

Annual Report

Fiscal Year

2011

State of Vermont

Governor's Highway Safety Program

"Towards Zero Deaths"

CONTACT INFORMATION

<i>Honorable Peter Shumlin</i>	<i>Governor</i>
<i>Commissioner Keith Flynn</i>	<i>Governor's Representative</i>
<i>Ted Minall</i>	<i>GHSP Chief</i>
<i>Susan Aikman</i>	<i>Grants Manager</i>
<i>Betsy Ross</i>	<i>Public Information Officer</i>

Address: 2777 Saint George Road
Williston, VT 05495
Phone: 802.872.4057
Fax: 802.872.4088
Email: tminall@dps.state.vt.us
Web: ghsp.vermont.org

TABLE OF CONTENTS

- INTRODUCTION 1
 - IMPAIRED DRIVING 2
 - OCCUPANT PROTECTION 3
 - POLICE TRAFFIC SERVICES 4
 - CHILD PASSENGER SAFETY 5
- COMMUNITY PROGRAMS..... 6
 - VERMONT VICTIMS IMPACT 7
 - PANEL PROGRAM..... 7
 - LOCAL MOTION..... 8
 - YOUTH SAFETY COUNCIL OF VERMONT 8
 - TRAFFIC RECORDS..... 9
- PAID MEDIA.....11
- PROGRESS MEASURES.....16
- GOALS.....17

This page is intentionally left blank

ANNUAL REPORT 2011

INTRODUCTION

The staff of the State of Vermont, Governor's Highway Safety Program (GHSP) prepared this annual report to provide a review of Vermont's efforts during fiscal year 2011. Prior to the start of fiscal year 2011, pre-determined goals and objectives were identified as realistic and achievable during this (2011) fiscal year. Effectively responding to emerging traffic safety issues can be a daunting task during times when resources may not be as abundant as in past years. Maintaining a consistently robust array of highway safety programs is an ongoing challenge, complicated by the dynamic nature of emerging issues. The reduction of crashes, injuries and deaths via traditional focus areas such as impaired driving, increased seat belt use and speed management programs remain constant. Ever emerging technology, social trends and human behavior pose dynamic challenges in need of constant reassessment and redress. The national evolution of distracted driving is also a state-wide and local problem in the State of Vermont. In addition, the proliferation of prescription drug abuse continues to increase the level of impaired driving within the state.

In order to be fully engaged in all aspects of highway safety, all possible functional partners must be engaged. Traffic safety experts and advocates must collaborate and focus their efforts in a cogent design, molded by the current and most pressing needs. The GHSP staff has developed partnerships in the areas of Education, Enforcement, Engineering and Emergency Medical Services. These are individual resources, focused on common goals and capable of responding to traditional traffic safety issues and those other issues which seem to arrive unexpectedly on our doorstep.

There are approximately 620,000 people living in Vermont. This number swells considerably with the

heavy influx of tourists during peak visiting periods. To produce penetrating media messages is an important part of educating motorists regarding safe driving practices. A solid media strategy is a key element of delivering lifesaving information on a consistent and effective basis. In addition, the more detailed use of fresh data to identify the most current target audiences is an integral piece of the overall media strategy.

Collecting data, analyzing information and understanding its value, provides us with a game plan for successful operation and enables the most effective deployment of available resources. The GHSP data analyst develops this strategic information identifying trends, geographical locations and areas of growing concern. This careful assessment of timely data guides the tactics and strategy relating to the placement of enforcement and educational resources.

Although the state's seat belt use rate has exceeded 85% for the previous four years, it has not increased. And considering the population growth, there are actually more people unbelted than before. It's estimated more than 90,000 Vermonters don't wear seatbelts on a regular basis.

A review of Vermont's fatality statistics for the last five years (2006-2010) indicates an average of 74 people are killed in traffic crashes each year in the state. Please remember, that is 74 families who experienced tragedies that will affect their lives forever. The GHSP staff has diligently worked with our traffic safety partners in an effort to end these tragedies. That is GHSP's mission, to save lives and reduce the number of tragedies occurring in our state. During 2011 we are on a pace to sustain the lowest number of fatalities since 1944.

***Ted Minall, Chief
Governor's Highway
Safety Program***

VERMONT PROJECTS

IMPAIRED DRIVING

In 2011, the Governor's Highway Safety Program (GHSP) submitted a request to the National Highway Traffic Safety Administration's Regional office for technical assistance in conducting an Impaired Driving Assessment. The GHSP staff looks forward to assisting NHTSA in the delivery of this assessment which will take place in the middle of January 2012. The assessment report, prepared and delivered by a panel of subject matter experts, will serve as a roadmap for Vermont's impaired driving programs in the future.

Program Overview

During 2011, the GHSP Public Information Officer (PIO) has been working in partnership with the PIO from the Department of Public Safety to insure maximum effectiveness for the program's media outreach. In addition, the PIO has selected a number of impaired driving media messages that are directed at the largest, at-risk, demographics. These newly selected messages will be aired, on both television and the radio, in conjunction with the December holiday season impaired driving enforcement campaign. Also, it should be noted Vermont has selected the new NHTSA tag line of "Drive Sober or Get Pulled Over" to maximize the penetration of the same message transmitted in the NHTSA media campaign. In 2011 GHSP continued to support state, county, constables and local law enforcement officers during the two national impaired driving campaigns.

The Vermont Drug Recognition Expert (DRE) program continues to develop and expand. There are currently 20 DREs in Vermont and three DRE instructors. In October 2011, GHSP

will host the first Drug Recognition Expert Pre-school and School in the state. DRE instructors and candidates from throughout New England will attend the course. In addition two local Assistant State Attorneys will also attend all sessions and phases of the training. As a result of this training the number of Vermont DREs will be 28.

The Traffic Safety Resource Prosecutor

For the past ten years the Traffic Safety Resource Prosecutor has been located in the Office of the State's Attorneys and Sheriffs' Association. During that time frame, the TSRP has been a reliable asset for the state's educational, judicial and law enforcement communities. He has been instrumental providing training to many disciplines. During June 2011, the TSRP developed and delivered a "Prosecuting the Drugged Driver" training held in Burlington. The training was attended by representatives from all fourteen State's Attorneys' offices as well as other related attendees. The attendees were provided with an agenda of informative presentations directly related to this ever increasing problem. In addition to his duties with the various State Attorneys' offices, he is a key member of the DRE oversight committee, providing them with legal advice, strategies and guidance.

Program Results

The DRE program continues to expand as drugged driving issues escalate in certain geographical areas of the state. It appears 2011 will be the ninth consecutive year that alcohol related traffic deaths will remain less than 30

fatalities. During 2010 the rate of alcohol related deaths per 100 million miles travel was .98, below

the national average of 1.13. Obviously these are tragedies that will forever change these families and The GHSP staff will continue to work supported by data, technology and science to reduce this number to zero.

OCCUPANT PROTECTION

GHSP staff support NHTSA's Click It or Ticket nationwide enforcement campaigns. State, county and local law enforcement agencies and constables participated in the CIOT (May) campaign during 2011. During May CIOT approximately 44 municipalities, specialized agencies and constables joined all of the Vermont State Police Barracks, Traffic Teams and 13 out of 14 Sherriff Departments participating in CIOT. A similar number is projected, to participate in the Thanksgiving CIOT period.

The Vermont statewide seatbelt use rate remains hovering in the vicinity of 85% which is equal to the national average. Vermont, as a secondary law state, has the fourth highest use rate of the approximately 17 states without a primary seat belt law. Still, the Vermont use rate indicates about 90,000 Vermonters remain unbuckled on a regular basis. A review of Vermont's seatbelt rate history indicates that the use rate achieved 84.7% in 2002, and with the exception of 87% in 2006 and 2007, has remained static during this time frame. The GHSP staff will utilize research to identify and focus resources based on geographical/ demographical data indicating low use rates. Education, media and enforcement will be directed at these focus areas and populations to raise belt use rates in these identified categories.

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

As of September 30, 2011, Vermont was on track to achieve the lowest number of fatalities for the State of Vermont. Recent research indicates this is the lowest number of annual fatalities since 1944. The national reduction in highway fatalities during the last five years (2006-2010) is about 25%, which is a remarkable accomplishment in saving lives. The GHSP staff will continue to use science, data, technology and hard work to continue to reduce the number of fatalities in Vermont until that number is zero.

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 speeding and speed related crashes, remains a priority for the educational, enforcement communities. 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.

Vermont suffered through a number of severe weather patterns, heavy rains and resulting flooding and other weather related issues. The Highway safety office staff was moved from a flood ravaged site and relocated to temporary quarters in an off-site Vermont State Police barracks. Equipment was damaged, destroyed or lost. Many records and other administrative tools were rendered useless. The staff worked tirelessly through all the interruptions, continued providing service and engaged cooperatively with partners to maintain the working order of the program.

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 a DUI enforcement grants to locals program. The VSP 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	17,500
Vehicles Stopped	60,111
Traffic Citations	20,261
Seat Belt & CPS Citations	1,500
Warnings	19,018
Breath Tests	1,712
DUI Arrests	363
Speeding Tickets	1500

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.

Eighty-four 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 analyst.

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

The efforts of the analyst make 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 Technical Support grant is to decrease the number of deaths and injuries of children on our highways due to motor vehicle crashes by promoting the proper use of child safety seats and safety belts. The objectives for FY 2011 are to:

1. Decrease the observed misuse rate of child safety seats in Vermont through outreach programs that provide car seats and inspections to parents and caregivers.

Program Results

Twenty scheduled public car seat inspections were conducted throughout Vermont. These checks were sponsored by: Fletcher Allen Health Care, the Vermont Governor's Highway Safety Program, VT SafeKids and other agencies, i.e. hospitals, sheriff departments, local police departments, parent child centers. The statistics

for these inspections are attached as page two of supplementary document "Fiscal Year End Totals".

Thirty-one permanent fitting stations submitted inspection forms to BeSeatSmart for review and study. The statistics for these forms are attached as page one of supplementary document "Fiscal Year End Totals".

Forty one Child Passenger Safety Technicians submitted individual inspection forms to VT Governor's Highway Safety Program for review. The statistics for these forms are attached on page two of supplementary document "Fiscal Year End Totals".

Ten hospitals participated in the "Vermont Infant Car Seat Program" in 2011. The statistics for these forms are attached on page two of supplementary document "Fiscal Year End Totals".

2. Increase the number of certified child passenger safety technicians in the state. Through these technicians, increase local awareness of services.

Program Results

At the beginning of the grant year, we had 120 technicians, at the end of the grant year we had 118 technicians due to attrition (retirement, job requirement changes, etc.).

3. Increase the ability of the program to reach a wider audience through development of updated handouts and updated technology.

Program Results

During the grant year, we developed and produced five new handouts. These are updated to current best practice recommendations and reflect existing child passenger safety law. The new handouts also show the changeover of the program from being operated from GHSP to being managed from Fletcher Allen Health Care. We have already distributed nearly 6000+ copies

of each individual handout.

4. Maintain the existing services currently available to the public; i.e. handout distribution, fitting station services, seat distribution and answering the 1-888-VMT-SEAT hotline.

Program Results

Over the past year, we opened three new fitting stations. They are located at Middlebury Volunteer Ambulance, Lyndonville Rescue and Deerfield Rescue. We had one fitting station move from Derby Line Ambulance to Barton Ambulance. One fitting station closed – which was located in the Hartford Fire Dept.

The 1-888-VMT-SEAT hotline responded to 445 calls in FY2011.

5. Child Safety Seats are continually being distributed to income eligible families in Vermont as needed.

Program Results

In April, we held the annual CPS technical update classes in both Rutland and Burlington. These sessions were attended by all of our technicians but eight, two of whom had medical emergencies and who have since completed makeup courses; the other six of whom we have since lost from the program.

This last year has been a bit challenging with the program moving from GHSP to Fletcher Allen Health Care. The program succeeded in its goal of maintaining existing programming while undergoing redevelopment of materials, resources and personnel. Each of these tasks will play an important role in bringing the program forward to remain successful in the future.

COMMUNITY PROGRAMS

The classic components of a robust, effective, highway safety program are rooted in collaborative partnerships. A fully energized and functional program embraces the “Four E’s”, education, enforcement, engineering and emergency medical services. The GHSP is solidly engaged with educational endeavors narrowly related to highway safety and the promotion of safe driving practices. The focus of these educational programs is aimed at offering its audiences the best possible opportunities to engage in the most preferred safe driving habits. Each individual program must have a clearly defined problem identification, a specified selected population to be reached, a strategy for solution(s) based on data and specific measurable outcomes. Whenever possible, such programs will be supported by appropriate law enforcement efforts. The following is a list of educational programs that will provide these services to the Vermont population:

VERMONT TEAM LEADERSHIP SAFETY PROGRAM

Funded throughout FY 2011, Vermont Team Leadership Safety Program (VTLSP) will not be renewed for FY 2012.

WORK PLACE TRAFFIC SAFETY PROGRAM

Project RoadSafe, a workplace driver safety program, is managed through a grant from the GHSP. The mission of “Project RoadSafe” is to encourage Vermont businesses to create a safe workplace for their drivers, to decrease distracted driving, to reduce impaired driving (both alcohol and drugs), and increase the use of seatbelts.

A process has begun in FFY 2011 to build a new data base centering on the number of workplace highway crashes that cause injuries. The data is being gleaned from the “First Reports of Injury” form which is filed by employers or their

insurance companies whenever an employee is injured on the job. Using an injury coding system, we are able to identify motor vehicle crashes that cause injuries. We are in the process of reviewing the last four years for data and to identify trends relating in the types of crashes (vehicle to vehicle; fixed object, and off the road) and the types of businesses represented in the crashes. We project to having this data base completed, tested and on line in the second quarter of FFY 2012. At that point we can modify our workplace driver safety program (if need be) to respond directly to the emerging trends. Meanwhile, this program pursues its mission through education and outreach, direct training for employers and employer groups, and collaboration with other highway traffic safety groups (AAA Northern New England, AARP), workplace safety organizations (Project WorkSAFE, VOSHA, Vermont Safety & Health Council, Safety & Health Council of Northern New England), trade associations (Vermont Truck & Bus Association, Associated General Contractors of Vermont), and other government agencies (Vermont League of Cities & Towns, Federal Motor Carriers' Safety Administration, Vermont Agency of Transportation, Vermont State Police, and Vermont DMV). Electronic newsletters are distributed twice a month to a list of approximately 1,500 readers. Other activities targeting the business community include participation in several business trade shows, state and local government safety fairs, workplace safety conferences, and training for employers and drivers in the trucking industry.

Now in its fifth year at the Vermont Department of Labor, Project RoadSafe is frequently asked to present at company safety meetings on safety related topics. The program has created a rapport with some businesses to present an annual message at their employee safety day programs (DEW Construction, Pepsi Ventures, and Waitsfield & Champlain Valley Telecom).

VERMONT VICTIMS IMPACT PANEL PROGRAM

This year the VVIPP held 45 panels in 10 sites across the state (St. Johnsbury, Morrisville, Barre, Burlington, Brattleboro, White River Junction, Rutland, Bennington, Newport and St. Albans). During Crime Victim's Rights week, in April of 2011, speakers from the VVIPP went into both the Southern State Correctional Facility and Northern State Correctional Facility to speak to offenders delivering their DUI related experiences. At this event, speakers were accompanied by "Saving a Place at the Table" which is a visual memorial dedicated to crime victims. This year VVIPP collaborated with the IT Department to create a "Survey Management System" used for data entry. This system records who has successfully completed a VVIPP and will aid in developing reports on recidivism rates among DUI related offenders in Vermont after completion of the program. Since August, monthly coordinator's meetings have been held with the goal of analyzing and revamping the current VVIPP curriculum. The Red Ribbon Ceremony will be held on December 6th at the State House to honor victims\survivors of DUI related crashes in which several panelists from VVIPP will participate. In the upcoming year the VVIPP plans to create a professional video of a specific victim whose story will undoubtedly impact target audiences. The reason for creating this video is to develop an archive of a victim's experience that can be used for educational purposes and accessible to all VVIPP sites, schools and to other agencies throughout the state.

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. With support from the Vermont Governor's Highway Safety Program, Local Motion coordinates the Safe Streets project, a broad-based collaboration with police departments and other partners across Chittenden County.

Project Purpose

The goal of this initiative is to reduce crashes and injuries involving pedestrians and bicyclists by promoting safe and considerate behavior on the part of all users of Vermont's streets and sidewalks. In 2011, the Safe Streets project worked with partners in five communities/police districts (Burlington, South Burlington, Winooski, Shelburne, and UVM) to achieve (among other accomplishments) the following:

Program Results

- Distributed information on the rules of the road for all modes (walking, biking, and driving) to approximately 8,000 people
- Distributed safety items (reflective leg bands, bike helmets, bike lights, and the like) to approximately 3,000 people
- Conducted six major outreach and enforcement events with police personnel that focused on traffic behaviors across modes that pose a particular danger for people on foot and on bike
- Trained approximately 35 Burlington police officers in the rights and responsibilities of bike riders
- Launched an outreach campaign to promote responsible and courteous riding on the part of cyclists participating in group bike rides
- Produced and ran three 60-second ads on regional radio stations in The Point network

that promoted safe interactions among modes (bike-car, car-ped, and ped-bike)

YOUTH SAFETY COUNCIL OF VERMONT

The **Youth Safety Council of Vermont (YSC)**, a nonprofit, was created in 2005 with the intention of raising awareness to risks that face Vermont's Youth. The main focus of the council has been highway safety as it pertains to teenage drivers.

This year, the YSC has hired an executive director as well as a program presenter. With these employees in place, YSC developed an operational model "Turn Off Texting". With support from various private sector sponsors, the council was able to purchase a golf cart, a trailer, more than 100 traffic cones and stop signs. The course layout, designed by DMV, has brought the course free of charge to educators in twelve schools around the state for a total of 14 events in the first quarter. These events were covered by State and local media, culminating in a television segment done by NECN in which the efforts of YSC to raise awareness were spotlighted at an event held in conjunction with AT&T at Montpelier High School.

Teachers are required to have students fill out a survey which asks questions regarding texting and driving. These questions ask about the student's personal behavior and the behavior of their peers, parents or other adults with whom the student may ride. These surveys were given to each student again after he or she went through the course and then a third time upon completion of their driver's education class.

Further events are being scheduled for the spring semester. The council is hoping to expand from the use of one cart simulator to two in order to reach a greater number of students. As of September, over 400 students have gone through the course of which 95% were license permitted drivers. The other 5% were students with licenses and educators at the participating schools.

MOTORCYCLE PROGRAM

The **Vermont Motorcycle Awareness Program** (VMAP) is a 4-hour basic motorcycle safety course for individuals interested in obtaining a motorcycle learner permit or endorsement. VMAP is designed to introduce new riders to basic information regarding the complexities of safe motorcycle operation. Attendees who successfully complete the VMAP course will be issued a Vermont motorcycle learner permit.

VMAP has seven training sites throughout the state.

Program Results

- Conducted 143 training courses
- Trained 1,420 individuals, a 2.9% increase from FFY '10
- 1,266 individuals completed a training course, a 1.0% increase from FFY '10
- The program purchased 20 motorcycles to replace some of the older motorcycles in the fleet.

The Department of Motor Vehicle's staff attended the following educational trainings:

- MSF International Rider Education Training System Conference
- RiderCoach Trainer Update
- State Motorcycle Safety Administrators Conference

In 2012 the program is scheduled to reopen the Colchester training location, which has been closed since June 2010 due to construction at the site. Reopening this site will better serve the residents of Chittenden County.

The program is also looking to relocate one of the training sites to the Rutland County area to better serve Bennington area residents.

TRAFFIC RECORDS

The purpose of this grant program is to support

the development and implementation of effective programs by the States to: (1) Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data that States need 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 data systems, including traffic records, with other data systems within the State, such as systems that contain medical, roadway, and economic data; and (4) improve the compatibility and interoperability of the State's data systems with national traffic safety data systems and data systems of other States and enhance NHTSA's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

Vermont is eligible to receive \$500,000 per year in §408 funding pending successful application. In order to qualify for funding, Vermont must have an active Traffic Records Coordinating Committee (TRCC) with multidisciplinary membership that includes representatives from highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor carrier agencies and organizations.

The following additional requirements must be met as a condition of funding:

- 1) Vermont must have conducted a formal Traffic Records assessment within the preceding five years; the next TR assessment is scheduled for spring 2012 (as is required).
- 2) Vermont must demonstrate measurable progress toward achieving the goals and objectives identified in its Strategic Plan; Vermont demonstrated progress in FFY2011 (and thus qualified to apply for FFY2012 funds) by increasing the number of EMS agencies which are currently entering records into SIREN, VT's new EMS data system.

- 3) Adopted and is using the MMUCCⁱ and NEMSISⁱⁱ data elements, or that §408 grant funds it receives will be used toward adopting and using the maximum number of MMUCC and NEMSIS data elements as soon as practicable. Vermont's Uniform Crash Report form, and in the turn the Web Crash online application, is about 80% MMUCC field compliant.
- 4) A TRCC continues to operate and supports the Strategic Plan.

Traffic Records IT Coordinator

This position was a result of the requirement for unbiased Information Technology (IT) oversight on the Crash project. The person in this position provides guidance and technology research results on the Crash Data Collection Interface and all IT Traffic Records related projects in progress or in the planning stages.

DPS Support of Traffic Records

Research and coordinate updates and enhancements for the Vermont Traffic Records Coordination Committee (TRCC) and OTS which assist in determining potential areas of action in automating highway safety related processes such as eCitation, eWarning, Web Crash and Bias Free Policing.

TRCC Consultant

Deep River LLC will serve as the VT traffic records consultant (as they do for ME & NH). Primary responsibilities include providing administrative support to the TRCC, monitoring statewide data program compliance, coordinating sharing data between agencies, updating the VT Traffic Records Strategic Plan, developing VT annual progress reports for NHTSA and preparing the §408 application.

Crash Data Collections Interface

Continued development of Web Crash, to include interface projects, crash diagramming tool, web service tools, mapping tools, and enhanced reporting features. Work toward 100% electronic reporting of law enforcement's motor vehicle

crash reports and eliminate wasteful and time consuming paper processes. Link to EMS's SIREN project for hospital and EMS run information as well a probabilistic matching, and in the next few years interface with the upcoming DPS e-Citation project. This all is in working toward a fully linked Statewide Traffic Records system.

EMS Statewide Incident Reporting Network (SIREN)

This project continues to enroll EMS agencies to input data into SIREN through training. The project also seeks to enhance reporting capabilities through Strategic Triggers and Reporting Software (STAR) and Mapping and Reporting Software (MARS) and probabilistic matching of Crash and SIREN records.

End User Crash Data Query Tool

This project is to provide web-based user-friendly access to the non-personal data in the VTrans crash database to highway safety professionals, law enforcement and the general public.

E-Citation – Business Plan Consultant

This project uses the state's RFP process to select a vendor who will research and foster a master business plan to help in the development of the statewide electronic traffic citation (eCitation), electronic traffic warning (eWarning), and a bias free policing (racial profiling) electronic data gathering applications.

E-Citation – Implementation

This project will use the eCitation master business plan from Project #8 to generate the necessary RFPs to secure the proper vendor(s) services which will build and implement the actual statewide eCitation, eWarning, and bias free policing applications.

Program Results

Please refer to the 2011 §408 Application for performance accomplishments.

ⁱ Model Minimum Uniform Crash Criteria (MMUCC)

ⁱⁱ National EMS Information System (NEMSIS)

PAID MEDIA

The GHSP Media Program works with the Vermont's Chief Marketing Officer (CMO) who obtained contracts with three marketing agencies. This gives GHSP the advantage of a streamlined process and expertise resulting in a better value for media buys.

The Agency of Transportation joined GHSP in the media paid contract targeting the Vermont driver population.

Although the campaigns have separate creative messages and run at different times, the similarities in target audience and type of media (e.g. emphasis on radio) provide an opportunity to gain efficiency and savings through coordinating the media buying.

GHSP is in the final year of the contract and new negotiations will begin in January. GHSP's Public Information Officer will participate to review and evaluate the contract.

Click It or Ticket

Timing — May 16-30, 2011

The campaign objective was to increase seatbelt usage to beyond 85% of the driving population in Vermont. Traditional media, specifically radio and television and insert spots into programming/content which draws the highest number of Vermonters, with maximum consideration toward programming/content focused toward males 18-34.

Primary Target Audience

Males 18-34 who are least likely to use seatbelts and tend to be:

- Pickup truck drivers
- Rural Vermonters (emphasis on the Northeast Kingdom and New Hampshire/Vermont border)

Campaign Parameters

Television | Radio | Internet | Social Media

Media Tactics

- Placed television spots primarily in sports, primetime, and cable programming strongest toward reaching the target audience
- Placed radio spots on stations with country, rock, and sports formats primarily; adult contemporary and alternative secondarily
- Utilized client non-profit status by negotiating additional spots on radio at no charge
- Inserted web banners on local news sites with emphasis on sports sections
- Utilized text ad placements on Facebook and placement on the Google ad network with text and banner ads to drive traffic to the Governor's Highway Safety Program website for more information on the Click It or Ticket statewide initiative.

Negotiated Added Value

Television: Spots were negotiated for under-delivery of audience for previous (2010) CIOT campaign:

Television: that equated to an **additional \$7,953 worth of spot placements at no cost**. This included placements in morning and late local news, early fringe, primetime rotators, and late night.

Radio: retained additional **863 spots or \$14,671 worth of air time** were negotiated and included:

Morning and Afternoon news and sports updates

Sponsorship of special music hours like the Rockin' Ride Home on WIZN, Racing News on WOKO, Nascar Racing Country Music Hour on WKXH, Rock Report Sponsorships on WHDQ, and Happy Hour Request on WFRD

Ten-second sponsorship spots for weather, news, sports or traffic reports that include open and close campaign mentions or “billboards” on a number of stations statewide

Logo and link inclusions on many station websites

EARNED MEDIA: bonus spots due to DPS non-profit status

Project Performance

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.

Budget

Campaign Costs Click It or Ticket	
Media Vehicle	Dollars
Budget	\$ 100,000.00
Radio	\$ 44,613.93
Television	\$ 34,736.95
Internet	\$ 9,764.97
Media Planning Buying & Management	\$ 10,238.37
Media Credit	\$ 1,764.46
TOTAL	\$ 97,589.76

Impaired Driving

Timing— August 19-September 5, 2011

To increase the Vermont public awareness of the risks of detection, arrest, prosecution, and sentencing due to impaired driving.

Primary Target Audience

Males 18-34 with Adults 18-34 and Adults 18+ as secondary targets.

Campaign Parameters

Television | Radio

Media Strategy

Utilize television as the primary medium, radio secondarily, to achieve the greatest impact from mass media and work to achieve at least a 70% reach toward the primary target demo.

Media Tactics

- Placed television spots primarily in sports, prime and prime access to reach target audience with programming and in dayparts they are most likely to watch
- Placed radio spots in mid-afternoon through to late night to ensure the

greatest likelihood of message reaching those that may be considering driving while impaired

- Placed radio spots on stations with country, rock, and sports formats primarily; adult contemporary and alternative secondarily
- For radio, utilized client non-profit status to negotiate additional spots at no charge

Negotiated Added Value

Television: Spots were negotiated for under-delivery of audience for previous (2010) DUI Summer campaign:

Broadcast television: this equated to an **additional \$4,060 worth of spot placements on broadcast television at no cost.** This included spots placed in prime access, prime time, and sports

Cable television: this equated to an **additional \$2,472 worth of spot placements on broadcast television at no cost.** This included on ESP2, FX, MTV, SPK, TruTV, CSNE networks in all cable zones purchased in the state.

Radio: Utilized client non-profit status to negotiate additional spots at no charge, including sponsorships mentioned above for CIOT campaign, for **an estimated \$18,013 worth of air time.**

Frequency of Message

The overall campaign is estimated to have achieved the media goal by reaching 73.9% of males 18-34 an average of 7.3 times and 74.6% of adults 18-34 an average of 6.9 times.

Budget

Campaign Costs DUI Labor Day	
Media Vehicle	Dollars
Budget	\$ 75,000.00
Radio	\$ 24, 070.30
Television	\$ 40,312.44
Media Refund to DPS	\$ 2,937.55
Media Planning Buying & Management	\$ 7,472.45
Media Credit	\$ 2,937.55
TOTAL	\$68,917.64

LOOKING AHEAD

As we look ahead to 2012, we also look back on 2011 as a year of extraordinary events. A series of environmental factors greatly impacted many facets of everyday life in Vermont. Unusually heavy rains, storms and resulting floods forced the physical evacuation of the GHSP office and its subsequent relocation to a more compressed section of a Vermont State Police barracks. The staff remained resilient, persevered and continued the daily tasks related to the administration of the program. During the past 16 months the program was managed by a succession of two separate Chiefs, filling the role on an interim basis. In November a full-time Program Chief was selected and began the assimilation process. The program is scheduled to be re-located into the renovated Department of Public Safety headquarters, located in Waterbury, during February of 2012. With that move, we see a renewed sense of stability, the opportunity to propel the program forward and achieve significant goals during the year 2012. Despite this series of interruptions and distractions, the accomplishments of 2011 will serve as building blocks for the future endeavors.

Year to date (12-22-11) there's been fifty-four (54) traffic related fatalities in the state, the lowest annual number since 1944. Although the seatbelt use rate stubbornly remains at about 85%, there is hope and anticipation that better use of data and technology will allow GHSP to focus on those certain areas and segments of population who remain unconvinced regarding their own personal safety, their family's safety and the general overall safety of the Vermont community. GHSP will use the upcoming NHTSA Impaired Driving Assessment as an evaluation tool to determine the current viability of the impaired driving programs. The assessment will provide the necessary information needed to make improvements and develop new strategies for programmatic evolution and growth. In addition, GHSP will again be

assisted by NHTSA's Traffic Records Assessment and scheduled Management Review. These two events will also help shape the future plans and define directions of the program.

The GHSP will continue to use information and data to focus all available resources as needed. The GHSP compliment of educational, enforcement, engineering and emergency medical personnel partners continues to expand. The key priority issues of Impaired Driving, Occupant Protection, and Speeding remain the corner posts of the highway safety program. The GHSP staff is prepared to engage the growing problem of Distracted Driving and whatever other traffic related issues may pose a danger to public safety.

PROGRESS MEASURES

Vermont Progress Measures are listed on the ensuing pages. These measures are displayed as three year averages and fall into the following state categories:

- Highway fatalities
- Serious crash injuries
- Fatalities per 100 vehicle million miles traveled
- Unrestrained passenger vehicle occupant fatalities
- Fatalities, operator BAC .08 or higher
- Speed related fatalities
- Motorcycle fatalities
- Unhelmeted motorcycle fatalities
- Drivers 20 or under involved in fatal crashes
- Pedestrian fatalities
- Seat belt use rate for passenger vehicles
- Seat belt tickets issued
- DUI arrests
- Speeding tickets issued

For each of the most recent five years of data, Table 1 shows the total national number of fatally injured drivers, as well as the number and percentage that were tested for drugs, and the test results based on the overall numbers of fatally injured drivers. Table 2 presents, for drivers with known drug test results, the number and percentage that tested positive or negative for each of the same five years. Since drug test results are unavailable for a large portion of fatally injured drivers, questions remain regarding the drug involvement of those not tested or tested with unknown results. Nationwide in 2009, 63 percent of fatally injured drivers were tested for the presence of drugs. Overall, 3,952 fatally injured drivers tested positive for drug involvement in 2009. This

number represents 18 percent of all fatally injured drivers (Table 1) and 33 percent of those with known drug test results (Table 2) in 2009. Both the proportion of fatally injured drivers tested and the proportion of these drivers testing positive for drugs generally increased over the 5-year time period shown.

IMPAIRED DRIVING

We have embraced the new NHTSA tagline for Impaired Driving: “Drive Sober or Get Pulled Over” and we have tasked our media contractor to design outreach messages using this particular tagline.

GOALS

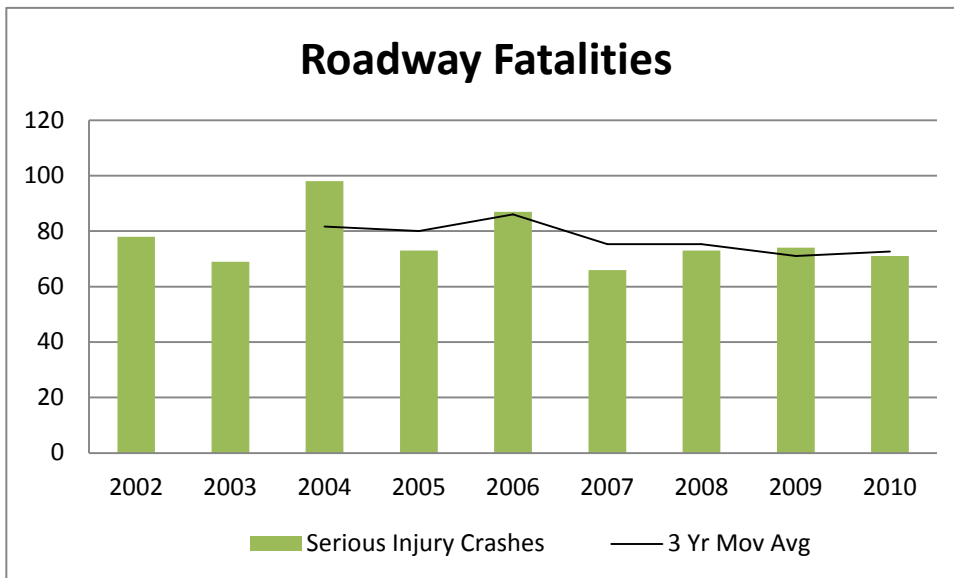
Goal C1: Vermont will decrease by 2.2% the three year average of traffic deaths from 75.3% in 2007 through 2009 to a three year average of 73.6 by December 31, 2010.

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 (2008 through 2010) Vermont averaged 72.6 fatalities annually. This number is lower than the 73.6 three year average projected for this later three year period. Although 2011 is not yet complete, it is on a pace to achieve the lowest number of traffic related fatalities since 1944.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fatalities	78	69	98	73	87	66	73	74	71
3 Yr. Mov. Avg.	82.0	79.7	81.7	80.0	86.0	75.3	75.3	71.0	72.7



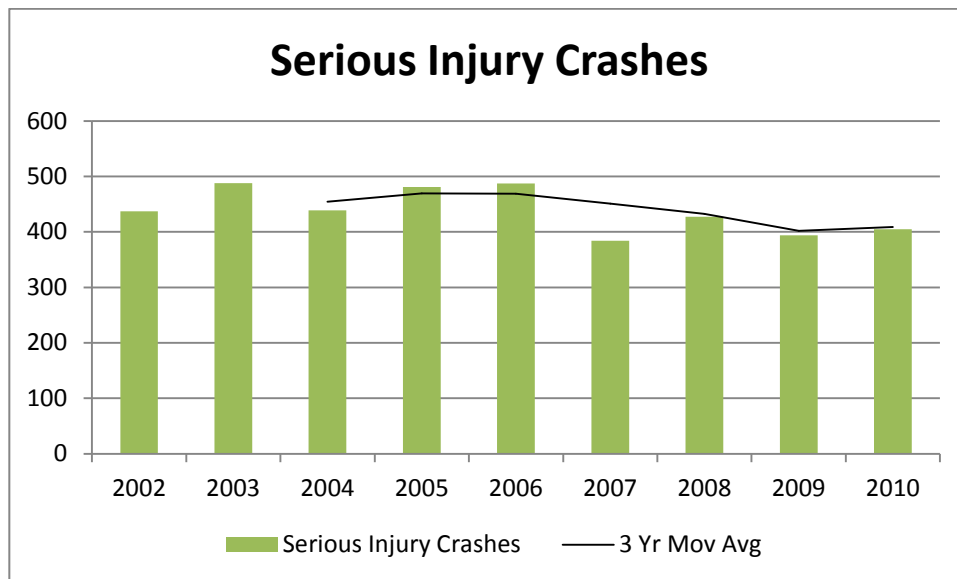
Goal C2: Vermont will decrease by 5.3 percent the three year average of serious traffic crash injuries from 432 in 2006 through 2008 to a three year average of 409 by December 31, 2010.

ASSESSMENT

GOAL HAS NOT BEEN ACHIEVED

The three year average from 2008 through 2010 is 408.6 **Serious Traffic Crash Injuries**. This is a reduction from the three year average from 2006 through 2008 of 432.6 serious traffic crash injuries. This is a reduction of 5.5% during the specified periods.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Serious Injury Crashes	437	488	439	481	487	384	427	394	405
3 Yr. Mov. Avg.	545	528.7	454.7	469.3	469.0	450.7	432.7	401.7	408.7



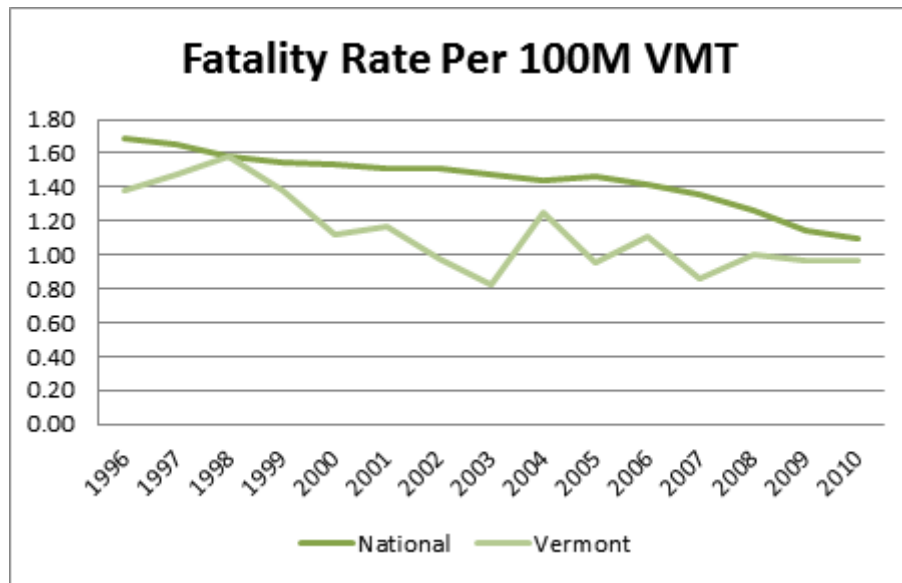
Goal C3: Vermont will decrease by 9.1 percent the three-year average fatality rate of 1.00 per 100 VMMT in 2006 through 2008 to a three-average of .91 by December 31, 2010.

ASSESSMENT

GOAL HAS NOT BEEN ACHIEVED

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 .91.

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
National	1.69	1.65	1.58	1.55	1.53	1.51	1.51	1.48	1.44	1.46	1.42	1.36	1.26	1.14	1.10
Vermont	1.38	1.48	1.58	1.38	1.12	1.17	0.98	0.83	1.25	0.95	1.11	0.86	1.00	0.97	0.97



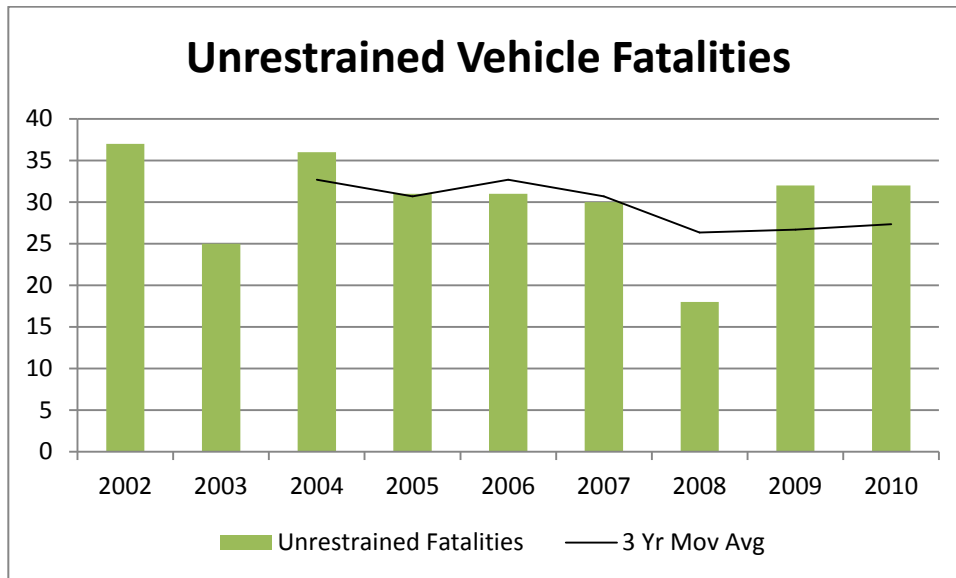
Goal C4: Vermont will decrease by 5.3 percent the three-year average of unrestrained passenger vehicle occupant fatalities from 28.0 in 2006 through 2008 to a three-year average of 26.5 by December 31, 2010.

ASSESSMENT

GOAL HAS NOT BEEN ACHIEVED

The three year average of **Unrestrained Passenger Vehicle Occupant Fatalities** for the three year period of 2006 through 2008 is 26.3. The three year average, in this category, for the period of 2008 through 2010 is: 27.3

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Unrestrained Fatalities	37	25	36	31	31	30	18	32	32
3 Yr. Mov. Avg.	37.3	34.7	32.7	30.7	32.7	30.7	26.3	26.7	27.3



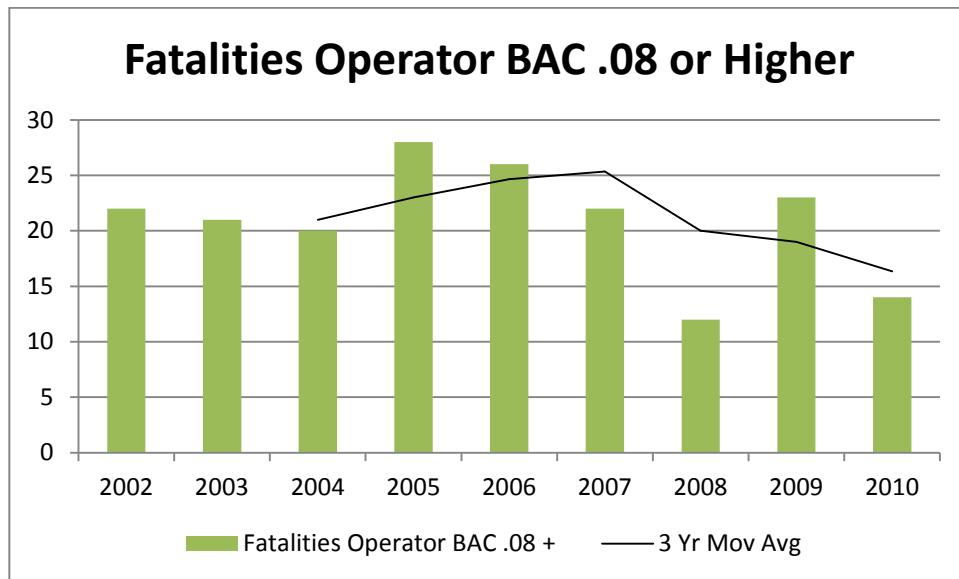
Goal C5: Vermont will decrease by 6.25 percent the three-year average fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 20.0 in 2006 through 2008 to a three-year average of 18.75 by December 31, 2010.

ASSESSMENT

GOAL HAS 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 2006 through 2008 is 20.0. The three year average, in this category, for the period of 2008 through 2010 is 16.3. This exceeds the projected goal 18.75 for the three year period ending December 31, 2010.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fatalities Operator BAC .08 +	22	21	20	28	26	22	12	23	14
3 Yr. Mov. Avg.		25.3	23.7	21.0	23.0	24.7	25.3	20.0	19.0



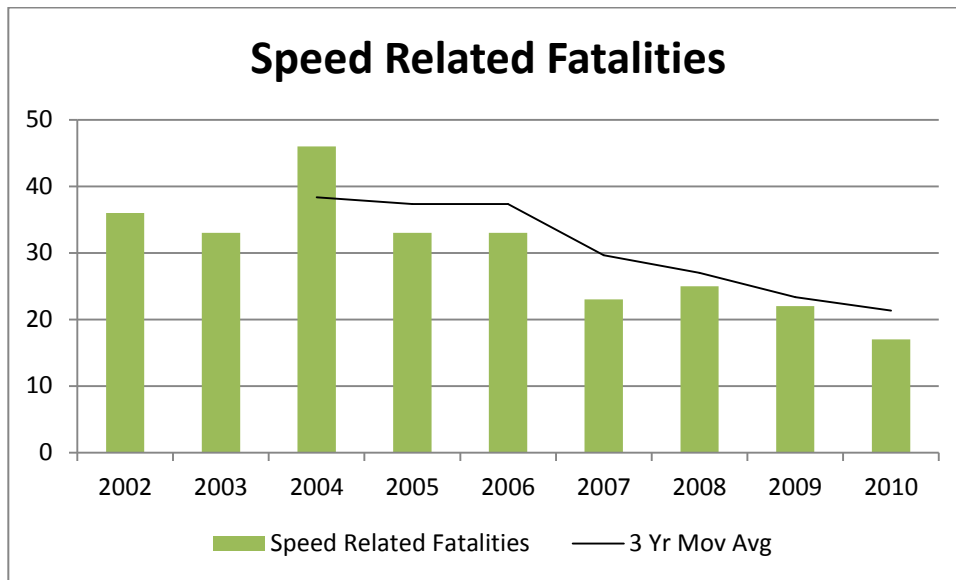
Goal C6: Vermont will decrease by 13 percent the three-year average of speed-related fatalities from 27 in 2006 through 2008 to a three-year average of 23.5 by December 31, 2010.

ASSESSMENT

GOAL HAS BEEN EXCEEDED

The three year average of **Speed Related Fatalities** for the three year period of 2006 through 2008 is 27. The three year average, in this category, for the period of 2008 through 2010 is 21.3. This number exceeds our three year projected average of 23.5.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Speed Related Fatalities	36	33	46	33	33	23	25	22	17
3 Yr. Mov. Avg.	39.3	40.0	38.3	37.3	37.3	29.7	27.0	23.3	21.3



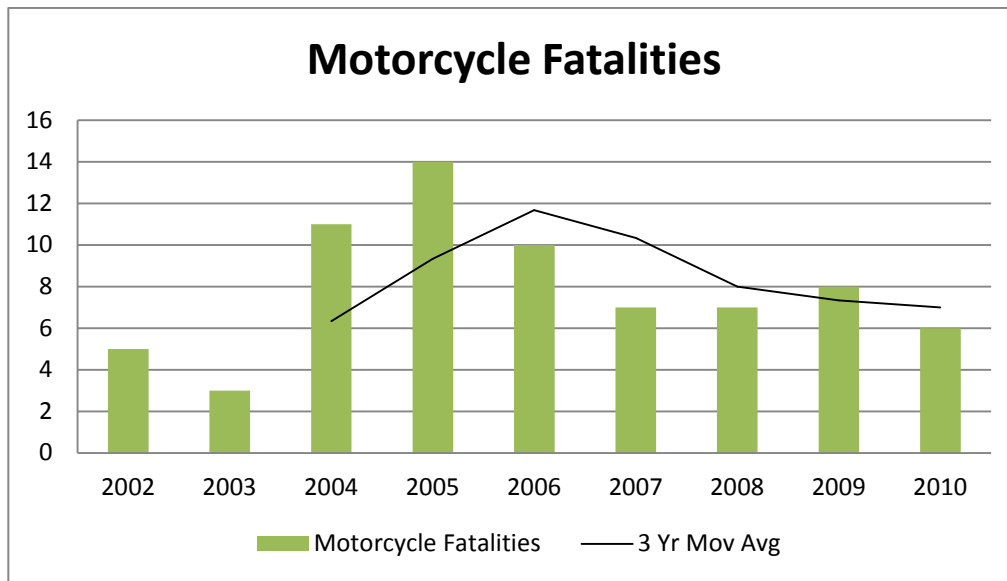
Goal C7: Vermont will maintain the three-year average of motorcyclist fatalities 8.0 in 2006 through 2008 during the period through December 31, 2010.

ASSESSMENT

GOAL HAS BEEN EXCEEDED

The three year average of **Motorcyclist Fatalities** for the three year period of 2006 through 2008 is 8. The three year average, in this category, for the period of 2008 through 2010 is 7. The projection was to maintain the level of fatalities at 8, in this category. That number has been reduced by 1 fatality in this category.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Motorcycle Fatalities	5	3	11	14	10	7	7	8	6
3 Yr. Mov. Avg.	8.0	7.3	6.3	9.3	11.7	10.3	8.0	7.3	6.7



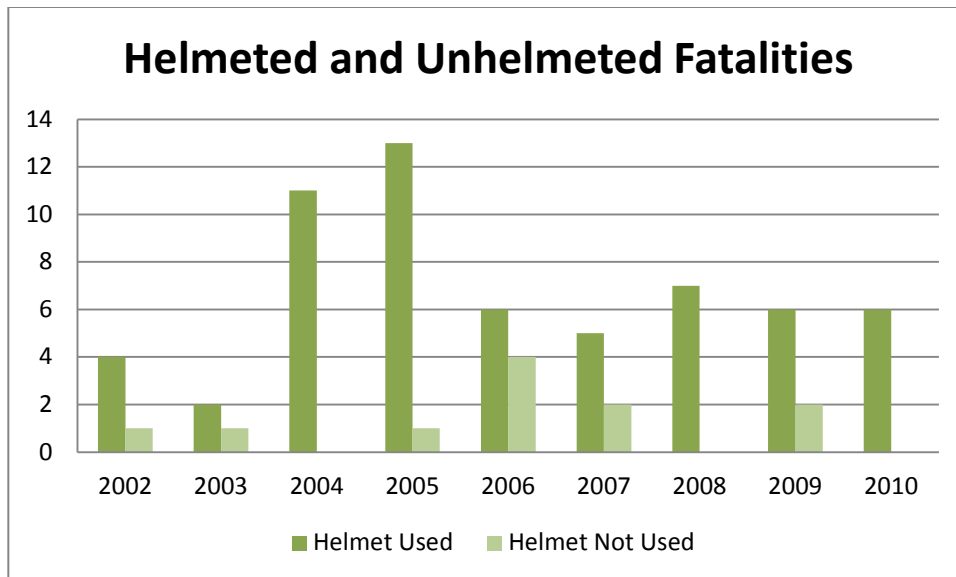
Goal C8: Vermont will decrease by 50% the three year average of unhelmeted motorcyclist fatalities from 2.00 in 2008 to a three-year average of 1.00 by December 31, 2010.

ASSESSMENT

GOAL HAS BEEN EXCEEDED

The three year average of **Unhelmeted Motorcycle Fatalities** for the three year period of 2006 through 2008 is 2 fatalities in this category. The three year average in this category, for the period of 2008 through 2010 is .66. That number exceeds the projected number of 1.00 in this category.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Helmet Used	4	2	11	13	6	5	7	6	6
Helmet Not Used	1	1	0	1	4	2	0	2	0



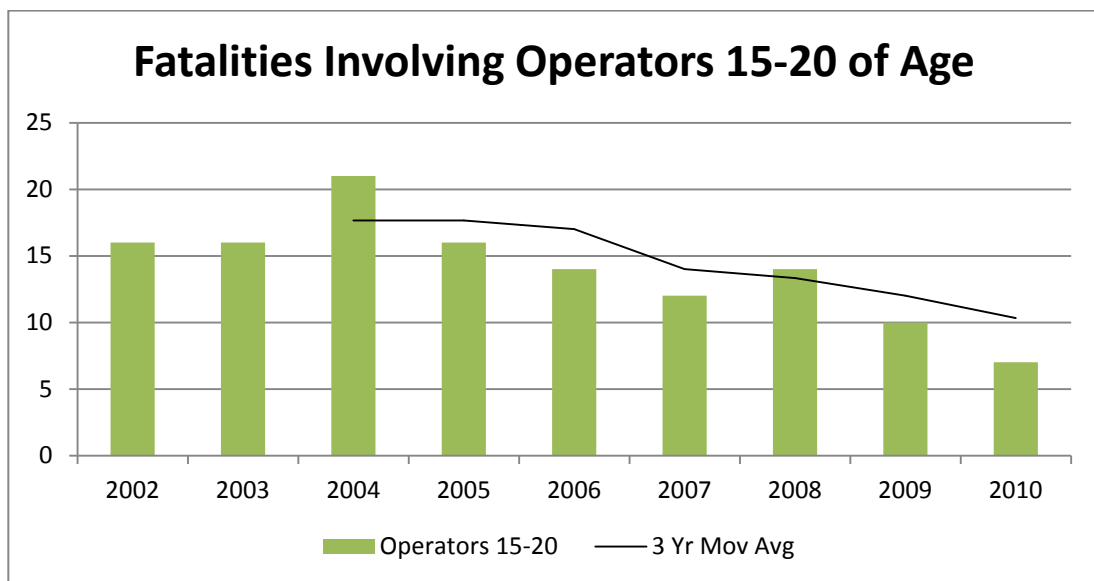
Goal C9: Vermont will decrease by 12.5 percent the three-year average of drivers age 20 or younger involved in fatal crashes from 13.3 in 2006 through 2008 to a three-year average of 11.65 by December 31, 2010.

ASSESSMENT

GOAL HAS BEEN EXCEEDED

The three year average of **Drivers Age 20 or Younger Involved in Fatal Crashes** for the three year period of 2006 through 2008 is 13.3. The three year average, in this category, for the period of 2008 through 2010 is 10.3 fatalities. This exceeds the projected number of fatalities of 11.65 in this category.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Operators 15-20	16	16	21	16	14	12	14	10	7
3 Yr. Mov. Avg.	n/a	n/a	17.7	17.7	17.0	14.0	13.3	12.0	10.3



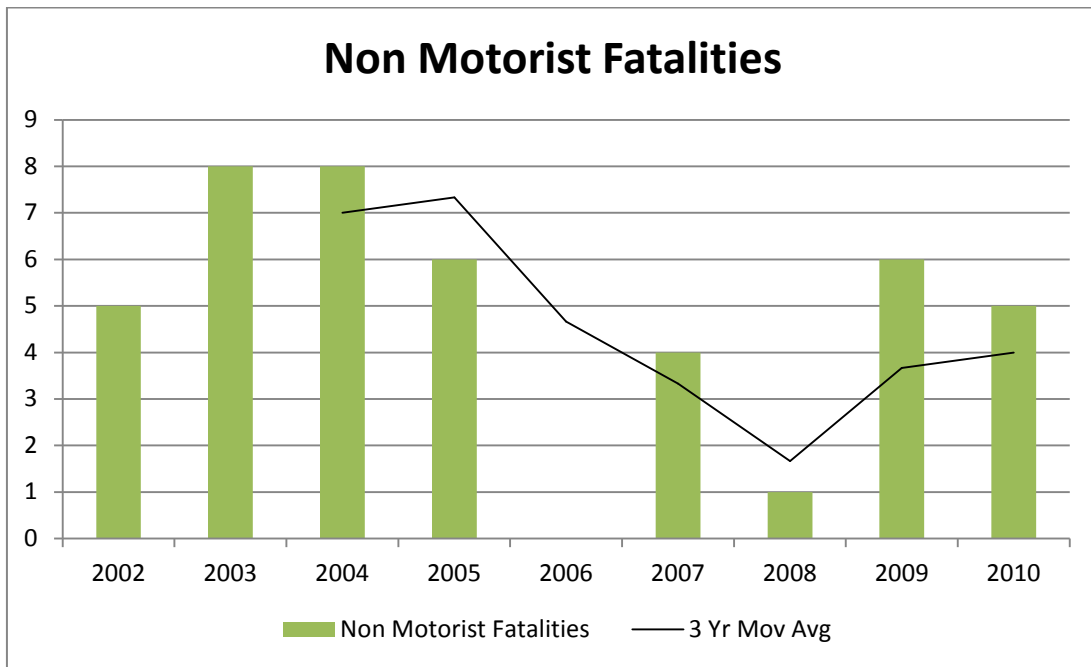
Goal C10: Vermont will decrease by 27.5 percent the three-year average of fatally injured pedestrians from 1.7 in 2006 through 2008 to a three-year average of 1.25 by December 31, 2010.

ASSESSMENT

GOAL HAS NOT BEEN ACHIEVED

The three year average of **Fatally Injured Pedestrians** for the period of 2006 through 2008 is 1.66. The tree year average, in this category, for the period 2008 through 2010 is four.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Non Motorist Fatalities	5	8	8	6	0	4	1	6	5
3 Yr. Mov. Avg.	5.7	6.0	7.0	7.3	4.7	3.3	1.7	3.7	4.0



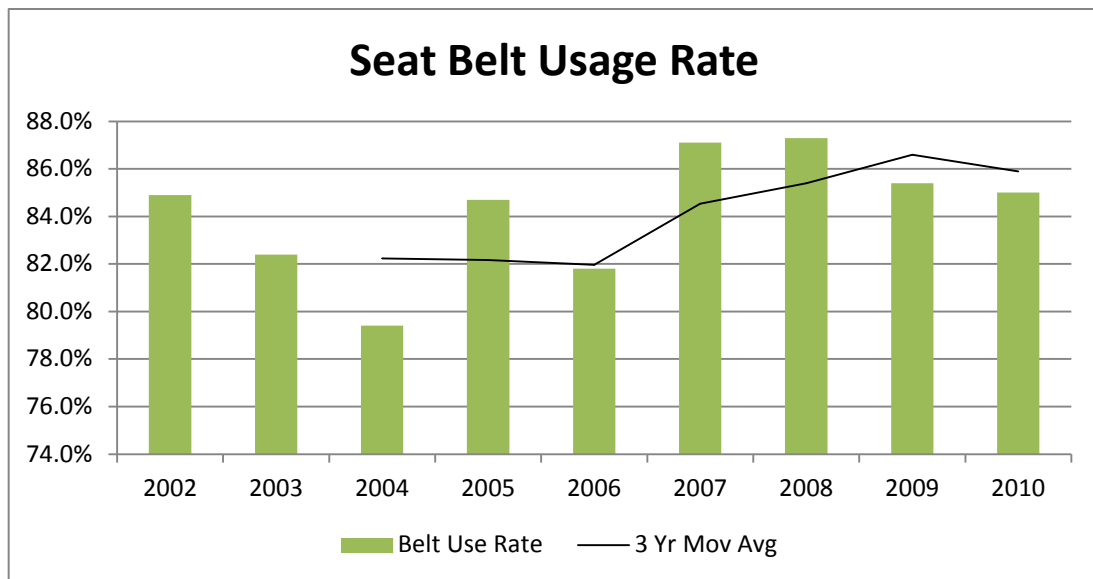
Goal B1: Vermont will increase by 4.3 percent the observed seat belt use for passenger vehicles, front seat outboard occupants from a three-year average rate of 86.6% in 2006 through 2008 to a three-year average of 90% by December 31, 2010.

ASSESSMENT

GOAL HAS NOT BEEN ACHIEVED

This goal has not been met. The three year average of **Observed Seat Belt Use for Passenger, (front outboard occupants) for the** period of 2006 through 2008 is 83.4%. The three year average, in this category, for 2008 through 2010 is 85.9%. Although this is an increase of 2.5% during the later time frame, it falls short of the projected average of 90% for the later three year period.

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Belt Use Rate	84.9%	82.4%	79.4%	84.7%	81.8%	87.1%	87.3%	85.4%	85.0%
3 Yr. Mov. Avg.	71.3%	78.2%	82.2%	82.2%	82.0%	84.5%	85.4%	86.6%	85.9%

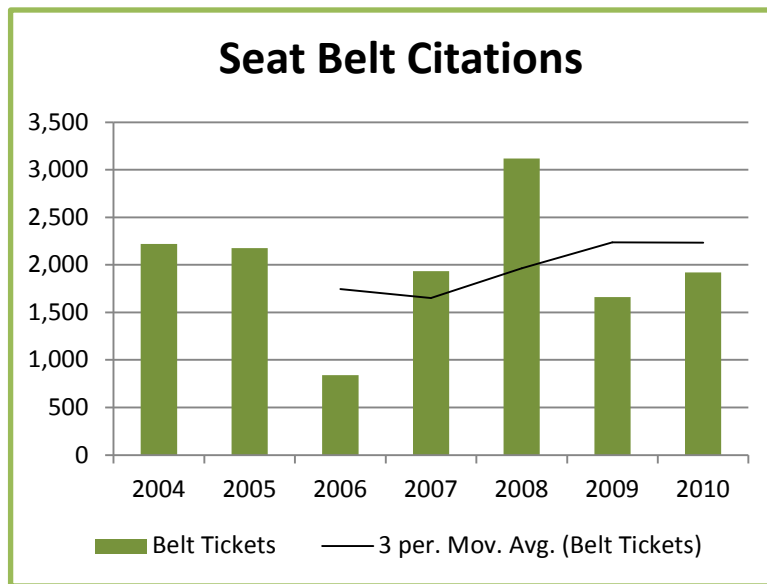


Traffic Safety Performance Measures for State and Federal Agencies emanate from DOT HS 811 025 (dated August 2008) and are to be part of the HSP in 2009 and in the Annual Report of 2010. It appears that these measures were inadvertently left out of the documents are included here and up to date as of December 31, 2010.

A-1 Seat Belt Citations Issued

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.

Seat Belt Citations



Seat Belt Citations

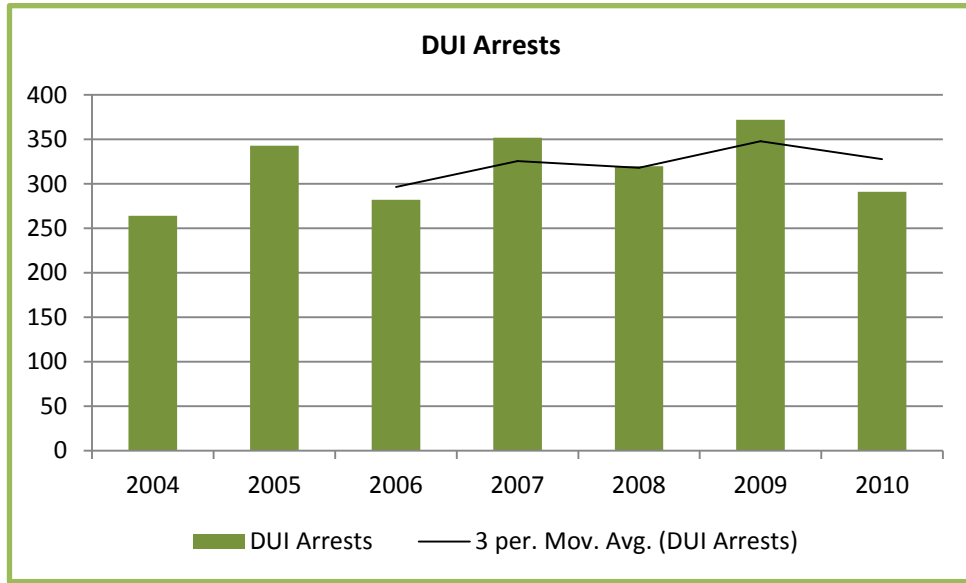
3 yr avg

2004	2005	2006	2007	2008	2009	2010
2219	2177	841	1933	3118	1661	1500
		1745.7	1650.3	1964.0	2237.3	2093

A-2 Number of Impaired Driving Arrests

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

DUI Arrests



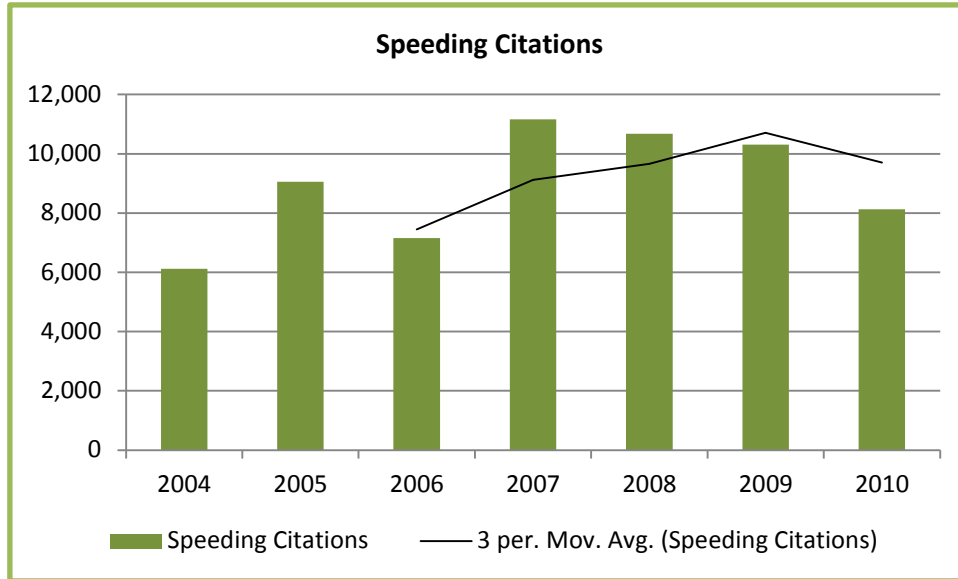
DUI Arrests

	2004	2005	2006	2007	2008	2009	2010
	264	343	282	352	320	372	363
3 yr avg			296.3	325.7	318.0	348.0	355.0

A-3 Speeding Citations Issued

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

Speeding Citations



Speeding Citations

	2004	2005	2006	2007	2008	2009	2010
3 yr avg	6118	9055	7158	11160	10672	10304	8,132
			7443.7	9124.3	9663.3	10712.0	9,703