a database of sign offs for each tech, print paper copies of Continuing Education Units for Technical Update and car seat inspections and provide a notebook to each technicians to keep the CEU's organized. Instructor sign offs are available at all car seat inspections. We offer computers at all trainings so technicians can go online and enter information on the Safe Kids website.

CPS Technicians attended Annual Technical Update training which was offered in March this past year. Attendees received three Continuing Education Credits from an approved curriculum presented by Joseph Collela. All instructors received an eight hour instructor training on the following day.

Five two-day CPS Trainings for birthing and pediatric staff were held in Bennington, Stowe, North Country, Berlin, and Milton. This course covers VT Law, safety seats, selection, harnessing and installation as well as misuse and hands on training.

CPS instructors and technicians have reported to GHSP that 50 one and two hour awareness classes were made around the state. Head Start, Parent

Child Centers, day care staff, parent teen groups, Boy Scouts, Kiwanis, Association of Africans living in VT, birthing classes, bus drivers, service organizations, parent teacher organizations and school children made up the groups trained.

GHSP received 302 requests for CPS printed materials. CPS tip sheets, law cards, educations brochures and flyers were mailed out. The toll free line (TOT-SEAT/VMT-SEAT) received 675 calls requesting information on fitting station locations, low cost car seat purchases and basic CPS information.

CPS displayed at ten events. Interactive games and demonstrations allowed the public to get involved as well as pick up important materials.

During CPS Week, two sponsored inspection events were held. Attendance was boosted by distributing donated movie tickets, food, and a live radio remote. Six Fitting Stations opened for Seat Check Saturday. There were three display events at Dorset Park, Rutland Diamond Run Mall, and Marble Works Family Fun day in Middlebury. Training at Kids and Fitness for staff and parents was held during the week. The CPS Specialist appeared on television and radio to talk about CPS issues and promote events.

The CPS program worked with a marketing firm to rebrand and develop new messages and materials. The program now focuses on the 4 Stages of Car Seat Safety using ideas from NHTSA's 4 Step campaign. New displays were purchased to reflect new logos. A new website, www.beseatsmart.org, was developed and a new vehicle was wrapped to display the message. The car seat inspection trailer also displays the new graphics. The TOT-SEAT phone line was changed to VMT-SEAT using the same telephone numbers while giving the impression of information available for all children rather than just tots. Flyers and handouts were developed which will replace older materials as they are used up. A media campaign using radio, newsprint and television enhanced the program and helped to spread the message. A pre and post survey helped establish a base line of public awareness and focus for the necessary changes.

POLICE TRAFFIC SERVICES

Vermont has two direct Police Traffic Services programs and several programs to support those services. The **direct enforcement** grant programs are funded by § 402 for general locally identified problems and a state funded DUI enforcement grants to locals program. These two programs support and compliment the CIOT and You Drink, You Drive, You Lose 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.

In 2008, these two enforcement programs accounted for over 17,000 hours of enforcement including nearly 1,000 hours at 157 checkpoints. Officers on these details stopped over 39,000 vehicles, wrote 10,601 traffic citations and issued 10,724 warnings. These officers administered 2,484 breath tests and arrested 438 intoxicated drivers. 1004 tickets were also written for seat belts and CPS citations.

Programs that provide support to the direct enforcement effort are the police liaisons, the Vermont Law Enforcement Challenge and the crash data analyst.

The **three law enforcement liaisons** are 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 run the CIOT and alcohol mobilization Task Forces.

The **Vermont Law Enforcement Challenge** (VLEC) promotes better and increased traffic safety activity in the agencies by rewarding that behavior. In 2008, the VLEC had a grand prize of a police package cruiser which all category winners were eligible to be awarded. The VLEC awarded lesser items to winners in addition to the eligibility of the vehicle. Many of Vermont's submittals placed well in the International Association of Chiefs of Police national Law Enforcement Challenge competition.

The **Crash Data Analyst**, created during 2007, is an asset to all law enforcement agencies to identify crash patterns, causes and locations. The efforts of the analyst makes law enforcement more effective in supporting our goals of reducing death, injury and property damage on Vermont roadways.

COMMUNITY PROGRAMS

PROGRAM OVERVIEW

The educational part of the Vermont Highway Safety Program encourages good transportation safety choices. We work to target our message to specific populations and tailor that message to the problem in that population. For example, in the Vermont Teen Leadership Safety Program and Early Traffic Safety Education our intention is to grow young Vermonters into safety minded adults. Other populations require other messages and we develop them as we identify problems.

The **Vermont Teen Leadership Safety Program** (VTLSP) promotes safe life choices in the young adult population. VTLSP has membership in high schools across Vermont. Each school has adult and teen advisors to mentor and guide the school's activity. Students in these schools conduct peer-to-peer role modeling to promote a wide variety of smart choices. Paramount in these choices are safety belt use and smart choices regarding drinking and especially impaired driving. Students that buckle up and shun drinking and driving as they start their driving careers, are more likely to continue these habits. We continued to work with VTLSP throughout 2008.

VTLSP was also heavily involved with promoting the Stop Teen Alcohol Risk Taking (START) program. This program targets underage drinking parties. With students help through sharing information, teams of enforcement officers are able to intervene with parents and landowners to prevent drinking parties either in a home or on land owned by a consenting adult. If such a party is found to be occurring, these same officers assemble and take action to stop and investigate the party and its sponsors. VTLSP

members also create public information campaigns and materials to distribute around the state and promoted the 1-866-Teen Use toll free number that is used to report underage drinking. Students of the VTLSP participated in national meetings of SADD, and worked with the National Guard Drug Reduction Unit, the Department of Liquor Control, School Resource Officers and DARE officers around the state and sent students to the National SADD conference in Phoenix, AZ, along with adult advisors. VTLSP members also testify in the legislature regarding graduated license laws.

The **Community Traffic Safety Program** in Newport, Vermont, Traffic Safety of Orleans and Northern Essex (ONE) counties is still active in Vermont's Northeast Kingdom. The program has continued its mission to educate their community members on the importance of safe highway use. This CTSP operates in one of the lowest belt use and highest alcohol use areas of Vermont.

Early Traffic Safety Education program is a statewide program consisting of a speaker with a magic show to travel to elementary schools in Vermont to promote safe behaviors on and around school buses, as pedestrians, bicyclists and motor vehicle passengers. This first step in the growing of highway smart and safe citizens targets students in the early grades of elementary schools. The show is participatory and well accepted by every audience that sees the show.

A program based in the Vermont Department of Labor, the **Work Place Traffic Safety Program**, encourages employers to treat the roadway as the workplace for many of Vermont's workers. By focusing attention on the cost of crashes to businesses, this program helps employers to incorporate traffic safety issues into their company accident and policies reduction plans.

Finally, the partnership with National Safe Kids continued to help with the purchase of car seats and supplies, and promoting child safety seat inspections around Vermont.

PAID MEDIA REPORT

Vermont's Chief Marketing Officer (CMO) contracts with three marketing agencies. GHSP takes advantage of this streamlined process and expertise and gets more bang for the buck than ever before with our scarce advertising dollars. Paid media was used to intensify the following highway safety campaigns:

Federal dollars fund the national Click It or Ticket campaign, and we saturated the airwaves in May. We ran four different television ads, and two different radio spots. Post campaign survey results showed an 88% recognition rate, with the average Vermonter seeing or hearing the spot at least 7 times. The Click It or Ticket phrase could be the best known slogan in Vermont.

For the past three years, GHSP has commissioned hmc2 to assist the department in its efforts to obtain 85% statewide seatbelt usage and to campaign against DUI.

The advertising was implemented to support the high visibility enforcement time period and implementing the paid and the non-paid media, pre- and post. As years of research have clearly shown, the most successful traffic safety programs are a result of a combination of earned and paid media.

To support law enforcement efforts for this year's CIOT campaign, the strategy and tactics were as follows:

Media Vehicle	Dollars	Budget %
Broadcast TV	\$43,209.75	43.10%
Cable TV	\$ 5,992.50	5.97%
On-line	\$ 3,848.73	3.85%
Radio	\$ 47,207.35	47.08%
TOTAL	\$100,557.09	100%

MEDIA STRATEGY

Vermont's small geographic footprint requires marketing strategies knowledgeable in ways of

impacting select targets within the small scope of the state. The state's mountainous terrain increases the use of satellite television in rural markets and the lack of high speed technology hinders the use of the internet. Due to the impediment of those media channels, it is important to have the strength of traditional media and its penetration statewide. The media strategy overview is as follows:

- Utilized broadcast television and radio as they are still the primary media vehicles for state-wide reach.
- Supported broadcast television and radio with cable television buys on strategic cable zones within the demographic area.
- Added on-line banner ads to the media mix on the largest news sites in the state and a new sports site targeted to the northeastern section of the state.
- Included the use of social networking sites by placing banner ads through the Google Adwords Network.
- Partnered with the largest race track in Vermont, Thunder Road, to promote seat belt safety during educationally focused events at strategic sites in Franklin, Essex & Caledonia counties, the areas most densely populated with GHSP's priority market segment.
- Established non-paid media opportunities including on-air interviews with key Department of Public Safety and Governor's Highway Safety officials and radio station hosts at strategic locations in the northern and central areas of the state.

MEDIA TACTICS

- Weighted the television schedule toward prime-time and sports programming – proven to attract the targeted audience.
- Concentrated the reach of radio stations toward the rural areas of the Northeast Kingdom and the Connecticut River Valley in

order to better reach the target demo in the most cost-effective manner.

- Utilized research data from both Nielsen and Arbitron to analyze media usage data for: demographic area for all counties in Northern and Central Vermont including Albany-Schenectady-Troy demographic area for Bennington County and Boston area for Windsor County, Vermont.
- Utilized census data provided by STRATA media buying software to analyze reach and frequency of all markets and overall performance of the plan.
- Negotiated non-profit rates, as well as added value, with all radio stations to include both spot and sponsorship mentions.
- Negotiated earned media opportunities with radio stations in support of the educational events.
- Purchased on-line media within the daily newspaper site's sports content.
- Placed banner ads on YouTube, Facebook and sports sites geographically targeted to Vermont only.
- Developed op-ed articles published in strategic daily newspapers within the state.
- Negotiated partnerships with Thunder Road race track and local, multi-location, car parts retailer for additional exposure of campaign.
- Distributed press releases to the media that highlighted educational events in key target areas.
- Negotiated radio station partnerships for on-air presence at educational events in key target areas.

MEASUREMENT TACTICS

- Analyzed the media plan after negotiations to ensure at least a 75-80% reach and 6-7

frequency towards the target demo would be obtained.

- Conducted a post-buy analysis to assess the guaranteed rating point goal was achieved in order to insure utilization of any under-delivery towards the next CIOT campaign.

PROGRAM OVERVIEW

Vermont's unique media problems remain unchanged as well, with heavy dependence on satellite television, negating local advertising, and the preponderance of radio stations with limited range. This is especially prevalent in our more rural regions, which have the lowest belt use rates. When we are granted federal funding, such as the May CIOT, we saturate the state, and reach most areas.

Fox Communication purchased ClearChannel Radio Station in the spring and will continue to champion our cause of traffic safety and is always approaching us about new messages on member stations at no cost to GHSP and we grateful for their continued support of our mission.

PROGRAM RESULTS

During the past three years, hmc2 marketing firm has worked diligently to more efficiently and effectively purchase media on behalf of Governor's Highway Safety. During the first and second years of the relationship, a savings of approximately \$35,000 resulted from tougher rate negotiations and the purchase of guaranteed ratings points for television. The post buy analysis of this year's campaign revealed there was significant under-delivery of rating points that will be used to the benefit of the next CIOT campaign.

Based on pre- and post- campaign traffic evaluations, this year the State of Vermont achieved its goal of 85% seatbelt usage among Adults 18+. Along with strong creativity, all of the above components worked together to garner 87.3% seatbelt usage statewide. This was the second year in a row that the goal was

met by the state of Vermont resulting in a \$3.7 million federal incentive payment.

CHILD PASSENGER SAFETY PROGRAM “TWEEN” MEDIA CAMPAIGN

A media campaign titled “*Be Seat Smart*” with child safety seat messages was developed to reach parents of Vermont children ages 8-12. The materials developed were built in with flexibility to address all ages since the national research showed that most parents with tweens also have other younger children in the home.

MEDIA STRATEGY:

Towards the end of the campaign formative research connected by SafeKids Worldwide was shared with CPS which resulted in parents and children preferring the term “preteen” instead of the word “tween”. Moving forward with the campaign the term tween was dropped and replaced with pre-teen.

A six-week flight plan was used at peak during National Child Passenger Safety Week. Radio, print and cable television ran simultaneously throughout the six weeks. A one-week on, one-week off flight pattern was used for broadcast television to extend media dollars while attaining significant frequency and reach. Internet and movie theaters were added the last four weeks to reinforce and build cumulative message impact.

MEDIA TACTICS:

The *Be Seat Smart* campaign identifier appears on all program materials, media spots and website. Media spots running and events/safety seat inspection happening, the *Be Seat Smart* website was averaging nearly 16 visitors, per day. Once the media stopped running, that number dropped by about half to nearly 8 visitors a day. However, the number of page views increased from 2.74 to 3.81 and the time

spent on the site also increased from 1.53 minutes to 2.10 individuating that quality of visits has improved.

The number of calls to the toll-free number increased in September and October 2008 from the previous year. This can be attributed to the revised number being advertised through print, radio and TV spots and events.

The total of safety seats seen at Vermont inspections increased from 476 in 2007 to 556 in 2008.

Additional information events were added to the campaign in addition to their regularly scheduled seat check events which increased visibility to families. In addition, CPS Coordinator, Michelle Laberge appeared on the WCAX’s Across the Fence and did a radio interview on Star 92.9.

Increase invitations and partnership outreach presented opportunities for CPS to distribute or present educational messages. Through the connections of the Child Care Advisory Board, and the Children’s Integrated Services Program publishes two books with statewide distribution to families, *Growing Up Healthy and Path to Parenthood*, and the *Primary Care Provider Handbook* developed and maintained by the Vermont Department of Health.

The GHSP was unable to distribute all the car seats/booster seats they have available. This seems to be attributed to the fact that most families do not know this is a service that is provided to low income families by GHSP and/or most families do not know that CPS program exists.

Two free community information events were added to the campaign in the southern and northern portions of Vermont. These events were very successful and have been discussed to include in 2009.

CPS has received new sponsorships from Passumpsic Savings Bank, Vermont Pure and A-maize-ing Kettle Korn.



Media Vehicle	Dollars	Budget %
Radio	\$27,000	35%
Print	\$14,000	18%
Broadcast	\$10,000	13%
Cable	\$ 7,000	9%
Movie Theater	\$ 9,000	12%
Internet	\$ 5,000	7%
Contingency	\$ 4,000	5%
TOTAL	\$76,000	100%

VERMONT LAW ENFORCEMENT CHALLENGE

The 2008 Vermont Law Enforcement Challenge awards luncheon was held on Wednesday September 3rd at the Sheraton Hotel and Conference Center in Burlington. The luncheon is held to honor the law enforcement agencies that participated in the Challenge

Fourteen agencies in Vermont participated in this annual event in which law enforcement agencies from municipalities, County Sheriffs, Vermont Department of Motor Vehicles and State Police showcase the work their departments have done to enhance the safety of the citizens they serve. They do this by participating in highway safety campaigns, by visiting schools, conducting safety inspections, and educating the public through media outlets and speaking engagements.

Following the judging of the individual submissions it was learned that the agency with the highest score was Bennington Police Department. They were given first choice to select an article of police equipment that they could bring back to their town. All participating agencies were offered this same opportunity.

In addition to the plaques that were presented two officers were recognized for outstanding contributions in the field of traffic safety. Capt. Tom Herb of the Windsor County Sheriff's Department was awarded the Annual Highway Safety Award and the annual Ruby Rainault Memorial Award was presented to Cpl. Todd LeBlanc of the South Burlington Police Department. This award is presented to the officer who has made significant contributions to child passenger safety.

Participating agencies that scored a minimum of 100 points were permitted to participate in the Grand Prize contest. The Grand Prize this year was a 2007 Chevrolet Impala police car. The winner of the Grand Prize was the Randolph Police Department.



**Chief Jim Krakowiecki
Randolph Police Department Wins Car!**

DUI TASK FORCE MOBILIZATIONS

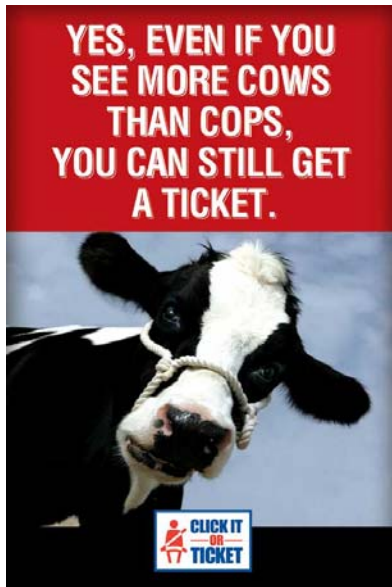
The 2008 May Mobilization in Vermont was a team event. In 2007 we had a post Mobilization seatbelt compliance rate of 87.1%. If we were able to attain a compliance rate of at least 85% in 2008 Vermont would qualify for a 3.7 million dollar award from NHTSA. With the prospect of this award coming to the state we leaned heavily on our law enforcement partners to make it happen.

In addition to individual grants to law enforcement agencies for occupant protection enforcement, we activated our Click it or Ticket Task Force. This Task Force consists of four teams of 11 officers that worked each day of the campaign. They are tasked with stepped-up enforcement in high crash and low compliance areas throughout the state. In addition, Task Force members commit to an intensive outreach program in their geographic area by connecting with local media, schools, service groups and others. Officers met with motorists at shopping plazas, local events and schools to get the message out using handouts and materials that they created.

The staff at Vermont Governor's Highway Safety partnered with Thunder Road Speedway and Bond Auto Parts to sponsor a Click it or Ticket race car and an informational booth was set up at each race. We developed a new Public Service Announcement and had posters printed and distributed throughout the state. We participated in a Cub Scouts Pinewood Derby, and partnered with a local bank for the creating a handout unique to Vermont regarding seatbelt safety.




Bond Auto Sponsors Click It or Ticket Race



During the campaign sponsored a blood drawing with the American Red Cross and convinced local banks and supermarkets to distribute our Click It or Ticket brochure to their customers, and had a presence at baseball games played by Vermont's own Lake Monsters Baseball Team.

At the end of the campaign our officers had made 51,327 contacts, wrote 7,490 tickets not including 1,598 occupant protection tickets. They made 214 arrests including over 50 DUI arrests and 26 arrests for possession of drugs. A very successful campaign! The best news was that we ended up with a compliance rate of over 87% and therefore we qualified for the NHTSA award!

 **American Red Cross**
 American Red Cross and Governor's Highway Safety Program
Partner to Save Lives



Help Save Lives
Donate BLOOD
 and always **BUCKLE UP**

The life you save may be yours.

LOOKING AHEAD

FFY 2009 and 2010 will be difficult years for programming and moving forward on goals. Under normal circumstances, factors dictating activities and grant focus are crash data and available funding. Vermont's focus over the last five years has been dedicated to fine-tuning countermeasures designed to increase safety belt use and reduce impaired driving, as well as improving our ability to collect and use data. With generous Federal funding, we have achieved 87% safety belt use two years in a row, even with a secondary law, and our alcohol-related highway fatalities are lower than the national average and among the lowest in New England. Under normal circumstances, we would be in a position to fine-tune well-established activities, and reach out to new partners to achieve new levels. We have a well-established and wide-ranging cadre of grant managers to reach Vermonters at school, work and in their vehicles. Years of ground work and networking position us to try new ways to reach the remaining 13% resistant public on the safety belt issue, and work with new partners to intervene with hard-core drinkers before they drink and where they purchase their alcohol, and we are moving forward with the Departments of Health and Liquor Control on educating parents on the importance of their role in underage drinking.

However, implementation of the FFY 2009 Highway Safety Performance Plan and development of the FFY 2010 plan are made incredibly difficult in the current fiscal environment. Every State agency is forced to cut back on budgets, employees, and programs it can support (on any funding source, state or federal), and continuity of all programs are in question with the end of SAFETEA-LU and uncertainty about the requirements and funding level of the next Transportation budget. Even since submission of the FFY 2009 HSPP, the State economic environment has degraded significantly,

bringing with it the State's ability to support enforcement and education programs.

Because of this environment of uncertainty and shortfalls, we will focus on maintaining the accomplishments of the past year and invest in efficiencies in the data and enforcement foundation. Our goal is to ensure preservation of the most important aspects of our infrastructure, to improve our ability to determine highway safety priorities and ensure that those who are entrusted to address those problems have the tools to do so.

Without the past support of NHTSA and the funding resources provided through SAFETEA-LU, it would be highly unlikely that Vermont could have achieved our goals in reducing impaired driving fatalities and increasing safety belt use. The Highway Safety team is very grateful for these resources, and the citizens and government of Vermont have profited from the gains the State has made. The Highway Safety staff is committed to being the best possible custodians of funds, executing programs intended to secure the achievements anticipated by Congress, coached by NHTSA, supported by the Department of Public Safety and benefiting citizens of Vermont and the Nation.

PROGRESS MEASURES

Vermont Progress Measures, displayed on the following pages, of Total Fatalities, Alcohol Related-Fatalities, Seat Belt Use, Speed, Motorcycle Fatalities and both Young Adult Fatality belt use and Alcohol-Related deaths, indicate overall progress in Vermont's highway safety environment.

Two goals which are anticipated to be exceeded in the 2006-2008 period are the three-year average of Fatalities and the three-year average of speed-related fatal crashes.

In the case of fatalities, the projected number of 2008 deaths is 76. Based on that projection, the three-year average will be 76.33. The related goal established in the 2008 Highway Safety Plan was set at 80. Our goal will be exceeded by 5% if the projected number is correct.

Speed related fatal crashes are expected to end the 2006 – 2008 period 17% below the established goal of 32 in the 2008 Plan. The projected 2008 number of 22 speed-related fatal crashes would yield a three-year average of 26.66 for the period ending December 31, 2008.

We, in Vermont, are convinced these successes are attributable to the sustained increase in belt use rate of over 85% in 2007 and 2008 and the of July 2006 fatalities summit.

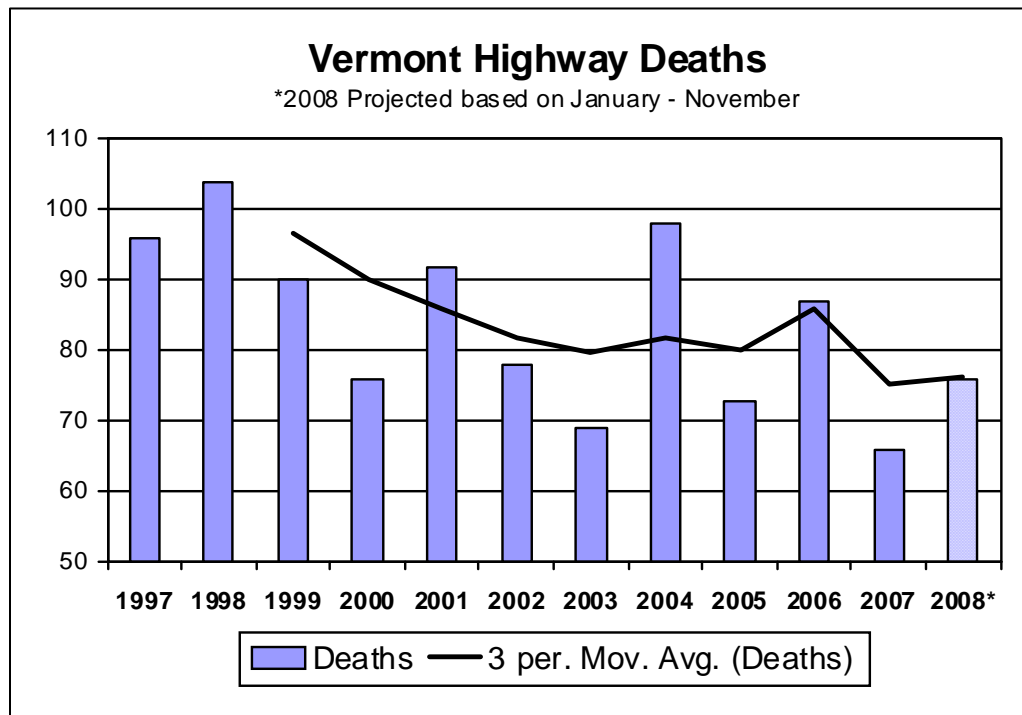
The increased belt use rate speaks for itself. The change noted in fatalities between the first and second halves of 2006 was notable. The first half saw a nearly 60 percent increase in fatalities as compared to the previous three years. The second six months of 2006, post summit, saw a 30 percent reduction from the same time period of previous years. That reduction carried into 2007 which was a record low year for Vermont. Fatalities on Vermont roadways continue to be at lower numbers than experienced in decades.

The one goal not reached in 2008 is the reduction in motorcycle deaths. The stated goal of a three-year average of 7.5 deaths for the period ending December 31, 2008 will not be reached. We are confident that we have experienced the last motorcycle fatality for the year and the final number will put the three-year average at 8.0. Although we missed our goal, Vermont has made great progress from the high average of 11.67 for the 2004-06 period.

TOTAL FATALITIES

Goal: Reduce the three-year average of fatalities in Vermont to 80 by the end of the calendar year ending December 31, 2008.

Goal Exceeded - The three year average for the period 2005 – 07, the latest three year period with final counts, was 75.33. For Vermont fatalities to not meet this goal, there would have to be 87 deaths in 2008. We expect to finish the year with less that 80 deaths. We have every confidence ewe will exceed this goal. Not only did Vermont exceed our self-identified goal but in 2007, Vermont also exceeded the National goal of 1.0 death per 100 MMT.



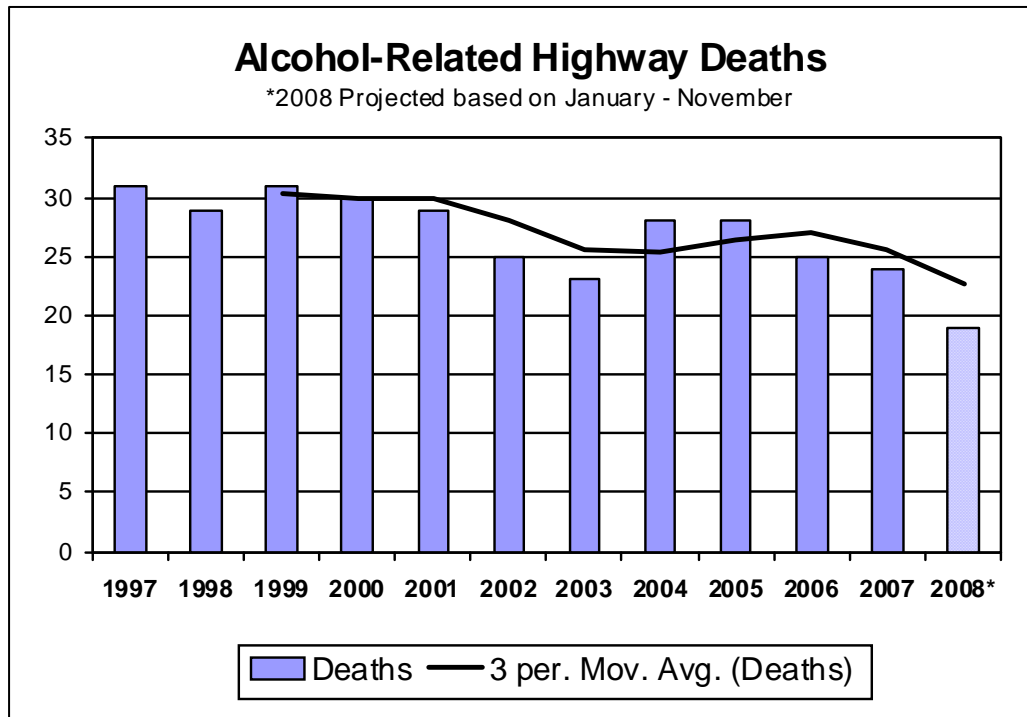
Highway Deaths	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	96	104	90	76	92	78	69	98	73	87	66
Per 100 VMMT	1.5	1.6	1.4	1.2	1.2	1.0	0.9	1.3	1.0	1.1	0.9
Per 100K Population	16.3	17.6	15.2	12.5	15.0	12.7	11.2	15.8	11.7	13.9	10.6

ALCOHOL-RELATED FATALITIES

Goal 1: Reduce the three-year average of alcohol-related fatalities in Vermont to less than 28 by the end of the calendar year ending December 31, 2008.

Goal 2: Reduce alcohol-related traffic fatalities to less than .34 per 100 VMMT by 2011.

Goals Achieved - The three-year averages for the period 2005 – 07, the latest three year period with final counts, were 27.33 and .34, respectively, apparently indicating these goals achieved. However, because the goals are numbers based on a three-year averages and the 2007 number was a record low year, we must wait for the next years to categorically declare these goals met and sustained.

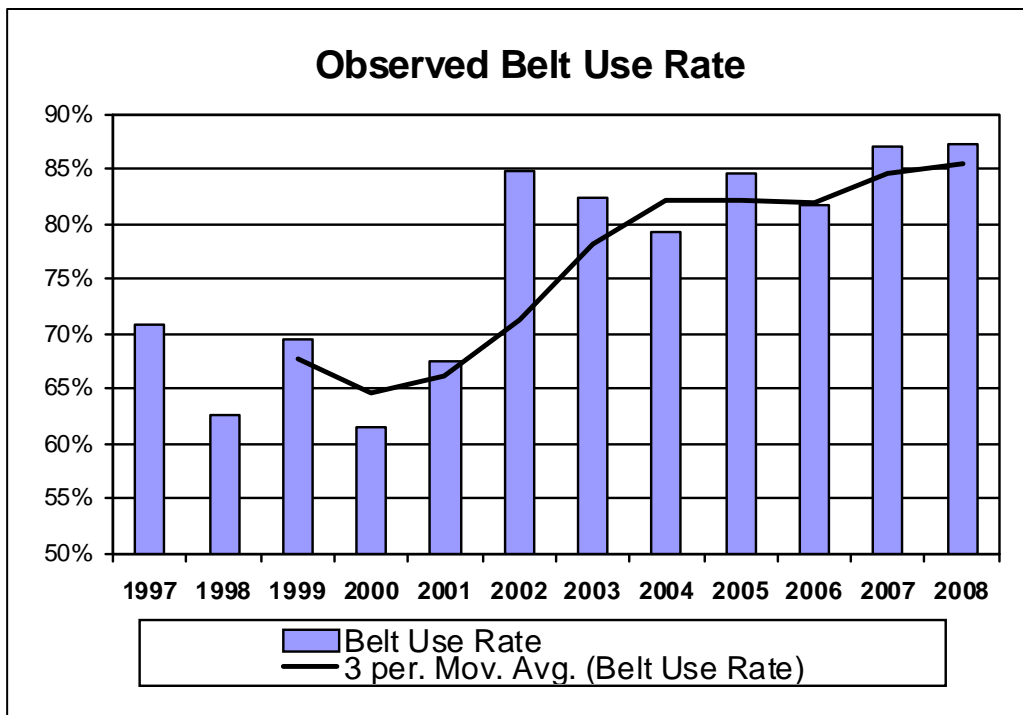


Alcohol Related Deaths	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	33	36	33	30	32	26	27	32	29	28	25
Per 100 VMMT	.49	.45	.49	.46	.38	.32	.29	.36	.37	.33	.32
A-R Percent	34%	35%	37%	40%	35%	33%	39%	33%	40%	32%	38%

SAFETY BELT USE

Goal: Maintain the Statewide Safety Belt Use Rate at 85% or above through 2008 and beyond and increase the safety belt use rate in Vermont to 90 percent by 2015.

Goal Achieved – The first part of the goal was met in 2008. The Vermont belt use rate remained above 85% for the second consecutive year. Vermont efforts to increase restraint use will continue on all front toward the 2015 goal of 90% and the ultimate goal of 100% use.

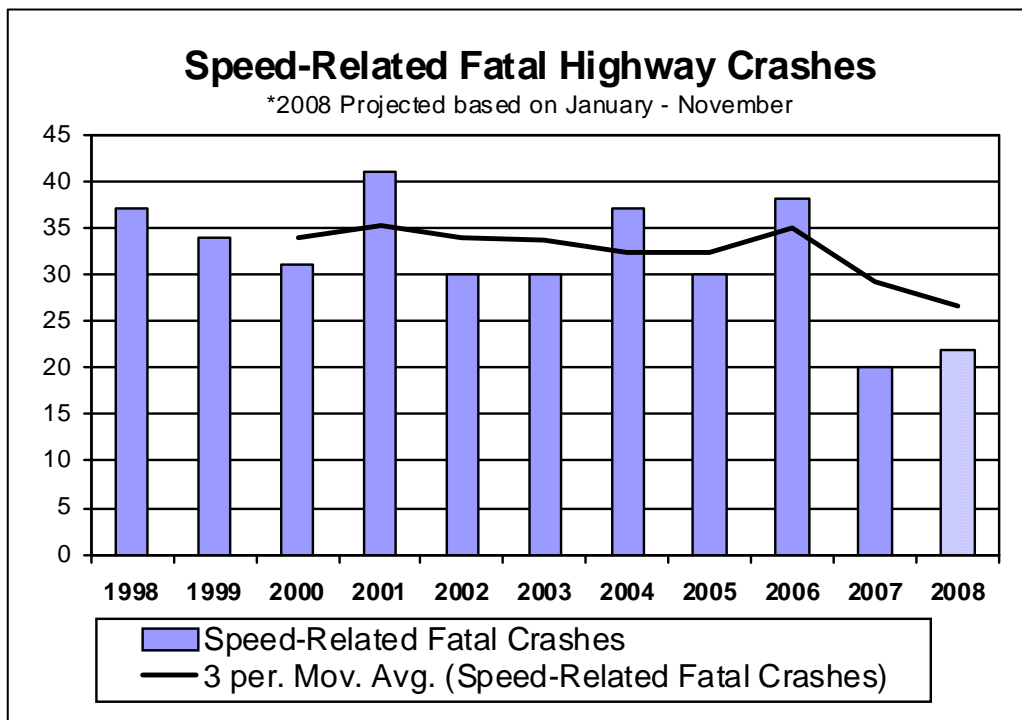


Use Rate	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	69.6%	61.6%	67.4%	84.9%	82.4%	79.4%	84.7%	81.8%	87.1%	87.3%

SPEED

Goal: Reduce the three-year average of speed-related fatalities in Vermont to less than 32 by the end of the calendar year ending December 31, 2008.

Goal Exceeded (Projected) – This goal was achieved with the 2005, 2006, 2007 average of 29.33. The most current three year average (06 – 080) is projected to be ~ 27, which is a further reduction below the goal of 32. The reduction in speed-related crashes realized after the July 2006 Fatalities summit has carried on through 2008. At that summit, all Vermont law enforcement committed to lower their tolerance for speeding. As the law enforcement community carried through on that decision, Vermont benefitted.

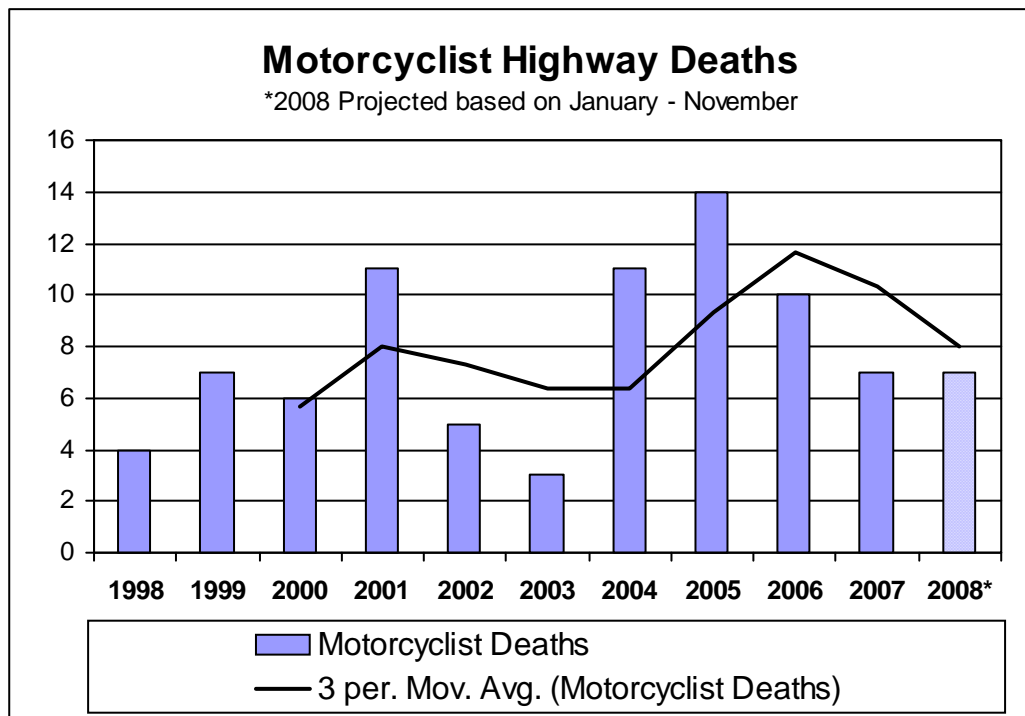


Speed-Related Crashes	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	37	34	31	41	30	30	37	30	38	20

MOTORCYCLIST FATALITIES

Goal: Reduce the three-year average of motorcycle fatalities to less than an average of 7.5 per year by the end of the calendar year ending December 31, 2008.

Goal not achieved – Although three-year average of motorcyclist deaths is declining, the number of motorcyclist deaths matched the previous year. There was not a further reduction of deaths from 2007. The Vermont three-year average of motorcyclist deaths peaked in the 2004-2006 period at 11.7. The 2005-2007 period average dropped to 10.3. The 2006-2008 period average is 8.0, 0.5 above our State-set goal (See NOTE below).



MTC Deaths	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	7	6	11	5	3	11	14	10	7	7

NOTE: Although the end of the year has not occurred as we compile this report, we do not expect any further motorcyclist deaths on Vermont roadways. We fully expect the final number of motorcyclist deaths to remain at 7.

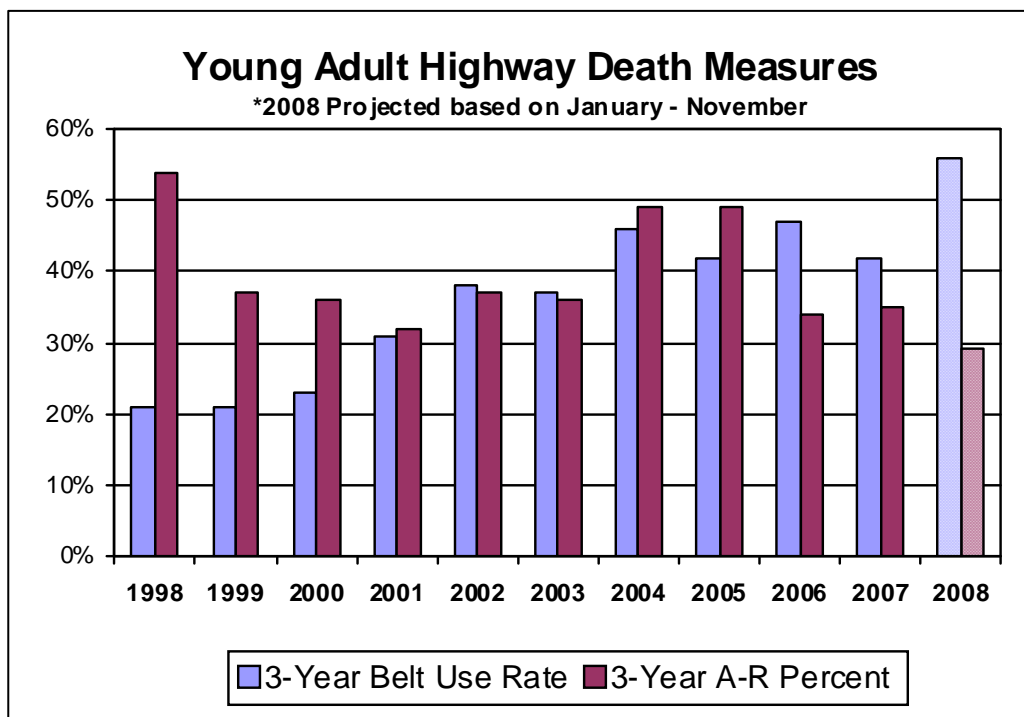
YOUNG ADULTS (15 - 20 YEAR OLDS)

Goal 1: Increase the three-year safety belt use rate to 50% for 15 through 20 year old fatalities by the end of the calendar year ending December 31, 2008.

Goal Achieved (Projected) – This goal is projected to be achieved in 2008. The 2008 belted rate for fatally injured 15-20 year-olds is projected to be nearly 70%. Although this seems to be a success, the number of fatalities in this age group is a disappointment.

Goal 2: Reduce the three-year alcohol-related fatality percent of 15 through 20 year olds in Vermont to less than 35% by the end of the calendar year ending December 31, 2008. .

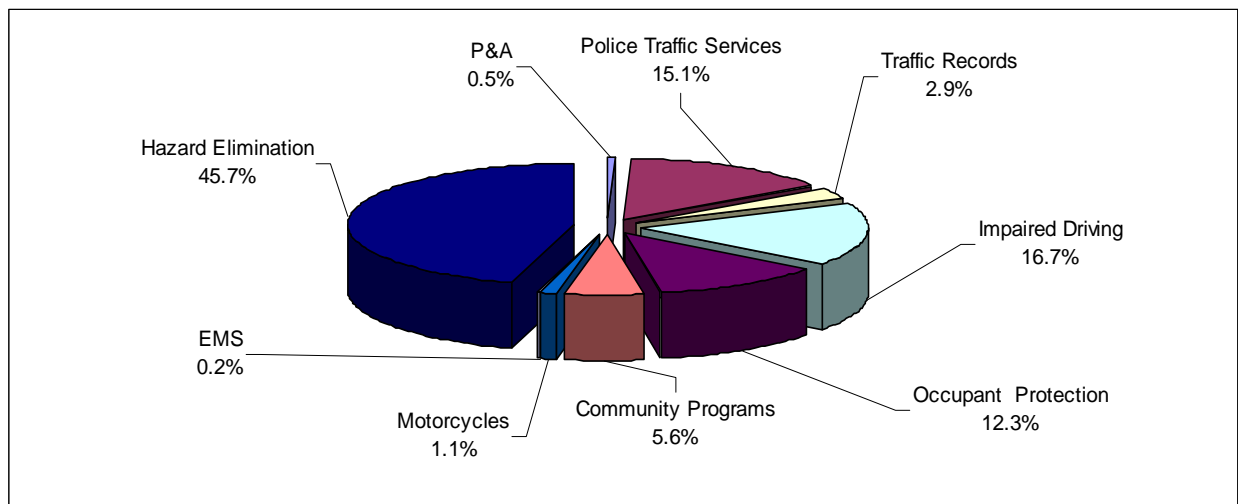
Goal Achieved – The 2006 and 2007 three-year rate was just at the number established for this goal. If the projected percentage for alcohol-related deaths in the age category holds, Vermont will exceed the designated 2008 goal.



Young Adult Deaths	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008*
	20	17	18	9	11	13	21	13	15	6	15
3-Year Belted Rate	21%	21%	23%	31%	38%	37%	46%	42%	47%	42%	57%
3-Year A-R Rate	54%	37%	36%	32%	37%	36%	49%	49%	34%	35%	29%

FUNDING SUMMARY

Financial Summary - Total Federal Funds Used FFY 2008									
	402	405	408	410	2010	2011	164	Total	% of Total
P&A	\$25,754							\$25,754	0.5%
Police Traffic Services	\$784,971							\$784,971	15.1%
Traffic Records	\$23,146		\$126,032					\$149,178	2.9%
Impaired Driving				\$685,015			\$185,367	\$870,382	16.7%
Occupant Protection	\$171,344	\$216,084				\$250,934		\$638,362	12.3%
Community Programs	\$290,284							\$290,284	5.6%
Motorcycles					\$56,871			\$56,871	1.1%
EMS	\$8,000							\$8,000	0.2%
Hazard Elimination							\$2,374,658	\$2,374,658	45.7%
TOTAL	\$1,303,499	\$216,084	\$126,032	\$685,015	\$56,871	\$250,934	\$2,560,025	\$5,198,461	



FUNDING SUMMARY (SUPPLEMENT)

Financial Summary - Federal Funds Used FFY 2008 (excluding 164)								
	402	405	408	410	2010	2011	Total	% of Total
P&A	\$25,754						\$25,754	1.0%
Police Traffic Services	\$784,971						\$784,971	29.7%
Traffic Records	\$23,146		\$126,032				\$149,178	5.7%
Impaired Driving				\$685,015			\$685,015	25.9%
Occupant Protection	\$171,344	\$216,084				\$250,934	\$638,362	24.2%
Community Programs	\$290,284						\$290,284	11.0%
Motorcycles					\$56,871		\$56,871	2.2%
EMS	\$8,000						\$8,000	0.3%
TOTAL	\$1,303,499	\$216,084	\$126,032	\$685,015	\$56,871	\$250,934	\$2,638,436	

