



State of Vermont

Governor's Highway Safety Program

2013 Annual Report

“Toward Zero Deaths”

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Governor's Highway Safety Program

103 South Main Street

Waterbury, Vermont 05671-2101

www.ghsp.vermont.gov

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Contact Information

Department of Public Safety

Keith W. Flynn, Commissioner
Governor's Representative for Highway Safety
103 South Main Street, Waterbury, VT 05671-2101
Keith.Flynn@state.vt.us • Phone 802-241-5200

Governor's Highway Safety Program

103 South Main Street, Waterbury, Vermont 05671-2101
<http://ghsp.vermont.gov>

Ted Minall, Chief
Ted.Minall@state.vt.us • Phone 802-241-5501

Program Coordinator (under recruitment)

Anne Liske, Program Coordinator
Anne.Liske@state.vt.us • Phone 802-241-5505

Betsy Ross, Program Coordinator
Betsy.Ross@state.vt.us • Phone 802-241-5511

Corinne Stridsberg, Administrative Assistant
Corinne.Stridsberg@state.vt.us • Phone 802-241-5503

Sue Aikman, Temporary Program Manager
Sue.Aikman@state.vt.us • Phone 802-241-5504

Mission Statement

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

Message from the Governor's Representative

The State of Vermont Governor's Highway Safety Program (GHSP) staff respectfully submits the following *Annual Report for Federal Fiscal Year 2013* (FFY 2013) to the National Highway Traffic Safety Administration (NHTSA).

FFY 2013 has been an exciting year for GHSP and the State of Vermont. Please allow us to take a few minutes to provide you a brief, but insightful, view of traffic safety within the Green Mountain State.

Although the state is still physically recovering from the devastating damage incurred during Tropical Storm Irene in August of 2011, the traffic safety program is healthy and robust, but still under development. The GHSP staff is currently operating with an abbreviated staff, but is in the process of coming up to full compliment.

During calendar year 2012, Vermont participated in three NHTSA sponsored programmatic assessments. Those assessments focused on: Driver's Education, Impaired Driving, and Traffic Records. In addition NHTSA also conducted a Management Review. The program greatly benefited from lessons learned and recommendations provided by each of the assessment team members. To compliment these 2012 assessments NHTSA conducted an Occupant Protection Assessment in July of 2013. Once again the assessment team provided GHSP with a number of very productive recommendations and other helpful observations.

During FFY 2013, GHSP entered the world of the new federal funding process named: "*Moving Ahead for Progress in the 21st Century* (MAP-21)". The GHSP staff embraces MAP-21 and understands the data utilization philosophy which radiates collectively from each of the individual program areas. With this in mind, it should be noted that during the past two years the GHSP programmatic strategy has evolved into an effective data supported management of all aspects relating to the grant funding process.

All potential grantees (law enforcement and educational) are encouraged to submit grant applications. The GHSP protocol requires each potential grantee to attend one of the regionally held grant application workshops. Each potential grantee is provided with agency specific data which is plotted and mapped to assist them in the grant preparation process. Providing agencies with timely data enables them to develop articulable problem identification and the subsequent application of appropriate countermeasures to address the stated issues.

Funding levels to subgrantees is determined through a systematic process conducted during a period prior to the actual allocation of funds. Following a series of grant workshops, each potential grantee submits an application for funding. These applications are reviewed, assessed, and each is scored based on a set of standard requirements. These requirements include:

- Problem identification, using GHSP provided data.
- Does the application address one of the state's highway safety priorities?
- Suggested countermeasures/strategies offered.
- Progress measurements and metrics.
- Project outputs and outcomes.
- Education applicants also provide a Logic Model.
- Availability of resources to accomplish described goals.
- The agency's past performance (activities, reporting, spending, etc.).
- Quality and clarity of the application.

Following the submission of the grant applications, the GHSP staff reviews each of the applications, evaluates, and scores each of the proposals. The law enforcement applications are then separately reviewed by a Law Enforcement Advisory Panel, which again reviews and evaluates each of the submitted proposals. This secondary review increases the level of transparency and promotes for the efficiency of the granting process.

Once agencies are approved for grant funding, the GHSP program coordinators remain in constant contact with the subgrantee. The program coordinators continually monitor the progress of each subgrantee. Desk audits, telephone interviews, and site visits are utilized to maintain vigilance and ensure that subgrantees are meeting specified obligations. New subgrantees and grant managers are the first to benefit from a site visit. All of these efforts are concurrently supported by the Department of Public Safety (DPS) Grant Management Unit (GMU). This investment of program oversight provides a system of checks and balances promoting stringent oversight of all subgrantee activities.

Although Vermont qualifies as a “Low Alcohol Fatality” state, GHSP has pro-actively formed a “DUI Task Force”. The DUI Task Force will focus its campaigns in those Vermont counties which continually sustain high incidents of fatal DUI crashes. This administrative Task Force will collaborate with the existing operational DUI Task Force to coordinate all ancillary support with enforcement efforts.

As of September 30, 2013, 52 people have lost their lives on Vermont’s roadways. At the same time last year, 2012, Vermont reported 63 fatalities. Although this is a reduction, this number of avoidable deaths is not acceptable. This September 30th data indicates that eight of these fatalities involved operators under the influence of alcohol. Another three operators are suspected of being under the influence of drugs (other than alcohol) and five operators are suspected of being under the influence of alcohol and other drugs. Sadly, 18 of these 52 fatalities were unbelted and another seven were either not properly restrained or not wearing DOT approved helmets.

The Vermont State Police participated in *Sober Summer 2013* a seasonal effort to increase DUI enforcement and convert periodic enforcement efforts into systematic and sustained year around enforcement. The DUI media campaign has also been updated and will feature Vermont’s version of *Drive Hammered, Get Nailed* in addition to the existing national tag line of *Drive Sober or Get Pulled Over*. An additional layer of DUI messaging has been added to our media outreach program. GHSP has contracted a vendor to conduct DUI messaging at live sporting events. During 2013, the vendors joined by the GHSP LELs have appeared at in-state baseball, basketball, and hockey games. Auto racing is popular in Vermont and the audience demographics is a perfect fit for the vendor’s *Drive Sober or Get Pulled Over* messaging. The vendor and GHSP LELs have appeared at a number of racing events and have been impressed with the presentation and delivery of the anti-DUI messaging. This partnership will continue into the upcoming year.

Sustained DUI enforcement conducted in specific locations, identified by data, will provide the additional resources necessary to reduce the number of DUI related crashes. To support this increased enforcement effort GHSP has begun the process of identifying LEA equipment needs throughout the state. During FFY 2014, GHSP will begin purchasing Preliminary Breath Testing (PBTs) devices for distribution to those agencies engaged in DUI enforcement activities.

The state’s Drug Recognition Expert (DRE) program continues to expand to reach every area in the state. There are 27 certified DREs in Vermont. The Vermont DRE program is fortunate to enjoy a cooperative working relationship with the DRE programs in the other five New England states. Typically all six states engage in a

system of reciprocity when conducting DRE schools within the participating states. For example, the Vermont DRE School, scheduled for February 2014 will provide training for four Connecticut DRE candidates and two students from Rhode Island. In addition, this school will provide teaching hours for a number of DRE instructors from other New England states. This cross region exposure to common training allows a broader understanding of emerging drug trends which may be beginning in individual states. This type of intelligence allows DRE programs to be pro-active in the detection of emerging trends. There will be nine Vermont student candidates participating in the school. In addition, two or three Assistant States Attorney's will also attend the training to have a strong understanding of the DRE process. Advanced Roadside Impaired Driving Enforcement (ARIDE) remains a very popular training and GHSP works to meet the requests for this impaired driving training. Also working collaboratively with these two programs is the regularly scheduled Standard Field Sobriety Testing (SFST) training. Obviously, SFST is a primary tool for both DRE and ARIDE and the need for updates increases with the expansion of both DRE and ARIDE programs.

Vermont's DUI Treatment Court, continues to develop in Windsor County and will continue efforts to expand as a statewide platform. The court will offer treatment and close structured monitoring for some selected offenders who need a more practical form of supervision to dissuade their operation of a vehicle following consumption of alcohol.

GHSP recruited the state's first Judicial Outreach Liaison (JOL) during 2013. The well respected retired judge will be a valuable asset to the existing team of two LELs (one of whom was added in 2013) and a TSRP.

Vermont's seat belt use rate in Vermont is 85%, but it has not maintained any measureable increases during the last ten years. During 2013, GHSP formed an Occupant Protection Task Force. The Task Force is identified as OP802. Chaired by one of GHSP's LELs, the group represents membership from: marketing/outreach, infrastructure, education, data, and law enforcement. The strategy will involve moving through a logical data driven sequence of education, media outreach, and infrastructure improvements and culminate in an enforcement action in Northeast Vermont. The goals of this project will be to improve OP usage in this rural area in a cooperative and collaborative multi-agency mission.

Vermont's nine cities have a total population of 115,085, or 18.4% of the population and the cities combined square mile total is just less than 80 square miles. The remaining 81.6% of the Vermont population reside in rural environs. There are 14,156 miles of class 1, class 2, and class 3 roads.

The majority of the state's LEAs are small, with many having ten or fewer officers. Supported by county sheriffs' departments and troopers from local barracks, they perform the majority of their enforcement efforts on these rural roadways, away from population centers.

The three low use areas, identified in the 2013 statewide seat belt survey (Franklin County, the Northeast Kingdom, and the Connecticut River Valley) are all characteristically rural. The GHSP LELs will continue to focus their OP outreach efforts on these three geographical locations. Historically, crash data and certified seat belt surveys identify a particular segment of the population as more likely to be improperly restrained. In the rural areas of Vermont, males 18 to 34 years of age and pick-up truck operators, fall into this unbelted category. Although rural enforcement of traffic laws is delivered on a sustained basis, year round, particular focus was placed during the fair weather months of May through September 2014.

The OP802 model will be closely monitored, evaluated, and adjusted as required. The projected outcome is to increase the current seat belt rate of 79.5% in the Northeast Kingdom to 85%. The operational model, improved through lessons learned, will be moved into the other historically low use areas of the state. This approach directs the limited available resources to those communities where seat belt use rates remain unchanged.

With the addition of the second LEL during the spring of 2013, GHSP is provided with an opportunity to expand Vermont's enforcement strategies. Selected municipal agencies will collaborate with the Vermont State Police to conduct periodic cooperative nighttime seat belt enforcement events. A review of crash data indicate a higher percentage of unbelted fatalities are occurring during nighttime hours when standard seat belt enforcement is lacking. LELs are designing a plan to utilize existing street lighting in the state's urban areas and supplemental portable lighting to illuminate target areas, such as interstate off-ramps. Operational deployment will be similar to those tactics used recently in Rhode Island and Connecticut.

In addition to the Vermont State Police and each of the fourteen sheriff's departments, 50 municipal and local police agencies participate in the state's *Click It or Ticket* Campaign. Each of these departments registers with the Law Enforcement Liaison, who coordinates the campaign and collects and collates enforcement data submitted by participating agencies. This data describes not only occupant protection activity but all relevant actions taken by participating agencies during the campaign. The LEL subsequently submits the collective data to NHTSA for review.

During 2013, the Child Passenger Safety (CPS) Program was subgranted to the Vermont Department of Health, Office of Emergency Medical Services (VDH). VDH remains GHSP's current subgrantee for the CPS program. Vermont's Emergency Medical Services System (EMS) is composed of approximately 180 licensed First Response and Ambulance services staffed by 3,000 certified EMS providers. These pre-hospital emergency care providers include First Responders/Emergency Care Attendants, EMT Basics, EMT Intermediates, and Paramedics. The majority of our EMS providers are volunteers. Many of the state's 100 CPS certified technicians are EMTs. As VDH develops the program, this span of coverage has the potential to ensure the availability of a CPS technician in every community throughout the state. In addition, a number of state police, sheriff's deputies, and local law enforcement officers also provide CPS services to the populations they serve. With this array of available, certified resources, CPS fitting stations can provide sustained education and technical assistance in each community throughout the state. VDH will continue to expand their CPS technician cadre, via their regional responder network and other local, community health care providers.

In 2012, leaders in the pursuit of safer Vermont highways and local roads launched an initiative to formalize a statewide integrated safety program. This initiative led to the formation of the Vermont Highway Safety Alliance (VHSA), whose members include a broad cross section of public and private organizations that represent all users of the state's highway system and encompass the four E's of highway safety - Education, Enforcement, Engineering and Emergency Services. The VHSA is comprised of a Board of Directors and five Focus Groups, which include Enforcement, Data, Education, Infrastructure, and Outreach and Marketing. The GHSP staff understands the value of the opportunity for partnerships, provided by the Alliance. It is the intention of the staff to work together with VTTrans to develop a consistent approach to shared strategies and countermeasures to enhance the level of traffic safety within the state. The VHSA partners are committed to working as a team to accomplish common goals that promote the safety of motorists, pedestrians, bicyclists, and all users traveling on Vermont highways. The VHSA members have worked collaboratively on the development of a consolidated Strategic Highway Safety Plan (SHSP). The intent of the consolidated plan is to merge the work efforts of

individual organizations under one umbrella to best utilize and share resources in a targeted manner, accelerating the advancement of highway safety within the state. It is intended to place all of the following documents in harmony using the same data sets as well as the same information contained in the SHSP:

- The Highway Safety Program
- The Highway Safety Improvement Plan
- Vermont State Police Strategic Plan
- The Department of Motor Vehicles (DMV) Strategic Plan
- Federal Motor Carrier Safety Assistance Program Commercial Vehicle Safety Plan

This unification of plans promotes consistency, effectiveness, and efficiency for all participating partners.

Two members of the GHSP staff and both LELs are active participating members of the Vermont Highway Safety Alliance (VHSA). VHSA just completed its first year of existence as a unique platform of traffic safety advocates. The VHSA's goal of reducing crashes will be achieved through the unified collaboration of all the partners involved - private, local, state, and federal. The strategies and associated action plans selected for the SHSP will directly impact highway safety through the four E's of highway safety as well as policy, public health, communications, and other efforts. The VHSA Board of Directors and Focus Groups have worked diligently to develop an integrated approach to the Strategic Highway Safety Plan (SHSP) that gathers and utilizes the experts needed to meet the goals of each emphasis area. Using the SHSP as the guiding document, the VHSA will continue to reach out and expand, engaging safety partners in all communities throughout Vermont.

Executive Summary

On behalf of the Governor of Vermont and the Commissioner of Public Safety, the Vermont Governor's Highway Safety Program (GHSP) is pleased to submit the Annual Report for Federal Fiscal Year 2013. The Annual Report is presented as an overview of Vermont's efforts to provide each community with the safest, most efficient roadway systems possible. GHSP works collaboratively with all federal, state, and local agencies, organizations and other entities to maximize resources and realize the most effective and productive outcomes. The utilization of cooperative partnerships and implementation of timely and accurate data increases resources and promotes successful strategies and countermeasure to reduce crashes and save lives. The combined utilization of data, science, and technology ensures GHSP achieves the most effective return of investment for all funds expended in the promotion of Vermont's highway safety efforts.

Annual Report Development Calendar

Timeline	Activity
<i>Beginning of fiscal year:</i> October - September	Review subgrantee and GHSP progress and monitoring reports during the year to identify significant highlights or accomplishments for inclusion in the AR
<i>End of fiscal year:</i> October 1	Track receipt of subgrantee Final Reports and send reminders where needed ensuring that all projects in the initial HSP and any amended or new projects during the year are included Analyze and assemble data for each HSP core, other and activity performance measure to determine the state's progress in achieving performance targets for the year Update state crash data and trends with the most recent available data
November 15	Deadline for submission of subgrantee Final Reports
October - November 30	Review subgrantee Final Reports and develop a general description of each project and activity funded and implemented including the total Federal fund expenditures (like projects and activities may be aggregated) For each Program Area develop a general summary of the following: <ul style="list-style-type: none"> • problem statement • objectives • performance measures • performance targets • description of each project and activity funded and implemented • description of how the projects contributed to meeting the target • Federal funding amount expended and source for each project implemented Paid Media projects may be reported within the applicable individual program area or may be grouped
	If §2011 funds were expended, compile the required Child Restraint Grant Program report
	Compile the annual State Attitudes Survey results
December 15	Develop any optional sections to be included Assemble the AR components into a first draft for review

Timeline	Activity
	Produce final Financial Obligation Closeout (voucher) and obtain GHSP Administrator approval
December 23	Submit draft AR for final review and approval by GHSP Administrator
December 31	Submit final AR to NHTSA Regional Office
January 1	Distribute copies of AR to the GHSP email list including state and congressional legislators and post on the GHSP website

State of Vermont Progress Assessment

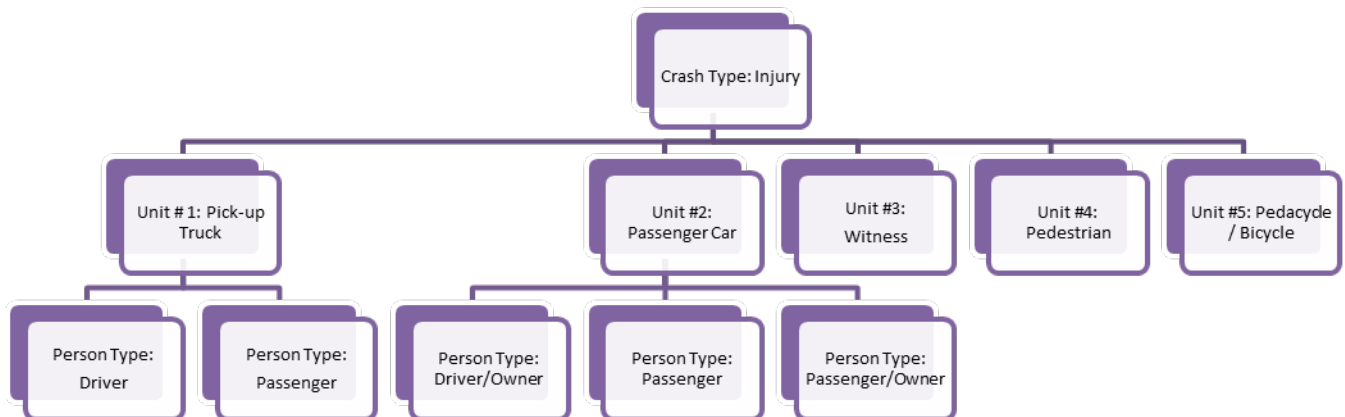
Core Performance Measures

Data

The goals in this section are taken from the GHSP 2013 Highway Safety Plan. The assessment of each goal includes a table showing the number of crashes, person counts, or citations by year as well as the three-year moving average throughout the overall analysis period. A moving average smoothes out fluctuations in data and shows the pattern or trend of a specified data range more clearly. A moving average trendline uses a specific number of data points, three years in the following assessments, averages them, and uses the average value as a point in the trendline.

Crash data is recorded, and can be assessed on, three basic levels: crash, vehicle or unit, and person. A crash report must have at least one vehicle or unit and is listed as one of three crash types: property damage only, injury, or fatal. A crash report with a property crash type cannot have any injuries or fatalities. A crash report with an injury crash type must have at least one injury and no fatalities. A crash report with a fatal crash type must have at least one fatality. A fatal crash that is reportable to NHTSA must have at least one fatally injured person involved in a crash with at least one motor vehicle in transport and the death must happen within 720 hours of the initial crash.

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



In this section some of the crash and injury numbers reported for prior years in previous versions of the Annual Report have been changed. The reason for the difference in numbers is due to the use of more refined data-mining queries and better quality control and assurance measures. This data has been organized, analyzed, and/or reviewed by the Vermont State Police Traffic Safety Analyst, the Vermont FARS Analyst, the Vermont Agency of Transportation Highway Safety Manager, and members of the Governor’s Highway Safety Program in an effort to ensure the most accurate reporting possible.

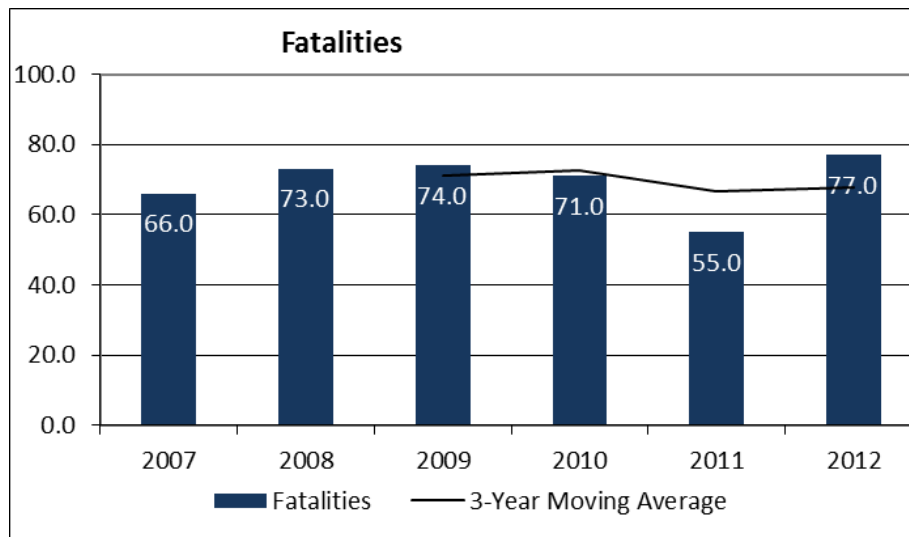
Goal C1: Number of traffic fatalities (FARS¹)

Vermont will decrease by 6.9 percent the three-year average of traffic deaths from 72 in 2008 through 2010 to a three-year average of 67.6 by December 31, 2012.

Results:

Vermont did not meet its goal by .1%. The three-year average by December 31, 2012 was 67.7%. This is due to a sharp spike in fatalities in 2012 of 40% over 2011.

Year	2007	2008	2009	2010	2011	2012
Fatalities	66.0	73.0	74.0	71.0	55.0	77.0
3-Year Average			71.0	72.7	66.7	67.7



¹ The national Fatality Analysis Reporting System (FARS) database link: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nrsa/STSI/50_VT/2012/50_VT_2012.htm

Goal C2: Number of serious injuries in traffic crashes (Vermont Crash Database)

Vermont will decrease by 4.9 percent the three-year average of serious traffic crash injuries from 410 in 2008 through 2010 to a three-year average of 390 by December 31, 2012.

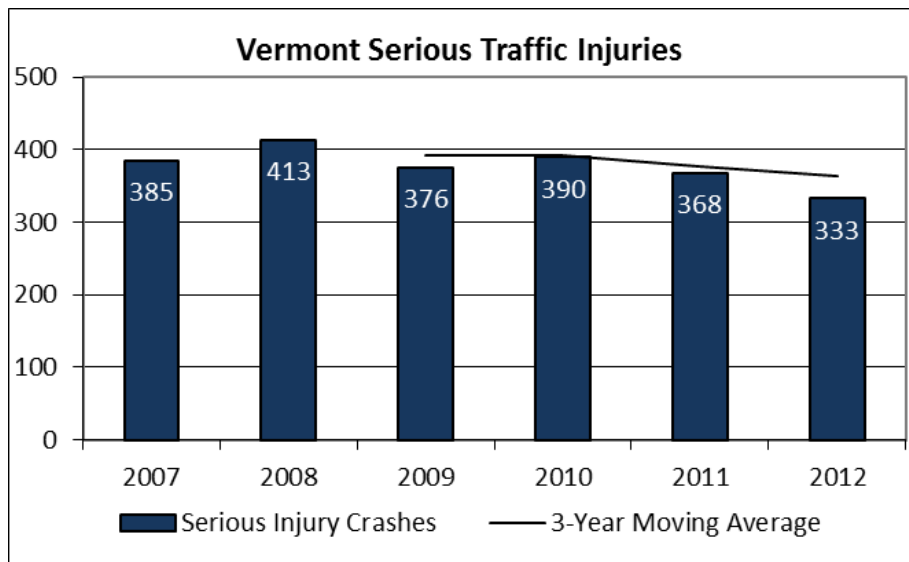
A serious injury crash or major crash is defined by the Vermont Highway Safety Alliance as a fatal or incapacitating injury crash. As defined in the American National Standard Manual on Classification of Motor Vehicle Traffic Accidents² a fatal injury is “any injury that results in death” and an incapacitating injury is “any injury, other than a fatal injury, which prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred.”

Results:

The goal of 390 is seriously skewed because of the corrections made to past data. The reason for the difference in numbers is due to the use of more refined data-mining queries and better quality control and assurance measures. This data has been organized, analyzed, and/or reviewed by the Vermont State Police Traffic Safety Analyst, the Vermont FARS Analyst, the Vermont Agency of Transportation Highway Safety Manager, and members of the Governor’s Highway Safety Program in an effort to ensure the most accurate reporting possible.

However, there is a clear downward trend in serious injuries. There is a 7.5% improvement between 2010 and 2012.

Year	2007	2008	2009	2010	2011	2012
Serious Injuries	385	413	376	390	368	333
3-Year Average			391.3	393.0	378.0	363.7



² ANSI D16.1-2007, “American National Standard, Manual on Classification of Motor Vehicle Traffic Accidents, Seventh Edition,” National Safety Council, Itasca, IL, 2007. <http://www-nrd.nhtsa.dot.gov/Pubs/07D16.pdf>.

Goal C3: Fatalities per 100 VMMT (rural and urban) (FARS & the Vermont Crash Database & AOT)

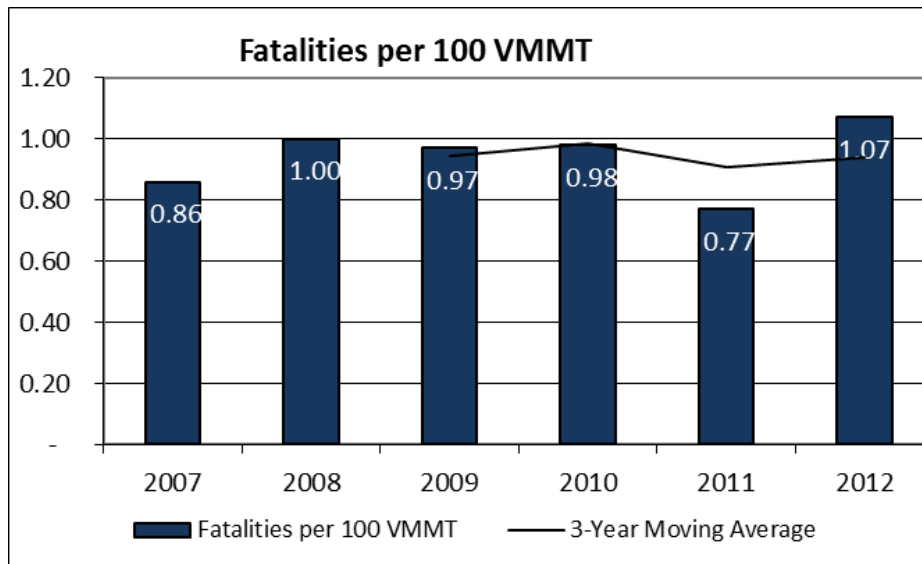
Vermont will decrease by 2 percent the three-year average fatality rate of .95 per 100 VMMT in 2007 through 2009 to a three-year average of .93 by December 31, 2012.

The 2012 national fatality rate per 100 million vehicle miles traveled was not available at the time this report was written. Vermont 2012 data for this section was provided by the Vermont Agency of Transportation Highway Research division and rates may differ slightly from the rates recorded in the Fatality Analysis Reporting System (FARS) due to the following enhanced methodology changes: “In August 2011, starting with 2009 data, the Federal Highway Administration implemented an enhanced methodology for estimating registered vehicles and vehicle miles traveled by vehicle type. In addition, revisions were made to 2008 and 2007 data using this enhanced methodology. As a result of the Federal Highway Administration's changes, involvement rates may differ, and in some cases significantly, from previously published rates.”

Results:

Vermont did not meet its goal by 1.1%. The 2012 data come from the Vermont Crash Database and the Vermont Agency of Transportation. The FARS data for this measure are not yet available; when the data become available from FARS, GHSP will make the substitution. The increase is due to a sharp spike in fatalities in 2012 of 40% over 2011.

Year	2007	2008	2009	2010	2011	2012
Vermont Rate	0.86	1.00	0.97	0.98	0.77	1.07
3-Year Average	0.97	0.99	0.94	0.98	0.91	0.94



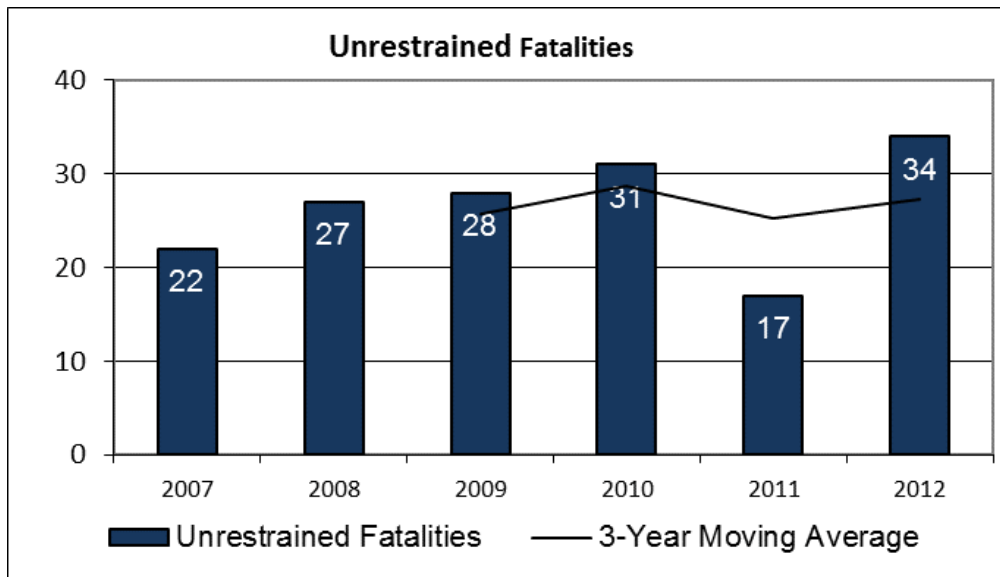
Goal C4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Vermont will decrease by 10 percent the three-year average of unrestrained passenger vehicle occupant fatalities from 30.7 in 2008 through 2010 to a three-year average of 27 by December 31, 2012.

Results:

Vermont did not meet its goal by 1.2%. This is due to a sharp spike in fatalities in 2012 of 40% over 2011.

Year	2007	2008	2009	2010	2011	2012
Unrestrained Fatalities	22	27	28	31	17	34
3-Year Average			25.7	28.7	25.3	27.3



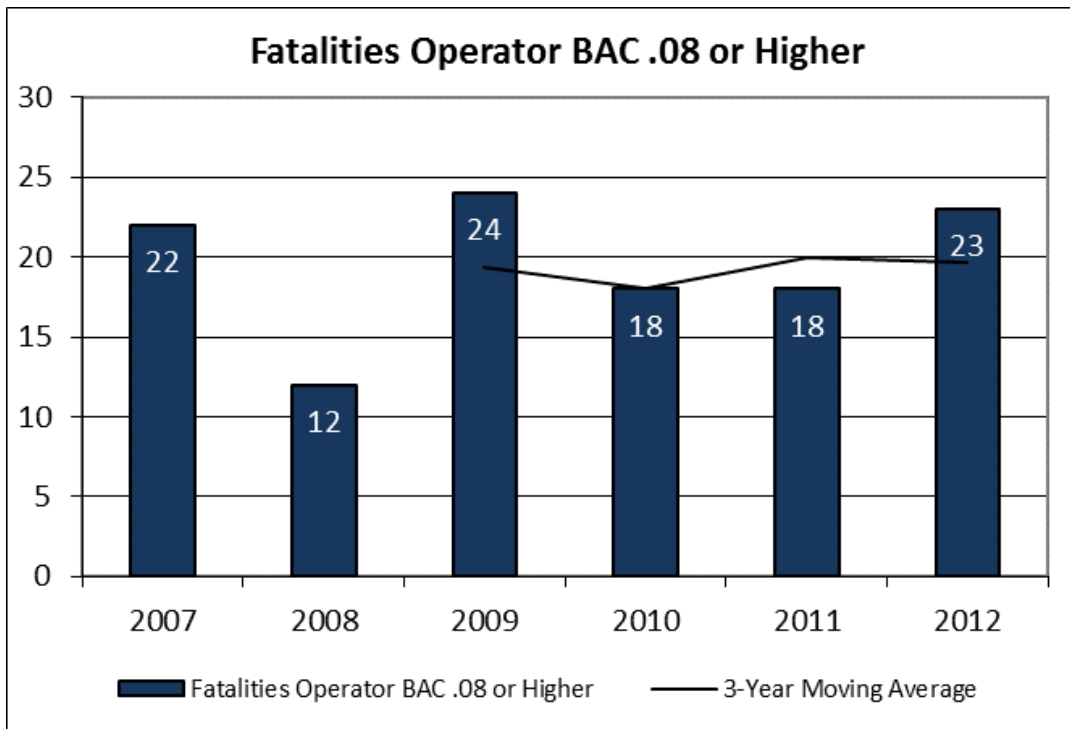
Goal C5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Vermont will decrease by 4.8 percent the three-year average fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 14.7 in 2008 through 2010 to a three-year average of 14.0 by December 31, 2012.

Results:

Vermont did not meet its goal by 28.6%. The three-year average by December 31, 2012 was 18.7. The data used in the 2012 HSP were incorrect. The baseline of 14.7 should have read 18.0. Using 18.0 as a baseline, the goal should have been 19.0, in which case, Vermont actually did not meet its goal by 3.7%. This is due to a sharp spike in fatalities in 2012 of 40% over 2011.

Year	2007	2008	2009	2010	2011	2012
Alcohol-Impaired Fatalities	22	12	24	18	18	23
3-Year Average	22.0	17.0	19.3	18.0	20.0	19.7



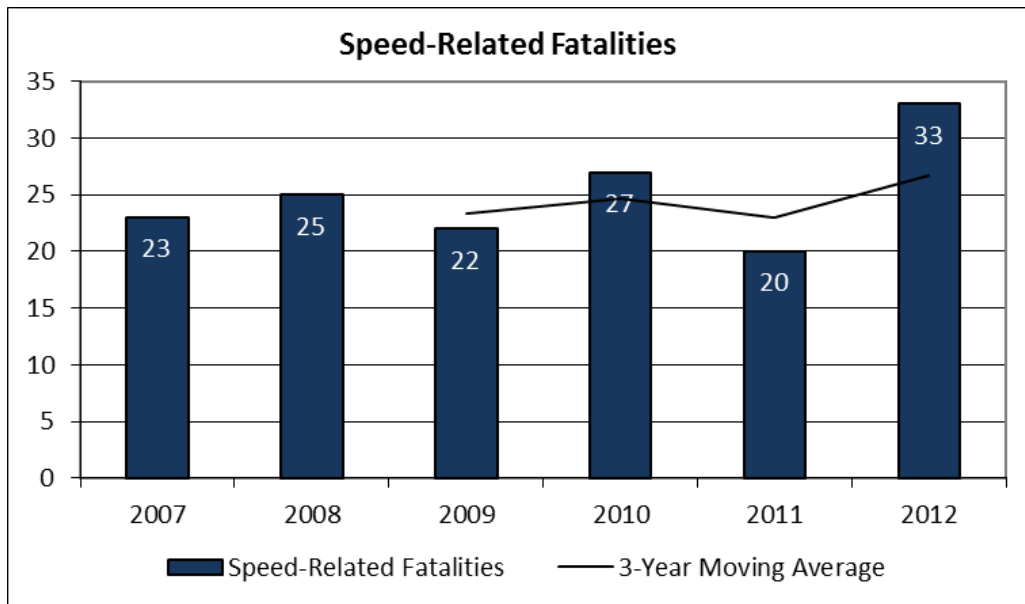
Goal C6: Number of speed-related fatalities (FARS)

Vermont will decrease by 7 percent the three-year average of speed-related fatalities from 18.3 in 2008 through 2010 to a three-year average of 17 by December 31, 2012.

Results:

Vermont did not meet its goal by 48.8%. The three-year average by December 31, 2012 was 25.3. The data used in the 2012 HSP were incorrect. The baseline of 17.8 should have read 24.7. Using 24.7 as a baseline, the goal should have been 21.4, in which case, Vermont actually did not meet its goal by 24.6%. This is due to a sharp spike in fatalities in 2012 of 40% over 2011.

Year	2007	2008	2009	2010	2011	2012
Speed-Related Fatalities	23	25	22	27	20	33
3-Year Average	23.0	24.0	23.3	24.7	23.0	26.7



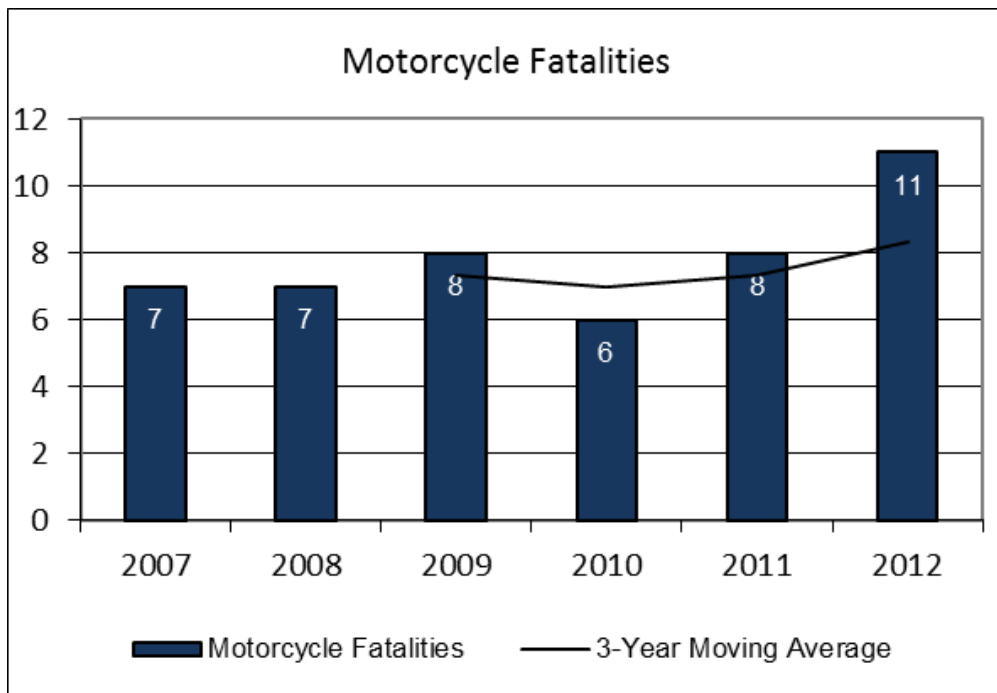
Goal C7: Number of motorcyclist fatalities (FARS)

Vermont will not increase the three-year average of motorcyclist fatalities from 6.3 in 2007 through 2010 during the period through December 31, 2012.

Results:

Vermont did not meet its goal by 32.3%. The three-year average by December 31, 2012 was 8.3%. GHSP cannot explain this significant increase in fatalities.

Year	2007	2008	2009	2010	2011	2012
Motorcycle Fatalities	7	7	8	6	8	11
3-Year Average			7.3	7.0	7.3	8.3



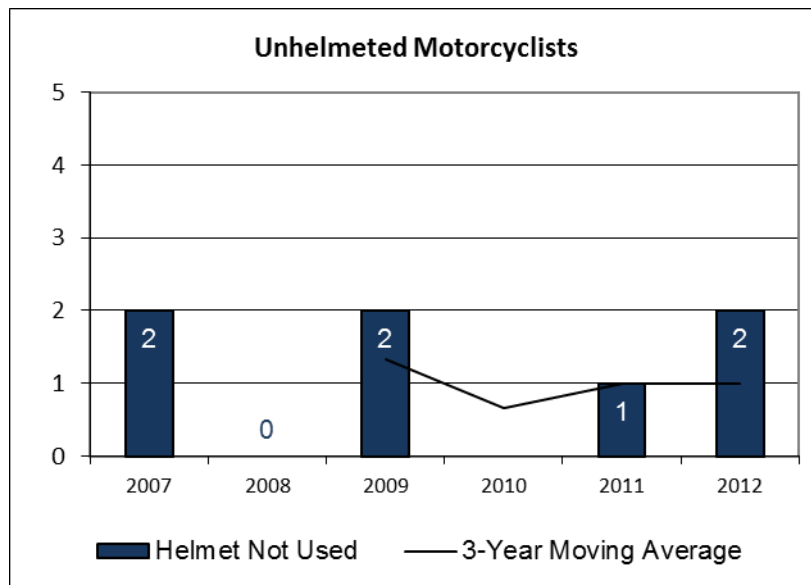
Goal C8: Number of unhelmeted motorcyclist fatalities (FARS)

Vermont will maintain the three-year average of unhelmeted motorcyclists at 1 in 2008 through 2010.

Results:

Vermont met its goal.

Year	2007	2008	2009	2010	2011	2012
Unhelmeted Motorcyclist Fatalities	2	0	2	0	1	2
3-Year Average			1	1	1	1



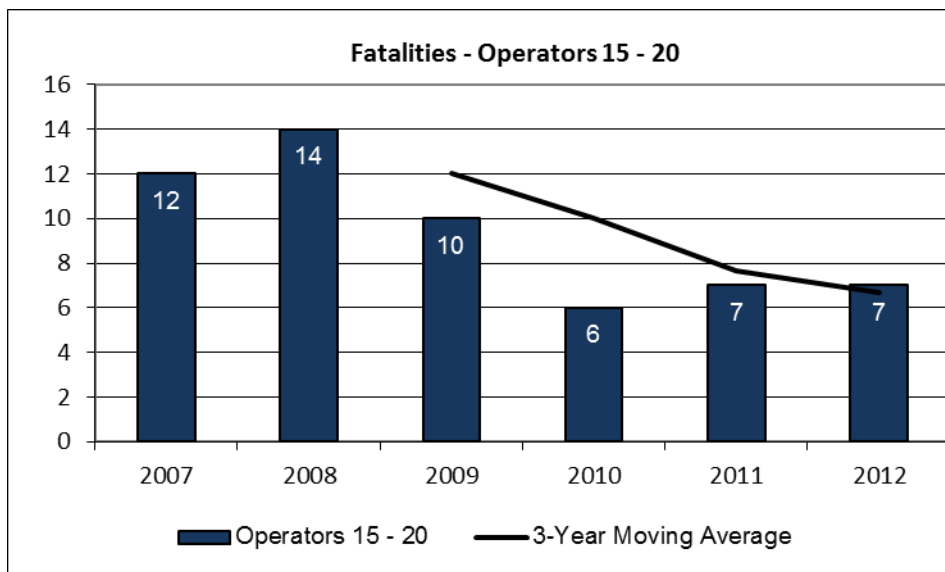
Goal C9: Number of drivers aged under21 involved in fatal crashes (FARS)

Vermont will decrease by 32 percent the three-year average of drivers age 20 or younger involved in fatal crashes from 10.3 in 2008 through 2010 to a three-year average of 7 by December 31, 2012.

Results:

Vermont exceeded its goal by 4.8%. The three-year average by December 31, 2012 was 6.7. The strong downward trend which began in 2010 is likely due to the fact that on June 1, 2010 Vermont enacted a texting ban for all drivers, and for young drivers, a ban on the use of all portable devices.

Year	2007	2008	2009	2010	2011	2012
Operators 15 - 20	12	14	10	6	7	7
3-Year Average	12.0	13.0	12.0	10.0	7.7	6.7



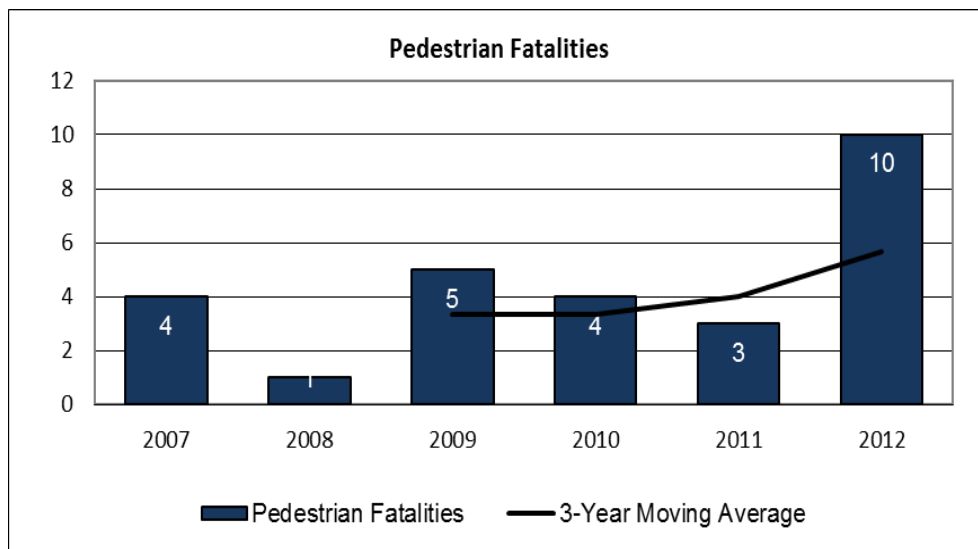
Goal C10: Number of pedestrian fatalities (FARS)

Vermont will decrease by 46 percent the three-year average of pedestrian fatalities from 3.7 in 2008 through 2010 to a three-year average of 2 by December 31, 2012.

Results:

Vermont did not meet its goal by 185%. The three-year average by December 31, 2012 was 3.7. Although there is no logical explanation for the high number of fatalities in 2012, GHSP has engaged local pedestrian advocacy groups to conduct focused training.

Year	2007	2008	2009	2010	2011	2012
Pedestrian Fatalities	4	1	5	4	3	10
3-Year Average	4.0	2.5	3.3	3.3	4.0	5.7



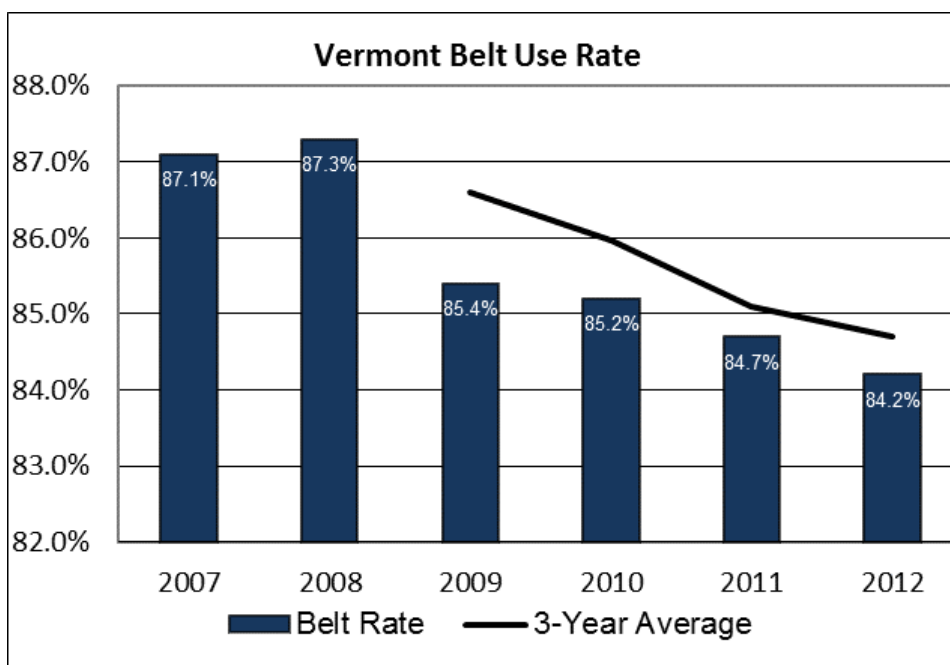
Goal B1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Vermont will maintain the observed seat belt use rate for passenger vehicles, front seat outboard occupants, at the three-year average rate of 85% in 2009 through 2012.

Results:

Vermont did not meet its goal by .4%. The three-year average by December 31, 2012 was 84.7%. The belt rate for 2013 did increase slightly to 84.9%. All three of the areas that have historically been the lowest use rates in the state have shown some progress during the past year: The Northeast Kingdom, increased by 2.1%, Franklin County, increased by 4.6%, and the Connecticut River Valley, increased by 2.9%. Slippage in some of the higher use counties have prevented the statewide use rate from demonstrating a significant improvement. GHSP staff will continue to review data and perfect focused messaging and enforcement in these areas of decreased use rate.

Year	2007	2008	2009	2010	2011	2012
Belt Use Rate	87.1%	87.3%	85.4%	85.2%	84.7%	84.2%
3-Year Average			86.6%	86.0%	85.1%	84.7%

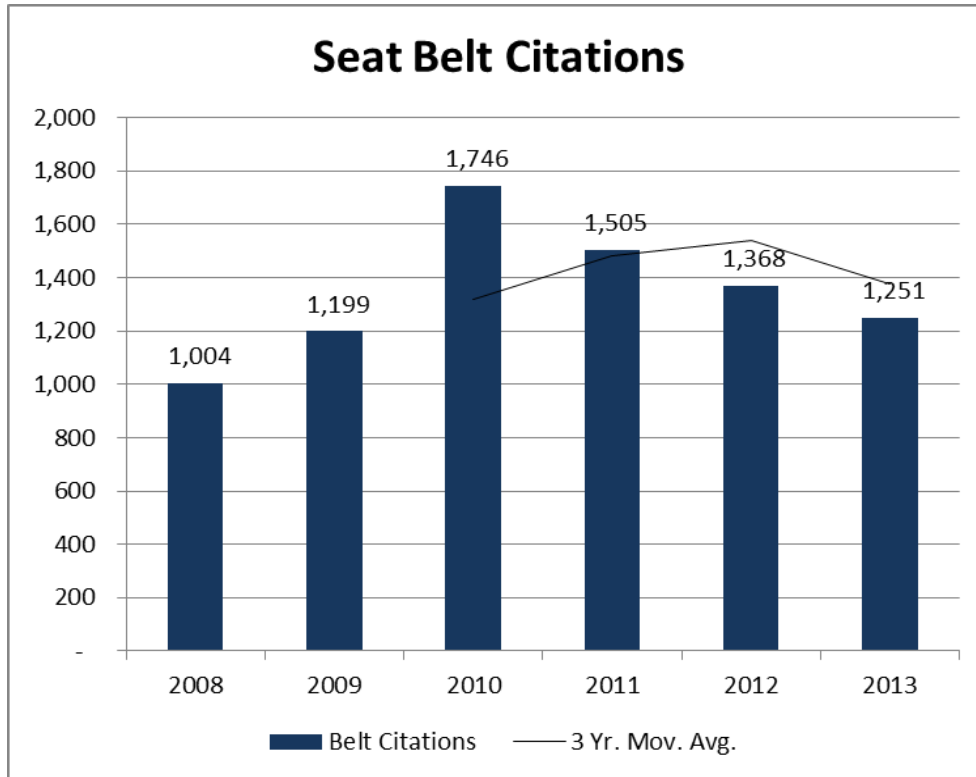


Activity Performance Measures

Goal A1: Seat Belt Citations (GHSP Performance Charts)

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

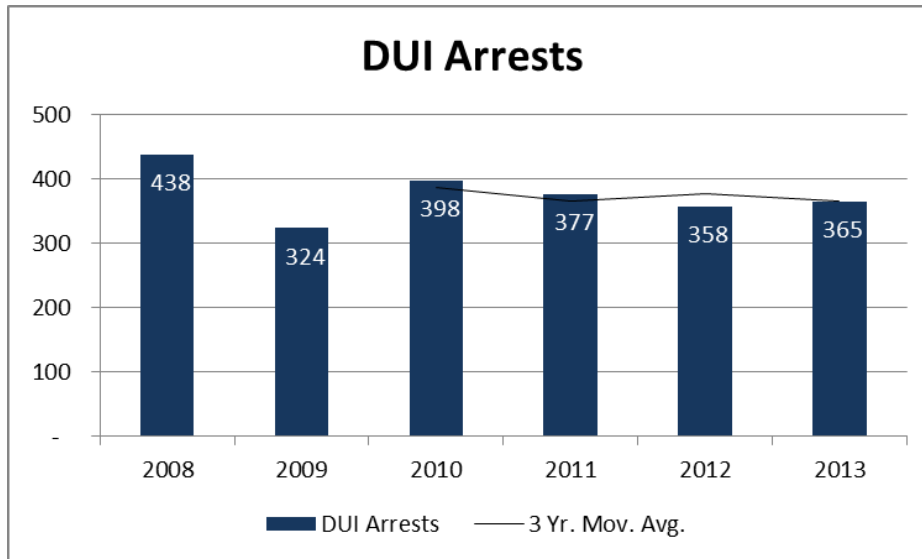
	2008	2009	2010	2011	2012	2013
Seat Belt Citations	1,004	1,199	1,746	1,505	1,368	1,251
3-Year Average			1,316	1,483	1,540	1,375



Goal A2: DUI Arrests (GHSP Performance Charts)

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

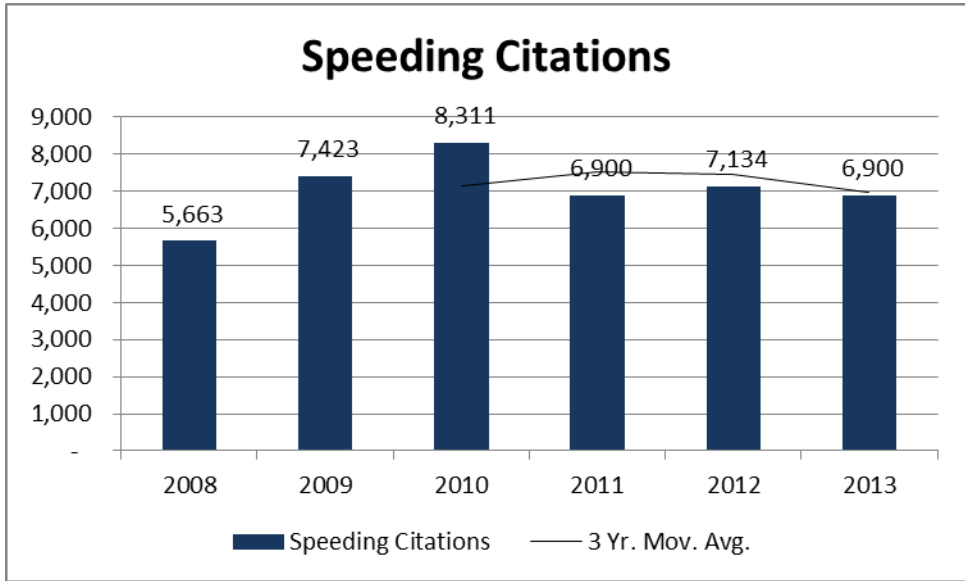
	2008	2009	2010	2011	2012	2013
DUI Arrests	438	324	398	377	358	365
3-Year Average			387	366	378	367



Goal A3: Speeding Citations (GHSP Performance Charts)

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

	2008	2009	2010	2011	2012	2013
Speeding Citations	5,663	7,423	8,311	6,900	7,134	6,900
3-Year Average			7,132	7,545	7,448	6,353



Project Selection

Enforcement

The Highway Safety Office includes all Vermont law enforcement agencies in finding solutions to the problems of impaired drivers, excessive speed, distracted driving, failure to use occupant protection equipment, etc. Our access to up-to-date data improves constantly. Using this data, scientific training and equipment, along with emerging technologies, we are getting closer to reaching our goals of safer roadways. When we examine crash data, impaired driving arrest data, seat belt survey information, and study materials from the Vermont Agency of Transportation we are able to direct our enforcement assets, surgically, into geographic areas of the state with greater precision. Our law enforcement partners play a key role in carrying out the mission before them. Our partners include the State Police, municipal agencies, county sheriff's departments, the Vermont Department of Motor Vehicles Commercial Enforcement and Safety Unit, the Vermont Department of Liquor Control, and local Constables. Eighty-seven percent (87%) of Vermont law enforcement agencies participate in High Visibility Enforcement (HVE) campaigns throughout the year. This participation is supported by the Highway Safety grant allocation process which is funded by NHTSA through GHSP. All agencies requesting grant funds must attend a grant workshop. These workshops stress the need to use local data to provide a basis for the needed funds. The agency must defend their need and agree to strict guidelines with performance measures in place before a grant is considered.

In addition to local efforts the May *Click It or Ticket* campaign has been bolstered with the creation of the *Click It or Ticket* Task Force. This Task Force concept consists of four teams of 6-8 officers, armed with current data, working in four separate geographic areas of the state, enforcing Vermont's occupant protection laws.

A DUI Task Force, modeled after the CIOT Task Force, was created in 2009 to, once again, move our law enforcement assets into areas of the state where data tells us that impaired driving arrests and impaired driving crashes are prevalent. Vermont's Drug Recognition Enforcement (DRE) continues to expand into all corners of the state. DREs are on schedule to perform approximately 15% more evaluations during 2013 than were performed during 2012. Often, a DRE officer participates in a DUI Task Force operation in an effort to identify drivers who may be impaired with substances other than alcohol. Other opportunities for advanced training include the Advanced Roadside Impaired Driving Enforcement (ARIDE). These classes are offered several times a year and are filled to capacity.

2013 GHSP Enforcement Grant Statistics	
Enforcement Hours	19,968
Vehicles Stopped	58,335
Traffic Citations	13,867
Seat Belt & CPS Citations	1,251
Warnings	21,661
Breath Tests	1,497
DUI Arrests	365
Speeding Tickets	6,353

In conclusion, following the success of the Data Driven Approaches to Crime and Traffic Safety (DDACTS) model in St. Albans and Barre, Vermont, at the beginning of 2012, the Vermont State Police adapted the Data Driven Approaches to Crime and Traffic Safety (DDACTS) operational model.

The DDACTS model adapted by the Vermont State Police provides an operational model that leverages technology and data in order to more effectively deploy personnel resources.

DDACTS uses targeted traffic enforcement strategies that play two roles in fighting crime and reducing crashes and traffic violations. The Vermont State Police will have transitioned all 12 State Police barracks to this operational model by early 2014.

An early adapter of the DDACTS model was the State Police Barracks in New Haven. In this model the barrack's citizen contacts increased and tickets and warnings issued increased as a result. Crime and crash statistics saw an across the board decrease in both areas.

Education

The process of selecting the most efficient and effective educational partners is also based on data. Potential grantees for FFY 2013 are required to submit a "Logic Model" describing (graphically): Inputs, processes, measurements, outputs, and short/long term outcomes. This process helps the potential grantee to clearly understand problem identification; resources needed; progress measurement; and what are the expected goals as a result of these activities. GHSP will continue to advocate educating Vermont's young drivers, particularly to the dangers of excessive speed, impaired driving, seat belt use and the escalating risks of driving while distracted. Two years ago, the first ever Driver's Education Assessment was held in the state, and provided solid strategic recommendations for improvement and growth. The safety of bicyclists and pedestrians remains a very important part of the overall roadway safety efforts and is always a potential area of critical concern. Another area of continued focus is the reduction of workplace related motor vehicle crashes and the injuries and deaths caused by these events. The average age of the Vermont population continues to rise, and the increase in senior operators presents a growing demographical area of concern. To supplement educational efforts, the first DUI Court in the state became a reality in Windsor County during FFY 2013. The Windsor Court will be a significant step in the reduction of DUI recidivism. Education, public outreach, and media development, working with enforcement, engineering, and emergency medical services are all important components of Vermont's 2013 Highway Safety Plan. Extended use of technology, advanced data recognition, extended partnerships and public support will enable the recent successes to continue into the new fiscal year.

Evaluation

Timely, accurate, understandable data provided on a consistent basis provide the strategists with the best available information for developing quick, successful responses to emerging problems before they increase in the level of seriousness. The Vermont State Police Traffic Safety Analyst is a GHSP supported position used by all law enforcement agencies throughout the state. The position was vacant for most of FFY 2013. During this vacancy GHSP relied on data provided by Vermont Agency of Transportation (VTrans). The position is now filled.

Engineering

The Vermont Agency of Transportation (VTrans) continues as an important asset to GHSP on both the infrastructure side as well as the behavioral side of traffic safety. VTrans and GHSP's partnership, secured through the Strategic Highway Safety Plan is further enhanced through their active working partnership found in the Vermont Highway Safety Alliance. VTrans continues to deploy informational Variable Message Boards to key locations along roadways providing the motoring public with information as well as safety warnings. In addition, VTrans data analysts are positioned to provide a sweeping array of timely and accurate data and excellent geo-mapping capabilities. The ability to quickly collect, analyze, map, and distribute data is critical to the effective deployment of law enforcement resources.

Emergency Medical Services

Our partners at Vermont Department of Health's EMS unit continue to work toward enhancing their ability to collect and report data on injuries and response times to improve data in this area. GHSP funded the hiring of an EMS data analyst in 2012 whose primary duty was to track and compile information from the new Statewide Incident Reporting Network (SIREN) program, the electronic EMS data collection system. The expectation was that in 2013 all EMS agencies would be reporting run data electronically upon completion of the computer access and software upgrade components of the SIREN initiative.

Projects and Activities

Alcohol & Other Drugs Program Area

Goal:

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

Program Evaluation:

Continued development and evaluation of timely data, drives all aspects of this program. The fundamental structure of the GHSP grant allocation process is closely aligned with the careful use of data. Each of the selected projects requires a clear articulation of problem identification; the application of effective countermeasure strategies; clear measurement practices; and identifiable goals and outcomes. The following evaluations are provided at the individual project level.

1. Project Title: Local Grants for DUI Enforcement

Goal:

Provide maximum enforcement capabilities throughout the state.

Strategies:

Provide funding to 53 police departments, 14 sheriff's offices, the Vermont State Police, Department of Motor Vehicles Commercial Vehicle Enforcement and Safety Unit, and the Department of Liquor Control to engage in data driven enforcement and educational efforts throughout the state. Promote successful achievement of the goal by: Assisting Law Enforcement Agencies (LEAs) with technical assistance, training, and technology to increase their ability to conduct effective strategic countermeasures. Ensure that the LEAs in the state's fourteen counties are engaged in effective High Visibility Enforcement (HVE) efforts based on appropriate crash data and associated traffic safety related information. Increase the ability of LEAs to detect and reduce incidents of driving under the influence of drugs, other than alcohol. Deliver effective and penetrating impaired messaging that focuses on the specific demographics identified using data and science.

Project Evaluation:

Through the grant allocation process fifty-four (54) law enforcement agencies applied for enforcement funds. These funds have been allocated to municipal agencies, sheriff's departments, the State Police, Vermont Department of Motor Vehicles Commercial Enforcement and Safety Unit, and others. These agencies participated in the grant application workshops and completed applications that defended their need for funding by using crash data, arrest data, and previous success to support their request. They agreed to use these tools along with the latest technological equipment that they purchased, in part, through the GHSP Incentive Grant program to conduct effective countermeasures in their communities. Training opportunities in the ARIDE program, DRE program, and the DDACTS model are all offered to Vermont's agencies in an effort to further their understanding of effective enforcement and to assist the agency in achieving their goals and those of the GHSP. Our Law Enforcement Liaisons (LELs) work with these agencies to provide current training opportunities and

materials to conduct successful High Visibility Enforcement (HVE) campaigns. Further, the LELs act as the catalyst for these agencies with connections to data needed to engineer a plan of enforcement in a particular area. Press releases and public service announcements are provided to raise public awareness pertaining to highway safety issues.

GHSP staff will continue to evaluate crash and other DUI related data to ensure that grant funding is allocated to those areas in the state that demonstrate a need for supported enforcement and education efforts. The GHSP LELs have organized and managed a series of HVE campaigns, a number of which coincide with NHTSA’s national HVE campaigns. Local specific efforts are supported by GHSP’s operational DUI Task Force, which is managed by the GHSP LEL cadre. During the summer of 2013, an administrative DUI Task Force was created within the Vermont Highway Safety Alliance (VHSA) to broaden the scope of involvement. This administrative committee will consist of representatives from each of the VHSA focus groups (education, enforcement, marketing/outreach, engineering, and data). The committee is chaired by a GHSP LEL.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5000 – 1113-5042	Vermont Law Enforcement	1,810,400	313,550	§164AL

2. Project Title: Vermont State Police DUI Mobilization

Goal:

To provide sustained enforcement and education to all areas of the state which are within the State Police’s (VSP) geographical area of responsibility. The deployment of resources will be directed utilizing timely data analysis and graphic crash mapping.

Strategies:

VSP is a data driven agency using the Data Driven Approaches to Crime and Traffic Safety (DDACTS) agency wide. VSP deploys two traffic teams in support of the routine regular enforcement efforts of the troopers in each of the twelve barracks. VSP resources work cooperatively with local municipal and county sheriff’s agencies to provide interlocking enforcement coverage.

Project Evaluation:

The Vermont State Police (VSP) conducted a highly focused DUI campaign during the summer months of 2013. Media outreach promoted VSP’s *Sober Summer* as part of the year-round sustained DUI effort taking place in the state. These efforts are supported by seasonal DUI messaging which was produced by GHSP’s media contractor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4020	Vermont State Police	50,000	110,106	§410

3. Project Title: GHSP DUI Task Force

Goal:

To maintain a strategic, quickly mobile team of supervised law enforcement officers readily deployable as a task force. Data and information dictates areas of focus and the team works collaboratively with state, county, and local law enforcement resources to address emerging or existing DUI issues.

Strategies:

The DUI Task Force Team's strategy is based on the CIOT model. The team members are recruited from all agencies in Vermont. Prior to becoming a team member officers are required to demonstrate proficiencies in all phases of DUI enforcement. They have to submit a résumé to the LELs. They are required to participate in an oral interview and provide a history of their DUI arrests. The DUI Task Force is a group of four (4) teams consisting of 5-7 officers. They are charged with using data in the form of crash data and DUI arrests to work in the areas of need. They have also been asked to be available to communities that request assistance during a local event such as a fair, concert, or other incident. The Task Force is used primarily for saturation patrols and uses both arrest and crash data that is routinely provided to the VSP and local law enforcement by crash data analysts. Analyses of collisions and arrests are provided to identify trends in locations and causal factors of crashes to assist law enforcement to more strategically target their activities. The Vermont State Police has a new data analyst in place as another source of vital information. This analyst supports the GHSP DUI Task Force by providing maps, data, and information relating to the locations of DUI related crashes. The mobility of the DUI Task Force model, capable of responding to changing trends and emerging crash trends, provides a quick strike force response to DUI issues in Vermont.

Additionally, a DUI Task Force committee is being formulated to address the recommendations made by the Impaired Driving Assessment conducted in January of 2012. This committee will not only look at these recommendations with a goal of improving the impaired driving programs in Vermont, they will also provide guidance to the operational DUI Task Force Team.

Project Evaluation:

The DUI Task Force had its first meeting on January 13th in New Haven, Vermont at the State Police barracks. The Team Captains were prepared with the list of team members. In some cases officers are promoted, retire, or change agencies over a period of time so the lists need to be updated. The Team Captains are reshaping their teams to fit these changes. The DUI Task Force was activated in the early part of 2013 with some patrols planned for the 2013 Super Bowl Sunday event on February 3rd. The teams in the Chittenden County and Rutland County worked saturation patrols in and around South Burlington, Burlington, and Winooski. The traffic was light and the weather very cold. The officers made less than 50 car stops in a four-hour period yielding three field sobriety tests but no evidentiary tests were required. The southern team worked mostly in Rutland City and U.S. Rt. 4 with similar results.

One of the key ingredients with the DUI Task Force is its flexibility. Throughout the summer months the teams responded to requests from local law enforcement agencies for assistance at special events in communities where impaired drivers were likely to be found. The presence of the teams at the Garlic Fest in Bennington, the Tunbridge World's Fair in Orange County, and the area around the Champlain Fair in Essex were important to

raise awareness. Although less than fifteen arrests were made for impaired driving offenses, many vehicles were stopped and contacts made.

It is believed that this is a successful effort due to the high visibility in specific areas, and at events that our data dictates the need for increased enforcement.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5045	Vermont Law Enforcement	374,550	76,150	\$164AL

4. Project Title: DUI Related Equipment

Goal:

To encourage the use of technology and science to improve LEAs effectiveness and increase their efficiency. To require all agencies participating in grant funded enforcement to utilize defined data and crash mapping specific to their territorial areas of responsibility (TAOR).

Strategies:

The law enforcement agencies in Vermont have the opportunity to use Incentive Grant funding to make purchases of equipment that will enable them to make more effective use of their enforcement hours. In some cases agencies combine incentive funds with funds allocated by their communities to purchase needed equipment. This has been the case with the purchase of Advanced License Plate Readers (ALPR's), improved digital recording devices, sobriety checkpoint sign packages, scene lighting for checkpoints, utility trailers to transport checkpoint signs and cones, etc. The GHSP office has worked throughout the year to secure a contract for the purchase of new Preliminary Breath Testing (PBTs) equipment. The contract has been secured and the goal is to issue the latest version on the Intoximeters FST unit to all agencies in Vermont. This will standardize the product used to make these determinations by all agencies.

Project Evaluation:

Vermont has experienced unprecedented levels of participation from law enforcement agencies for the High Visibility Enforcement campaigns based on the Incentive model. The success of this project has had intended consequences. Better equipment and technology in the hands of our law enforcement partners with excellent results.

All Vermont Law Enforcement Equipment was purchased using the equipment incentives budget.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5050	Vermont Law Enforcement	521,350	-	\$164AL
1113-4070	Vermont Law Enforcement	125,000	-	\$410

5. Project Title: DUI Checkpoint Sign Packages

Goal:

To increase LEAs participation in DUI Checkpoints.

Strategies:

The language on the sign packages has been standardized so that they can be used for both sobriety checkpoints and safety checkpoints. The sign packages consist of four panels, or signs for each lane of travel and meet Manual on Uniform Traffic Control Devices (MUTCD) requirements for size and color. They read “Checkpoint Ahead”, “Be Prepared to Stop”, “Stop Ahead” and “Stop”. With the assistance of the Vermont State Police Traffic Operations Unit two vendors have been identified as sources for this equipment.

Project Evaluation:

Once again, through the use of incentive funding, agencies have been provided with a means of updating their old, non-compliant DUI sign packages with the latest equipment. The agencies are posting proposed dates for sobriety checkpoints to neighboring agencies and thereby engaging in cooperative efforts that reach a wider audience.

All Vermont Law Enforcement Equipment was purchased using the equipment incentive budget.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5051	Vermont Law Enforcement	80,000	-	\$164AL

6. Project Title: DUI Program Coordinator

Goal:

The implementation of a statewide DUI Program Coordinator to manage, correlate, and collaborate all DUI related activities with the state.

Strategies:

Provide a central point of contact and centralized resources to promote, manage, evaluate, and maintain data based information relating to all aspects of DUI enforcement and education within the state.

Project Evaluation:

This project has not yet been activated. The scope of DUI has been eclipsed by issues related to impaired driving. This project will be re-evaluated and ultimately morphed into an “Impaired Driving Project Consultant”. Considering the continuing increase in non-alcohol impaired driving, the on-going expansion of the DRE program, the need for SFST recertification, the emergence of detection technology, and other issues related to drugged driving, a coordination of efforts will require careful planning, training and management.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4011	Employee	75,000	-	\$410

7. Project Title: DUI Program Consultant

Goal:

To incorporate the recommendations contained in Vermont’s 2012 Impaired Driving Assessment into the state’s overall DUI enforcement strategies.

Strategies:

Contract with an independent subject matter expert (SME) to coordinate the implementation of the recommendations described in the state’s Impaired Driving Assessment.

Project Evaluation:

This project has not yet been activated. The scope of DUI has been eclipsed by issues related to impaired driving. This project will be re-evaluated and ultimately morphed into an “Impaired Driving Project Consultant”. Considering the continuing increase in non-alcohol impaired driving, the on-going expansion of the DRE program, the need for SFST recertification, the emergence of detection technology, and other issues related to drugged driving, a coordination of efforts will require careful planning, training and management.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5053	Contractor	70,000	-	\$164AL

8. Project Title: DUI Information Integration

Goal:

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

Strategies:

Develop and implement a standard, user friendly data retrieval system which integrates the various DUI related Records Management Systems in Vermont.

Project Evaluation:

The development of a standard platform for the collection and evaluation of data and information relating to DUI has not yet been stabilized. This project will be implemented when the opportunity to manage the correlation of data becomes readily functional.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5054	Contractor	300,000	-	\$164AL

9. Project Title: DUI Blood Testing Equipment

Goal:

Develop the ability to conduct all DUI related blood testing within the State of Vermont Forensic Laboratory.

Strategies:

Support the Lab with funds for equipment and technology to improve their ability to conduct all blood tests within the state.

Project Evaluation:

This project did not become operational due to delays with the Vermont Department of Information and Innovation. No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5052	Vermont Forensic Laboratory	65,000	-	\$164AL

10. Project Title: SFST Updates

Goal:

Ensure that all SFST practitioners are provided with the latest updates and training.

Strategies:

Increase the number of SFST instructors and link SFST training with ARIDE and DRE training.

Project Evaluation:

The Vermont Police Academy is in the process of increasing the number of Standard Field Sobriety Testing (SFST) instructors from six to fifteen during 2013. The additional nine instructors are near the completion of the certification process. Increasing the SFST instructor cadre will expand the capabilities to conduct program updates which will be required in response to recent DUI/DRE/ARIDE curriculum updates. During 2013 the Police Academy produced four Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings attended by 78 Vermont police officers. The increasing number of officers exposed to ARIDE training has generated a noticeable increase in the number of DRE evaluations conducted by Vermont's DREs. As SFST training and updates become more available, the GHSP staff expects a continuing rippling effect on ARIDE training and subsequently on the DRE program itself.

No funds were expended for this project. No updates were held in FFY 2013, however, trainings will be scheduled in FFY 2014

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5055	Vermont Law Enforcement	50,000	-	\$164AL
1113-4060	Vermont Law Enforcement	50,000	-	\$410

11. Project Title: DUI Court Implementation

Goal:

Establish a DUI Treatment Court in Windsor County.

Strategies:

The Windsor DUI Court is dedicated to changing the behavior of hardcore DUI offenders by using the highly successful Drug Court model that incorporates offender accountability and long-term treatment. The former Windsor County state's attorney was selected to manage the county's DUI Treatment Court. As part of the transitional and educational process all of the partners in the DUI prosecution process attended training in California and were exposed to actual, in session, DUI courts. These California courts have been very successful. The judiciary, court personnel, prosecutors, law enforcement, and others were included in the dynamics of the "team" and all attended this training. Upon returning to Vermont, the process of establishing the state's first DUI treatment court was initiated.

Project Evaluation:

The Windsor County state's attorney has prosecuted countless DUI cases. His energy to prosecute these cases has led to frustration as the recidivism rate has climbed upward. Seeking new solutions to an age old problem, he was a natural to head-up the pilot project of a DUI Court in Windsor County. The GHSP Chief explored funding sources and the Windsor County DUI court has become a reality. As part of the transitional and educational process, all of the partners in the DUI prosecution process attended training in California where DUI courts have proven to be very successful. The judiciary, court personnel, prosecutors, law enforcement, and others were included in the dynamics of the "team" and all attended this training.

Throughout the first half of the year, the state's attorney, judicial consultant, contracted case and treatment managers, and representatives from the Office of Court's Administration began to plan the implementation. They discussed protocols for docket referrals, docket schedule, and procedures and consulted with Norwich University for development of an evaluation plan. Members of the team traveled to observe a DUI court in Massachusetts.

Once the docket coordinator was hired at the beginning of August, the tentative structure for the semi-monthly docket was finalized and initial cases referred and reviewed in coordination with the probation officers who will be monitoring the participants. The coordinator and team members continued to consult and revise the operational handbook and all related administrative forms and documents. Beginning with a handful of cases during the fall, the docket is expected to be in full swing by January 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4050	Vermont Court Administrator's Office	500,000	44,256	\$410

12. Project Title: DUI Court Implementation - Statewide

Goal:

To expand the Windsor County DUI Treatment Court model to reach all areas of the state.

Strategies:

Upon establishment of the Windsor County model, expand the treatment model one county at a time.

Project Evaluation:

The establishment and operational start-up of the DUI Treatment Court in Windsor County must be completed prior to the expansion of the court into another geographical area.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4051	DPS & Vermont Court Administrator's Office	900,000	77,476	\$410

13. Project Title: Consultant to Streamline DUI Affidavit

Goal:

Modify the current DUI arrest processing affidavit to facilitate arrest processing.

Strategies:

Design a more efficient statewide processing form, which would contain all the required information necessary to effectively prosecute those arrested for DUI.

Project Evaluation:

This project has not yet been implemented, but the state's Traffic Resource Safety Prosecutor (TSRP) is working with state's attorneys and the Department of Public Safety to develop a framework for the eventual design of such a document. Until the legal questions are completely addressed the initiation of the project will be temporarily delayed.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4016	Consultant	100,000	-	\$410

14. Project Title: Paid Media to Support Impaired Driving Enforcement Mobilizations

Goal:

Deliver a continuous, sustained series of media messages which are seasonally appropriate and applicable to increased traffic volume and resulting DUI related crashes.

Strategies:

Work with media vendor to develop fresh, impactful messaging for delivery to Vermont audiences.

Project Evaluation:

GHSP continues to work with the media vendor to produce Vermont specific DUI messaging. In 2013, the media contractor is producing a series of *Drive Hammered, Get Nailed* messages which are designed to reach the identified Vermont demographic. Alliance Sports Marketing delivered the message at sports venues.

See Appendix A for the Media Report from the media contractor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5056 & 1113-5058	Media Contractor	435,000	266,018	\$164AL
1113-5057	Alliance Sports Marketing		66,750	\$164AL
1213-4090 – 1213-4093	Media Contractor	512,500	99,771	\$410

15. Project Title: Traffic Safety Resource Prosecutor

Goal:

The Vermont Traffic Safety Resource Prosecutor (TSRP) engages as resource and partner with the GHSP judicial team. The TRSP compliments the Judicial Outreach Liaison (JOL) and the program’s two LELs. In addition the TRSP provides a versatile asset for state prosecutors in cases relating to impaired driving issues. The TRSP is a training resource for law enforcement officers and other traffic safety partners.

Strategies:

The TRSP will collaborate with the JOL, LELs to strengthen the Vermont judicial team. He will interact with the GHSP staff, NHTSA personnel, and other partners at the federal, state, and local levels on all matters relating to DUI.

Project Evaluation:

The 2013 Federal Fiscal Year was a transition period for the TRSP position. The TRSP has become more engaged in Vermont’s trial and appellate court system. There was an increased demand for the TRSP assistance in judicial proceedings related to DUI. In addition, the TRSP has expanded his involvement in research and providing advice to prosecutors seeking advice on DUI related issues. The TRSP also provides training to Police Academy recruit students by providing a four-hour course, best described as an introduction to DUI laws. During 2013, the TRSP was instrumental in recruiting the current Vermont JOL. The TRSP is also an integral member of the state’s DRE oversight committee.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4015	Vermont Dept. of States’ Attorneys	66,000	67,742	\$410

16. Project Title: Drug Recognition Expert Program (DRE)

Goal:

Continue the expansion of the DRE program within the state.

Strategies:

Continue the promotion of the DRE program, through recruitment and the staging of more ARIDE classes.

Project Evaluation:

The DRE program continues to expand into all areas of the state. The current cadre of 27 DREs will be increased during FFY 2014. Vermont DREs conducted 160 evaluations during calendar year 2012. As of the end of September 2013, that number had been reached. It is projected that DRE evaluations will increase by at least 15% during calendar year 2013. Vermont will host the state's second DRE School early in calendar year 2014. It is anticipated that the DRE program will add approximately 8 to 10 DREs to the state's program.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4030 – 1113-4035	Vermont Law Enforcement & Lab Contractor	174,000	70,415	\$410

17. Project Title: Laboratory Support Program

Goal:

Support the State of Vermont Forensic Laboratory to increase their ability to conduct in-state blood specimen testing.

Strategies:

Provide the Lab with funding to increase their testing capabilities.

Project Evaluation:

GHSP continues to support the Department of Public Safety Forensic Laboratory in the purchase of equipment and other items utilized to support the lab's designed growth and increased testing abilities.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4040	Vermont Forensic Laboratory	221,500	51,856 ³	\$410

³ This amount is subject to change.

18. Project Title: Judicial Outreach Liaison⁴

Goal:

Recruit a sitting or former judge who can perform the responsibilities described in the NHTSA publication *Guidelines for Creating State Judicial Outreach Liaisons*. These tasks will include:

- Identify issues of concern to judges and other court officials regarding impaired driving or other traffic issues and bring them to the attention of appropriate criminal justice or highway safety officials.
- Identify topics of concern to highway safety officials and work with the judicial community to develop a better understanding of the problem by sharing research and data.
- Upon request, review material developed by others and provide comments and judicial insights.
- When invited, provide technical assistance to legislators and policy makers in crafting public policy regarding impaired driving and other highway safety issues, and
- Advise members of the judiciary and criminal justice officials on potential sources of funding and resources.

Strategies:

Identify a former member of the Vermont judiciary who has a history of traffic safety advocacy. The candidate must be a sitting or retired member of the State judiciary with extensive experience in handling impaired driving or other traffic-related cases. The selected candidate must have knowledge or willingness to learn about DWI courts and ignition interlocks. A strong desire to increase public safety through the use of research-based practices to reduce impaired driving.

Project Evaluation:

During 2013, a recently retired judge has been identified and agreed to engage in a contract with GHSP to perform the tasks described in the NHTSA publication *Guidelines for Creating State Judicial Outreach Liaisons*.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4017	Contractor	-	3,138	\$410

⁴ This project was not included in the 2013 HSP.

Occupant Protection Program Area

Goal:

To increase and improve the level of occupant protection, using education, public outreach and effective media messaging, supported by data based enforcement in those areas experiencing low belt use.

1. Project Title: *Click It or Ticket National Mobilization Targeted High Visibility Task Force*

Goal:

Provide Task Force coverage to certain geographical areas of the state.

Strategies:

We have developed a *Click It or Ticket* Task Force to send resources into specific areas of the state with low compliance rates. These regionally deployed teams, funded by NHTSA, are comprised of a Team Captain and 5-7 officers. There are four of these teams and they are strategically located in four different geographic areas of the state. Through the use of seat belt compliance studies and crash data these teams are deployed based on recognized needs and analysis of available data. 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 the most rural areas of Vermont where enforcement is sparse and belt use is historically low. During the 2013 May Mobilization the Task Force had nearly 4,700 contacts, wrote 941 seat belt and CPS violations along with over 700 other violations. Municipal agencies, sheriff's departments, constables, the Department of Motor Vehicle Commercial Unit, and State Police participate in this Task Force. In addition, Vermont participated in a Border-to-Border Occupant Protection project with New York State Police. All agencies bordering Vermont and New York were invited to participate in this one day event at the start of the May Mobilization as a sign of unity and cooperation.

In July, 2013 GSHP participated in an Occupant Protection Assessment facilitated by NHTSA. This assessment produced a report suggesting seven general recommendations for improvement in the field of Occupant Protection. One of these suggestions was to create an Occupant Protection Task Force.

Through the authority of the Vermont Highway Safety Alliance, the GHSP assigned the leadership of this Task Force to the Northern LEL. Subsequently, membership of an occupant protection Task Force was developed and the first meeting was held in October. The name OP802 (Occupant Protection for area code '802') was chosen and a Charter and Goals were sanctioned.

Simultaneously, the Essex County Sheriff's Department was in the midst of a complicated, multi-agency, multi-discipline project. OP802 was able to offer focused and timely support in the areas of Media Outreach, Data, Education, Infrastructure, and Enforcement. OP802 reacted with speed and dependable efficiency proving its concept was sound.

Project Evaluation:

As a result of these efforts, working from multiple directions, it appears that one of Vermont's least compliant seat belt areas is going to get the benefit of an educational experience and a strong enforcement emphasis in an effort to bring this very rural area closer to occupant protection compliance.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-1000	Vermont Law Enforcement	350,000	152,900	\$402

2. Project Title: *Click It or Ticket Media*

Goal:

Develop an effective and penetrating CIOT messaging program.

Strategies:

Use data and other information to design the most effective Vermont specific messaging program to reach those Vermonters who remain unbuckled.

Project Evaluation:

GHSP staff worked with the program’s media contractor to develop occupant protection media messaging which is designed to reach the 18-34 year old male pickup truck driver who resides in the most rural areas of the state. Vehicles, production sets, and video participants demonstrate the environments and occupants of selected rural areas of Vermont.

One such production took place on May 13, 2013. GHSP staff assisted the program’s media consultant HMC and officers from the Newport Police Department, Orleans County Sheriff’s Department, the Newport City Fire Department, the Newport Rescue Squad, and the Vermont State Police assembled in Newport City to produce a new public service announcement. The scene depicted a crash scene investigation in which the victim sustained life threatening injuries as a result of being thrown from his car. The on-camera narrator was Vermont’s Public Safety Commissioner. The Commissioner shared the production set with police, fire, and rescue personnel who were actively working to investigate the crash and remove the operator to a health care facility. The message; “Make that call to a friend or loved one to buckle up before we have to make that call to surviving family and friends”. As a side note, the very vehicle used in filming was involved in a crash on Friday, May 10th in the Orleans County area in which the operator was thrown from the vehicle. He survived with quality of life changing injuries. The PSA was edited and ready for the May campaign. This public service announcement was used successfully in the May campaign but was also run periodically throughout the summer and continues to be aired.

The advent of the OP802 occupant protection Task Force allowed for a new and powerful approach for effective, focused messaging. Essex County Sheriff’s planned memorial sign dedication and *Click It or Ticket* checkpoint on November 27, 2013 spurred OP802’s Education, Enforcement, and Media Outreach representatives to practice their ideas. After collecting and editing pertinent checkpoint information, the Media Outreach Rep. sent a message to approximately 80 media outlets from major television stations to local weekly papers. OP802’s Education Rep. reached out to all Essex County Child Protective Seat techs with information and handout materials for a grassroots local support of the checkpoint. OP802’s Enforcement Rep. entered all germane notifications on official Vermont social media sites such as Facebook. This three-pronged approach to messaging kept the individual workload manageable yet sent a local, state, and internet wide communiqué.

See Appendix A for the Media Report from the media contractor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-1200	Media Contractor	250,000	52,314	\$402
1213-3001 – 1213-3002	Media Contractor	267,000	119,083	\$405

3. Project Title: Belts Paid Media – Special Target Areas

Goal:

Promote seat belt use in those areas which experience historic low use rates.

Strategies:

Use research and data to design and distribute the most effective messaging to those identified low use areas.

Project Evaluation:

This project was rolled into the overall media buy. No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-1201	Media Contractor	17,500	-	\$402

4. Project Title: Child Passenger Safety Statewide Program

Goal:

To provide Child Passenger Safety education and services to all areas of the state.

Strategies:

In order to decrease the number of deaths and injuries of children (0-18 years old) due to motor vehicle crashes, the statewide Child Passenger Safety initiative promotes the proper use of child safety seats and safety belts. The program trains a statewide core of certified technicians who educate parents, families, and allied health and safety professionals. Primary activities include fitting stations and public events for seat inspection and installation, access to an income-eligible seat program, community health and safety fairs, a helpline and a website with child passenger safety information and resources for parents and educators. During 2013 the day-to-day operations of the program began transfer from transitional operations by the GHSP to the new program partner, Vermont Department of Health Office of Emergency Medical Services and Injury Prevention.

Project Evaluation:

Priority activities for 2013 to ensure basic key deliverables during the transition included the following:

- The program maintained statewide inventory and distribution of seats for the low-income seat program through the network of 30 fitting stations. GHSP staff assisted VDH in this task; VDH purchased a total of 571 seats with §2011 funds for a total of \$19,998. Fitting stations provided 400 seats from their inventory to income qualified families during the year.
- The thirty fitting stations reported 1,400 certified seat checks/installations, including those done at five sponsored community inspection events at different locations statewide (the primary one held on National Seat Check Saturday in Rutland in September).

- Eight hospitals participated in a program based in hospital birthing centers where trained nurses use newborn seat check forms to review safety with parents and refer them to certified technicians as needed. The hospitals reported 1,800 of these newborn reviews.
- Eighty-six seat techs attended the Annual Tech Update held in May 2013 at the Champlain Valley Exposition conference center, receiving 2 CEUS for a Latch training from a visiting lead instructor from the region, program updates, meeting VDH leadership and they met in regional discussion groups to discuss ideas and needs to assist VDH with the transition planning.
- Thirteen new techs were trained during October (FFY 2014 expense) due to scheduling challenges earlier in the year; the lead instructor came from Maine and was assisted by several Vermont instructors.
- Educational materials were distributed through the fitting stations, community agencies requesting materials for health and safety fairs, and general distribution to parents and allied professionals and a week-long staffed Vermont Highway Safety Alliance exhibit at the Champlain Valley Exposition state fair. These included a new double-sided “rack card” promoting the four-stages of correct car seat usage and the Chuggington safety activity books for children.
- The Be Seat Smart website and 800 helpline provided point of access for questions and access to materials. The phone line was monitored daily by a certified technician with materials requests routed to staff.

Hiring of staff for this project was delayed which explains the low spend down.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-1100 – 1213-1101	Fletcher Allen Health Care & VT Department of Health	130,000	46,466	\$402
1213-6500	VT Department of Health	180,414	25,231	\$2011

Police Traffic Services Program Area

Goal:

Utilize timely, accurate data and emerging technology to effectively identify those areas or specific locations which experience high incidents of motor vehicle crashes and respond with focused High Visibility Enforcement.

1. Project Title: Vermont State Police Traffic Safety Enforcement

Goal:

VSP Traffic Safety Unit and Troop Command Areas to address high crash locations.

Strategies:

Deploy resources to those areas which historically have experienced high incidents of traffic crashes and crashes where the consumption of alcohol was involved.

Project Evaluation:

During the summer of 2013 the VSP participated in an aggressive impaired driving campaign called “Operation Sober Summer”. Operation Sober Summer was operational from June 9, 2013 until September 28, 2013. This strategic countermeasure was designed to focus additional resources in specific areas identified as experiencing high incidents of impaired driving. Between 2010 and 2012 the Vermont State Police investigated 874 impaired related motor vehicle crashes, 51 of those crashes were fatalities. The State Police dedicated 2,560 hours to patrol during the evening hours when impaired drivers are most likely to offend. As of September 30, 2013, there has been a decrease in the fatalities from the total experienced during the same time frame in 2012. Data driven countermeasures contributed to this fatalities reduction through the strategic deployment of enforcement resources by VSP. VSP will continue to rely on accurate and timely data to engage in pro-active measures to reduce crashes on the state’s roadways.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2138 & 1213-2151	Vermont State Police	125,000	125,000	\$402

2. Project Title: Local and DMV Grants for Traffic Safety Enforcement

Goal:

Provide the maximum effective level of traffic safety enforcement throughout the state.

Strategies:

The Governor’s Highway Safety office encourages all law enforcement agencies in Vermont to apply for grant funding for enforcement programs. There is an application process in which agency representatives must attend a grant application workshop. This provides instruction and all of the materials required for the agency to successfully complete an application. The agencies are required to demonstrate their need by providing current data that supports these needs. They must clearly state their goals and performance measures along with statistical data detailing previous performance and results.

A successful application is placed in a pool of applications after which available funds are distributed based on many factors. The grant allocation results are vetted by the Law Enforcement Advisory Panel. This group includes representatives from the State Police, municipal agencies, sheriff's departments, and the Department of Motor Vehicles.

With these partners, we now have a strong group of enforcement officers, from many disciplines, to help carry out the goals of highway safety.

Project Evaluation:

With the approach of the High Visibility Enforcement (HVE) campaigns the GHSP sent out registration forms and informational materials to all agencies in an effort to encourage them to participate in the campaign. For the 2013 Labor Day DUI campaign 87% of Vermont's law enforcement agencies played active roles in the effort. During this campaign officers made 33,114 traffic stops with 127 DUI arrests and wrote 2,600 other traffic violations.

The Thanksgiving *Click It or Ticket* campaign yielded over 82% participation. The participation in the 2012 Holiday DUI campaign and the 2013 May Mobilization were similar, with even better results.

In addition to this, Vermont's law enforcement agencies have their own, in-house enforcement efforts and often work collaborative enforcement details with neighboring agencies thereby expanding the scope of enforcement.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2100 - 1213-2137 1213-2139 - 1213-2142 1213-2150	Vermont Law Enforcement	650,000	234,945	\$402

3. Project Title: Enforcement – Distracted Driving

Goal:

Develop effective, measurable countermeasures to reduce the incidents of distracted driving in the state.

Strategies:

Train police in strategies to detect distracted drivers and to educate their communities regarding the dangers of driving while distracted.

Project Evaluation:

The GHSP staff, working in partnership with the Vermont Highway Safety Alliance (VHSA) identified issued related to Distracted Driving as Critical Area 6 in the 2012 state Strategic Highway Safety Plan. In addition the VHSA has selected Distracted Driving as one of the three priority issues to be dealt with during 2014. As a result, 2013 served as a planning year for this project. Operational countermeasures and strategies will be implemented during 2014. No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2152	Vermont Law Enforcement	100,000	-	\$402

4. Project Title: Paid Media – Distracted Driving

Goal:

Develop strategies to educate the public through media and public outreach opportunities.

Strategies:

Create effective distracted driving messaging to reach that segment of the community which is prone to drive while distracted.

Project Evaluation:

GHSP will work with the partnering members of the VHSA and GHSP’s media contractor to create, produce and disseminate Vermont appropriate messaging to be delivered to the public via television, radio and social media. The creation of that messaging will move forward in 2014. No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2153	Media Contractor	100,000	-	\$402

5. Project Title: Police Traffic Services Program Coordinator⁵

Goal:

Improve GHSP’s ability to manage, coordinate, and evaluate subgrantee performance in police traffic services.

Strategies:

The designated staff member is responsible for all duties related to oversight of law enforcement DUI, OP, and Equipment grants, including application review, program monitoring, review of monthly and quarterly reports, and analysis of grant activities data.

Project Evaluation:

A full time staff member was in place and executed all necessary tasks for the entire year. An additional staff member was reassigned to help with these tasks mid-year. This staff member was previously assigned the duties of a PIO. The PIO duties were assigned differently throughout the organization.

The Police Traffic Services Coordinators (PTSC) reviewed grant reports monthly and quarterly in coordination with the DPS Grants Management Unit position assigned to GHSP. Site visits were conducted as necessary. Grant workshops were conducted for the 2014 grant cycle. Regular communication was maintained from contractors for law enforcement support services. One PTSC completed the NHTSA Data Training in 2013 and attended the GHSA conference in August.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2390	Employee	75,000	76,205	\$402
1213-2392	Employee	-	51,119	\$402

⁵ Project number 1213-2392 was not included in the 2013 HSP.

6. Project Title: PTS Program Assistant

Goal:

Improve GHSP's ability to manage, coordinate and evaluate subgrantee performance in police traffic services.

Strategies:

A part-time staff member will assist the Program Coordinators.

Project Evaluation:

A staff member was in place for the entire year to enhance the services to law enforcement agencies.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2391	Employee	20,000	18,676	\$402

7. Project Title: Police Training Programs

Goal:

Traffic Safety technology and training develop and progress in ever evolving patterns. These training opportunities are quickly presented and usually appear without much prior notice. This project is designed to provide GHSPs subgrantees with funding to support their attendance at trainings which are narrowly related to the program's priorities.

Strategies:

The GHSP staff will be vigilant for training opportunities which will enhance any of the program's priorities. The program coordinators will provide specific information to the program's subgrantees and encourage participation in appropriate highway traffic safety related training programs.

Project Evaluation:

The funding from this project has been utilized to send two hand-selected representatives to the Michigan State Police Driving Instructor program as students in a program designed as a train-the-trainer course in Emergency Vehicle Operations. National statistics indicate that an officer will be involved in a motor vehicle crash every 26,000 miles they travel. These students from Vermont participated in a rigorous training regimen for three weeks at the Michigan State Police Academy.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2377	Vermont Law Enforcement	20,000	8,327	\$402

8. Project Title: Mobilization Equipment Incentives

Goal:

Encourage maximum participation in national and state data driven HVE campaigns.

Strategies:

Provide qualifying agencies with articles of traffic safety equipment in return for active participation in HVE campaigns.

In pursuit of the goal of maximum participation it became apparent when speaking with representatives of several agencies that they lacked resources to purchase motor vehicle law enforcement equipment. Many radar units were outdated, preliminary breath testing units (PBT's) had been in service for years, the technology used in designing and building video recording devices had improved dramatically, and so on. The Governor's Highway Safety Program embarked on a program to help facilitate the purchase of new equipment with the side benefit of more participation and improved quality of cases. When an agency signs up to participate in one of the High Visibility Enforcement (HVE) campaigns their registration form includes a provision that the agency agrees to participate for an established number of hours during the campaign, that they will use their data, which is provided by GHSP, to conduct enforcement efforts in areas of most need. Further, they need to identify performance measures and achieve those measures. Upon completion of the campaign all statistical data is reported back to GHSP for review on forms we provide. If successful completion is realized the agency will receive supplemental incentive grant funds. These funds are to be used to purchase law enforcement equipment from an established list developed by the GHSP. When the item is purchased it is paid for with agency funds. The agency then provides a receipt to GHSP for reimbursement and their supplemental grant is executed.

Project Evaluation:

The program has been very successful. Officers have new and better equipment and we have had participation above 80% in all of the HVE campaigns. For the 2013 Labor Day campaign we had 87% of all Vermont law enforcement agencies signed up to work details in their respective areas. No §406 funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1314-2000 - 1314-2068 1213-2370	Vermont Law Enforcement	511,100	413,176	§402
0913-3501	Vermont Law Enforcement	27,000	-	§406

Law Enforcement Support Activities

Goal:

Increase law enforcement ability to participate in data driven traffic safety efforts. Promote NHTSA's enforcement priorities and encourage sustained, effective enforcement throughout the year.

Project Evaluation:

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

1. Project Title: Vermont Law Enforcement Challenge

Goal:

Increase Participation in the Vermont Law Enforcement Challenge.

Strategies:

Conduct workshops and provide incentives to LEAs participating in both the state (VLEC) and the National Law Enforcement Challenge. In February of 2013 the International Association of Chiefs of Police (IACP) announced that the format for the National Law Enforcement Challenge would be significantly different. All Challenge applications had to be submitted electronically to be considered by the national judges. The GHSP office held a meeting with several agencies that regularly submitted applications in the past. Because so many agencies preferred to continue to use paper copies, in the form of binders, it was decided that for the Vermont Law Enforcement Challenge we would accept applications in either format. If so desired, the agency could still submit to the National judging electronically. Most of Vermont's agencies submitted in both formats.

In an effort to notify all of Vermont's law enforcement agencies of the changes in the format, and provide instruction for the electronic submission a tutorial mailing was developed that provided step-by-step instructions for both electronic applications and the traditional paper application. A Vermont paper application was printed commercially and included in the tutorial.

Project Evaluation:

The incentives remained the same. All participating agencies were invited to an awards luncheon held subsequent to the Vermont judging process. At this luncheon all agencies were recognized for their efforts and awarded with a plaque. Qualifying agencies were invited to select an item of law enforcement equipment for their agency. A Grand Prize, an all-expense paid trip to the IACP Convention in Philadelphia in October, was announced at the end of the luncheon. Approximately 19% of Vermont's agencies participated this year. This included two 'rookies' for the 2012 Challenge. Participation increased 15% over the previous year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2376	Various Vendors	12,500	8,860	\$402
1113-4014	Various Vendors	12,500	5,240	\$410

2. Project Title: Law Enforcement Liaisons

Goal:

To provide additional technical assistance for the state's LEAs.

Strategies:

Increase the LEL cadre from one LEL to two LELs.

Project Evaluation:

GHSP engaged the second LEL, via contract during the summer of 2013. This additional resource allows the LEL responsibilities to be allocated into two geographical areas of responsibility. Basically, the state is divided into two equal sections, north and south. Both LELs work collaboratively with each other, but with primary responsibilities for those agencies located within their section of the state. This has reduced the administrative burden for each LEL. Each LEL has more opportunity to focus on local and regional areas, using specific data to address specific traffic safety issues.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2380 & 1213-2381	Two Contractors	180,000	39,589	\$402
1113-4012 & 1113-4013	Two Contractors	180,000	79,447	\$410

3. Project Title: Enforcement Task Force Fund

Goal:

Facilitate the administrative processing of traffic tickets when participating in Task Force campaigns.

Strategies:

Provide dedicated funding for officers to appear in court on tickets issued during Task Force activities. An issue that comes before police administrators is paying overtime for an officer to appear in court to prosecute a traffic violation or appear as a witness in criminal court on a case developed from a Task Force traffic stop. This can be a case from either the *Click It or Ticket* Task Force or the DUI Task Force. An important part of the Governor's Highway Safety grant application to NHTSA was a line item for just this purpose.

Project Evaluation:

By accepting the responsibility for payment of the officer's overtime for a court appearance law enforcement administrators are more likely to allow their officer to participate in our (GHSP) Task Force.

One way to help to control this expense has been a collaborative agreement between the agency, the criminal courts, the Traffic Ticket Bureau, and the officer. When possible, court appearances by an individual officer are coupled, or scheduled with other appearances by that same officer for cases generated on an officers regular shift duties. If this arrangement can't be made, the fund can be used for this purpose thus eliminating additional costs to the law enforcement agency.

No funds were expended for this project as officers who were required to go to court on an overtime shift were able to charge this time to their agency's year round grant during FFY 2013.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2375	Vermont Law Enforcement	4,000	-	\$402

4. Project Title: Preliminary Breath Testing Repair Fund

Goal:

Encourage LEAs to use and maintain Preliminary Breath Testing units.

Strategies:

Provide funds to support the maintenance and repair of PBTs

Project Evaluation:

In an effort to provide those Law Enforcement Agencies actively engaged in Impaired Driving Enforcement activities, the GHSP is in the process of systematically providing those agencies with updated PBT devices. It is projected that replacing outdated equipment will encourage individual police officers to become more actively involved in the detection and arrest of those who choose to drive while impaired. Once these devices are replaced, the need to repair or update existing devices will be diminished or eliminated. The replacement process will proceed quickly during FFY 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4071	PBT Vendors	3,000	950	\$410

5. Project Title: Public Information and Educational Material

Goal:

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

Strategies:

Developing pertinent highway safety promotional materials for public distribution.

Project Evaluation:

During FFY 2013 GHSP staff developed several pertinent highway safety promotional materials for public distribution. These included the annual GHSP calendar of important mobilization and campaign dates, fees and fines card for public education, notepads with OP and DUI messages to be used for trainings and conferences, and a law enforcement quick reference booklet titled “As An Officer You Need to Know” including information on Vermont’s GDL, underage drinking, motorcycle helmet, safety belt and child restraint, texting, and commercial motor vehicle laws.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2378	Various Vendors	30,000	4,276	\$402
1213-4097	Various Vendors	15,000	796	\$410

6. Project Title: Immobilization and Forfeiture

Goal:

Assist the state's court in affecting court sanctioned immobilization of vehicles used by convicted DUI offenders.

Strategies:

Maintain a dedicated fund for reimbursement of costs incurred during the seizure and storage process related to forfeiture.

Project Evaluation:

The program was in effect during FFY 2013, but was used sparingly. The program was discontinued in FFY 2014.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4072	Vermont Law Enforcement	2,000	-	\$410

7. Project Title: Crash Reconstruction Support⁶

Goal:

To support the Vermont State Police Crash Reconstruction Team.

Strategies:

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

Since 2008, the team has been called upon more frequently to assist local and county LE agencies with serious injury and fatal crash investigations. The equipment maintenance, replacement, and training needs have also increased significantly.

The team is made up of 14 Reconstructionists, who maintain a significant amount of equipment to collect and diagram evidence from scenes, and obtain data from vehicle airbag and powertrain modules to determine critical factors and causation. The team has been activated 149 times since March 2008 to assist agencies (including VSP) across the state. In fact, the majority of calls have been to assist local and county law enforcement agencies. For FFY 2013, the team was activated 47 times. This is a record high for the team.

The support in these serious crashes has undoubtedly improved overall traffic reporting in determining more accurate contributing circumstances. It's estimated that as much as fifty percent of all serious crashes involve alcohol/impaired driving. Complete and extensive investigation of traffic crashes provides the first step toward successful determination of causation factors and subsequent adjudication, when appropriate.

⁶ This project was not included in the FFY 2013 HSP.

Project Evaluation:

GHSP funded the purchase of software updates for the reconstruction equipment as well as the Airbag Control Module (ACM) and the Crash Data Retrieval (CDR) cables that plug into the vehicle that are necessary to keep current with evolving modifications, including car manufacturer updates or the introduction of a new model. GHSP also funded training for new team members as well as training updates to keep all team members up to date.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2371	Vermont State Police	-	6,798	\$402

Motorcycle Safety Program Area

Goal:

Prevent motor vehicle crashes from escalating by educating riders and motorists, and assuring riders obey Vermont laws concerning helmets and impairment.

1. Project Title: Support of State Motorcycle Rider Education Program

Goal:

To provide training and education to motorcyclists and motorists about motorcycle highway safety.

Strategies:

The Vermont Rider Education Program (VREP) presents a basic motorcycle safety course for individuals interested in obtaining a motorcycle learner's permit as well as a longer classroom/ course sequence for those wanting a motorcycle endorsement for their driver's license. There are eight training sites around the state. In addition, there is regular media messaging during the motorcycle riding season.

Project Evaluation:

VREP conducted 133 training courses for 1,274 students during the 2013 season. Of those students, 1,128 completed the course successfully. These numbers are very similar to the number of courses held, students attending, and students who passed the courses during the 2012 training season. Traditionally students wish to take a course early in the training season in order to have more of the riding season available to them. The VREP has been trying to offer as many courses as possible earlier in the year to meet this demand; this year over 60% of the students attending a course were able to do so prior to the end of June, up 10% from the previous year.

Grant funding was also used to purchase radio advertising. Approximately 3,100 radio ads were aired during May (motorcycle awareness month) and during the first two weeks of June. During the times the ads aired in June, two major motorcycle events took place in New Hampshire and the Lake George area of New York, resulting in increased motorcycle traffic in adjacent areas in Vermont. The two radio ads aired focused motorcyclists riding safely and on motorist's sharing the road with motorcycles.

In June 2013 the program conducted a RiderCoach Preparation course. Six of the eight candidates attending the training successfully completed the course and joined the roster of VREP RiderCoaches. The VREP program director and one of the senior RiderCoaches were able to attend the Motorcycle Safety Foundation (MSF) International Rider Foundation Education Training Systems conference. At the conference, the MSF provided information about changes being made in 2014 to the Basic Rider Course, the primary curriculum used by VREP. Additionally, the program director was able to attend the State Motorcycle Safety Administrators conference.

See Appendix A for the Media Report from the media contractor.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-6000 & 1213-6001	Vermont Department of Motor Vehicles	239,927	93,251	\$2010

Traffic Engineering Services Program Area

Goal:

Utilize \$164 funds to address specifically designated high crash locations.

1. Project Title: Hazard Elimination Program

Goal:

To identify and remediate roadway hazards contributing to crash and injury on Vermont highways.

Strategies:

The Vermont Agency of Transportation data analysis team works with engineers to interpret crash data and other pertinent information to determine locations statewide needing roadway improvement.

Project Evaluation:

Projects in various phases of development and implementation during 2013 for several busy traffic corridors and high crash locations around the state included intersection safety improvements, installation of center rumble strips, road straightening, and roundabouts for better traffic flow. Other smaller local projects were also completed.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5500	Vermont Agency of Transportation	7,164,616	2,004,618	\$164AL

Community Educational Programs

Goal:

To efficiently provide traffic safety information to the various, diverse communities throughout the state, improving the quality of life by supporting their efforts to save lives, reduce injuries, decrease motor vehicle crashes.

1. Project Title: Local Law Enforcement Educational Programs

Goal:

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

Strategies:

Three Sheriffs’ departments implemented a variety of education programs focused on youth traffic safety awareness, younger drivers, and initiatives to both reduce distracted driving and increase seat belt use.

Project Evaluation:

The Sheriffs in Caledonia, Essex and Orange Counties received small grants to provide education programs targeting specific problems identified by data in their communities. These included bike safety and helmet use “rodeos” with youth; teen driver education presentations on speed, seat belt usage, driving while impaired and distracted driving; and interactive highway safety exhibits at annual local and countywide summer fairs. All three counties featured several interactive opportunities for awareness of the hazards of texting while driving, either collaborating with the Youth Safety Council’s *Turn off Texting* course (funded by GHSP) or offering their own programming.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2510 - 1213-2512	Vermont Law Enforcement	15,900	5,689	\$402

2. Project Title: Local Motion Safe Streets Coalition

Goal:

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

Strategies:

The Safe Streets initiative coordinated a broad-based collaborative campaign led by non-profits and local governments across Chittenden County and advised start-up replications of the campaign strategies in several additional communities.

Project Evaluation:

In FFY 2013, Safe Streets distributed bicycle safety educational materials and 1,100+ helmets to youth, teens, and young adults through a series of campus and community based events, with collaborative support from local businesses, law enforcement, and health and wellness programs. The program also conducted several

intersection and bike light outreach events in collaboration with the Burlington Police Department and working with various community partners on other education events and a low-income safe bicycle program. A total of 900+ bike lights, 1,300 reflective leg bands, and reflective vests, helmets, and reflective bike strips were distributed during these events.

One of the widely distributed printed handouts is a laminated, back-front guide to safe bicycle riding and Vermont laws pertaining to bicyclists and the road, (5,300 distributed). The project also distributed the Safe Streets Brochure (more than 1,500 copies) detailing the rights and responsibilities of bicyclists, walkers, and motorists, and a safety gear coupon to bike clubs, bike and sports stores, community health and wellness events, schools, and on college campuses.

Program staff conducted twenty observational events during the year in Burlington to observe roadway behavior (pedestrians, motorists, bicyclists) to create a baseline data set for tracking change over time.

Metric	% Compliance
Pedestrian Crosswalk Compliance	78%
Bicycle Signed & Signaled Compliance	70%
Motorist Crosswalk Compliance	71%
Bicycle Helmet Compliance	52%
Bicycle Bike Light Compliance	45%

In FFY 2013, Safe Streets project staff assisted interested coalitions in several other Vermont communities regarding initial replication and adaptation of Local Motion’s safe bicycle and pedestrian education strategies in those locations.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2516	Local Motion	45,000	44,688	\$402

3. Project Title: VSP Educational Program

Goal:

To address public requests for highway safety presentations statewide in the jurisdictions served by the Vermont State Police (VSP) barracks.

Strategies:

The VSP provided a variety of presentations to businesses, schools, and other community groups on topics including impaired driving, speeding, distracted driving, occupant protection, and motorcycle safety (focusing on helmet use). They coordinated an expansion of a highway safety education exhibit at the Champlain Valley Exposition in collaboration with the Vermont Highway Safety Alliance.

Project Evaluation:

VSP conducted ten educational events and presentations in teen driver education classes and community settings, four of which took place in counties with the highest crash/fatality rates in prior years. PowerPoints and materials distributed included information about impaired and distracted driving, speed and aggressive driving, and bus and motorcycle safety. Surveys at the beginning and end of each presentation assessed what

was retained by program participants. The 2013 Champlain Valley Exposition state fair exhibit ran the full ten days, reaching several thousand visitors, with highway safety education materials from many partners and daily demonstrations with the rollover demonstrator and vision goggles. The success of this large public audience event has led to planning for a schedule of more interactive activities during the fair in 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2513	Vermont State Police	7,000	6,991	\$402
1113-4081	Vermont State Police	7,000	6,975	\$410

4. Project Title: **Vermonters’ Victim Impact Panel**

Goal:

To conduct required, victim-informed behavior-change programs for DUI probationers statewide.

Strategies:

The Department of Corrections (DOC) Vermont Victims Impact Panel (VVIP) program made presentations at eleven sites statewide as part of a required education program for DUI probationers and to allied professionals working with the DUI offender population. There are also often opportunities to make panel presentations in correctional facilities, but the program’s current focus is on the community-based programs due to changes in DOC services scheduling. In addition to the probation office education sites, community justice centers are being trained to offer the programming going forward.

Project Evaluation:

VVIPP held 48 panels at the different sites during FFY 2013. The curriculum revision was completed and training of new facilitators conducted in May. Facilitators from all eleven Probation and Parole offices were trained along with representatives from six different community justice centers. The new curriculum is now being used throughout the state. One new victim impact panelist video was completed this year and distributed to all of the DOC sites and community justice centers. The video was presented at the first annual summer institute for Driver Education instructors in August 2013, and copies made available to Driver Education teachers throughout the state.

A new evaluation form is also being used along with a data entry form developed by the DOC to track responses. The evaluations will be entered into the database on a regular basis and the result will be analyzed yearly. At this point, preliminary results from the 2013 evaluations indicate the 60% goal for participants reporting satisfaction with the course content, changes in the offender’s perception about impaired driving, their motivation to change, and their belief in their ability to comply with their driving plan has been exceeded. All participants were entered into the attendance database and recidivism reports will be run in 2016 at the end of the current three-year cycle.

The 2013 Red Ribbon Ceremony held at the statehouse in early December offered a widely publicized opportunity for VVIP to offer panel members, service providers, law enforcement, and the public to honor DUI victims from the previous year and educate in a more public way, including a showing of the new video. Law enforcement and other state and community agencies assisted with the event.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4082	Vermont Department of Corrections	16,600	15,226	\$410

5. Project Title: Youth Safety Council of Vermont

Goal:

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

Strategies:

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

Project Evaluation:

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

The program continued to improve data collection and documented the following for the 2012 -2013 school year: 95.71% of participating students reported increased awareness of the dangers of texting and driving; 94.7% of students reported that after experiencing driving the course they do not intend to text and drive; and 64.19% of students reported they had asked the driver of a car in which they were riding to stop texting.

Staff also worked to improve the *Turn off Texting* website, taking over management from the original design firm and creating a better link from the YSC website. The YSC direct *Turn off Texting* site hits tracking became fully functional in September; next year’s data will more accurately measure site usage.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2517	Youth Safety Council	45,000	45,000	\$402

6. Project Title: Workplace Traffic Safety Program

Goal:

To help Vermont businesses create a safe roadway usage by their workforce drivers.

Strategies:

ProjectRoadSafe workplace driver safety initiative, relocated to a new home base, Associated General Contractors (AGC) of Vermont, a non-profit whose training and education mission for the construction trades is a good fit for the project. Staff provides programs and resources to encourage Vermont businesses and agencies

to create a safe workplace for their drivers, to decrease distracted driving, to reduce impaired driving from alcohol and other substances, and increase the use of seat belts.

Project Evaluation:

In 2013, ProjectRoadSafe redesigned its website, and shifted distribution of a monthly e-newsletter to the Constant Contact portal. Two new highway safety topic brochures and a new promotional brochure about program offerings were created for distribution at exhibits and conferences. This year staff participated in five annual statewide trade shows and professional conferences for a variety of workforce sectors, six company safety days for individual employers, eight Compliance Safety Accountability trainings and several collaborative events with other statewide safety organizations. In addition, staff assisted with regular AGC’s regular onsite cycle of Occupational Safety and Health Administration trainings.

ProjectRoadSafe continued to refine its database of workplace crashes that cause injuries (based on Worker’s Compensation Division claims). According to the numbers, injury-causing workplace motor vehicle crashes in FFY 2012 and 2013 held steady at about 180 each year, which is 80 fewer than were recorded in FFY 2011. Tracking this data has helped the program to develop priority topics for educational outreach and trainings.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2515	Associated General Contractors of Vermont	47,500	47,500	\$402
1113-4083	Associated General Contractors of Vermont	47,500	47,500	\$410

7. Project Title: Vermont Driver Education Simulator Project

Goal:

To develop the pilot for a simulator program for Vermont Driver Education programming.

Strategies:

The Vermont Department of Health (VDH) completed a plan for the development and pilot of a driver education program utilizing a simulator-based curriculum focused on impaired and distracted driving and the consequences of risky decision-making. The model is based on the successful simulator program in New Hampshire.

Project Evaluation:

In early spring 2013, NHTSA approved the plan and purchase of the simulator. VDH staff began to engage schools in Chittenden County to assess interest in incorporating use of the simulator in their driver education efforts. A local hospital community education unit and the Youth Safety Council (also funded by the GHSP) became partners in planning. The simulator arrived on site at VDH in the summer and was made available for some demos with potential partners. VDH continued to develop evaluation tools and a training module for educators, and conducted a press conference in September to help promote the new tool. It is anticipated that actual sessions will be scheduled in early 2014 during the second semester of the school year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2514	Vermont Department of Health	5,400	5,400	\$402
1113-4080	Vermont Department of Health	5,400	5,400	\$410

8. Project Title: Teen Educational Programs Belts/Distracted Driving

Goal:

To build the capacity of teen driver educators statewide.

Strategies:

Projects 8, 9 and 10 were combined into a single project to jumpstart a focused effort to strengthen Vermont's teen driver education initiatives using the 2011 Driver Education Assessment as a resource. The day-long summer institute *Teen Driver Safety – It Takes a Team* was held on August 2, 2012 at Castleton State College. This collaboration between GHSP and the Department of Motor Vehicles was designed to provide a full day of professional development credits to enhance the skills and capacity for driver educators (commercial and school-based) to fully engage teen drivers and their parents during their course sequence. The goal is to make it an annual event.

Project Evaluation:

Eighty participants were welcomed by the Department of Motor Vehicles Commissioner and attended a series of morning plenary sessions on current engineering, enforcement, education, and emergency services topics and available resources presented by representatives from the Agency of Transportation, the Department of Motor Vehicles, Vermont State Police, and the lead trainer for Rutland Regional EMS. After a lunch keynote by Lieutenant Governor Phil Scott on his experiences as a bicyclist, motorcyclist, and race car driver, attendees had a choice of workshop options and hands on demonstration sessions. These were offered by community partners statewide with various teaching models and tools available for driver educators to supplement driver education programming. Topics included awareness of driving while impaired, texting while driving, involving parents in driver education programming, and increasing awareness of large trucks on the road. Evaluations were very positive and many good suggestions provided for future topics and content.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2520 & 1213-2522	Various Vendors	140,000	1,915	\$402

9. Project Title: Teen Educational Programs - Alcohol

Goal:

See #8 above.

Strategies:

This program was not launched pending further development; see #8 above.

Project Evaluation:

N/A - No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-4084	N/A	164,850	-	\$410

10. Project Title: GDL Enforcement/Educational

Goal:

TBD; see #8 above.

Strategies:

This program was not launched pending further development; see #8 above.

Project Evaluation:

This project was initially conceived to provide education to Law Enforcement Agencies and to their communities regarding issues relative to the state's Graduated Driver's Licensing requirements. The project is delayed pending the development of an efficient and effective operational strategy. GHSP will continue to work with the Vermont Highway Safety Alliance to design strategies and countermeasures that will work. It should be noted the state's SHSP identifies "Age Appropriate Solutions" as Critical Emphasis Area 2, and GHSP will continue to work with VHSA to promote the appropriate strategies for this project.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2521	N/A	100,000	-	\$402

11. Project Title: Lifesaver "Highway Heroes" Awards

Goal:

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

Strategies:

GHSP will host an annual awards ceremony to officially recognize those individuals and organizations that have displayed extra effort and energy promoting the GHSP priorities during the past year. The gathering will encourage networking and relationship building between diverse highway safety advocates.

Project Evaluation:

The awards ceremony was held as planned and a variety of presenters and guest speakers delivered highway safety messages to the attending audience. Participants had an opportunity to network with a multidisciplinary audience of highway safety professionals, hear a keynote from a seasoned emergency medical services trainer, and recognize four highway safety professionals for their contributions to the field, learning from each of these individual's experiences and program achievements.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2530	Various Vendors	8,000	4,401	\$402

12. Project Title: Media Production Contractor

Goal:

N/A

Strategies:

N/A

Project Evaluation:

GHSP no longer uses an independent media production contractor. GHSP uses the Media Contractor named by the State of Vermont. No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2532	N/A	20,827	-	\$402
1213-4096	N/A	20,000	-	\$410

13. Project Title: Community Programs Coordinator

Goal:

Provide GHSP direction and coordination of the education grants and related contracts.

Strategies:

A full-time staff position is split between community education programs and the Traffic Records Coordinator duties. Community education responsibilities involve management and monitoring of the education grants and related activities and related contracts including the annual belt and attitude surveys. This staff member also provides support with program evaluation for all education grants and GHSP projects.

Project Evaluation:

The Community Programs Coordinator (CPC) reviewed grant reports monthly and quarterly in coordination with the DPS Grants Management Unit position assigned to GHSP. Site visits were conducted as necessary. Grant application workshops were conducted for the 2014 grant cycle. Regular communication was maintained from start to finish with contractors on both the annual belt survey and the attitude survey. The CPC completed the NHTSA Program Manager training in June 2013.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2500	Employee	36,000	36,133	\$402

14. Project Title: Public Information Officer

Goal:

The continuation of a robust, efficient, and effective traffic safety program requires direct connection between all aspects of traffic safety. All four of the traffic safety “E”s (Education, Enforcement, Engineering, and Emergency Medical Response) rely on the coordination of communication and outreach efforts. The ability to

educate the public and to gain community support are best facilitated through of these four disciplines. The opportunity to provide information and promote traffic safety priorities is more effective when it is available through the entire GHSP staff rather than one resource.

Strategies:

Each GHSP staff member and both of GHSP’s Law Enforcement Liaisons (LELs); Traffic Safety Resource Prosecutor (TSRP) and Judicial Outreach Liaison (JOL) will work collaboratively on matters relating to public education and the promotion of GHSP’s traffic safety priorities. All media outreach and public education will be coordinated through the GHSP Chief.

Project Evaluation:

The actual position of Public Information Officer has been transitioned into a program coordinator’s position which is designed to increase the staff’s ability to conduct closer oversight and management of subgrantees and other contractors and vendors as deemed appropriate. The program coordinators continue to work with GHSP contractors to provide both public and media outreach. In addition, the Vermont Traffic Safety Alliance (VHSA) utilizes a marketing and outreach group which is well engaged with all of GHSPs partners and provides a diversified platform for information dissemination.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2501	Employee	78,000	25,871	\$402

15. Project Title: Program Support Materials

Goal:

Provide program staff with the equipment and materials necessary to perform their duties.

Strategies:

Stay abreast of the latest technology and materials that will enhance productivity.

Project Evaluation:

GHSP staff is well equipped to deliver the best performance possible.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
0913-3500	Various Vendors	8,000	3,473	\$406

16. Project Title: GHSP Partners Travel and Training

Goal:

To provide GHSP partners with funds to attend trainings, workshops, conferences, and other highway safety specific instructional opportunities. These opportunities sometimes develop so quickly and are often related to emerging technology and information, that they cannot be projected or forecast. These trainings are closely related to the promotion of GHSP and NHTSA priorities.

Strategies:

Maintain a funding source which will encourage GHSP partners to attend trainings which are narrowly related to GHSP priorities.

Project Evaluation:

This project provided a funding source utilized to support state, county, and local law enforcement officers to attend training sessions that become available during the on-going Federal Fiscal Year. Partnering LEAs are required to pay officer’s salaries during these training sessions. This GHSP provided support encourages partnering agencies to provide traffic safety related trainings and updates to officers who would not otherwise attend.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2531	GHSP Partners	10,000	2,149	\$402

Evaluation and Data Collection

Goal:

Effective utilization of pertinent, timely data, maximizing the positive impact realized from the expenditure of highway safety funding to address critical emphasis areas and other emerging priority issues.

1. Project Title: Traffic Safety Analyst

Goal:

Develop a system which provides accurate and timely data, easy to access and applicable to countermeasures against priority traffic safety issues. The second DDACTS guiding principle is: "Data Collection". The collection and analysis of pertinent data is the foundation for creating effective traffic safety countermeasures. The addition of a dedicated Traffic Safety Analyst provides a resource for the GHSP staff and all of the program's partners.

Strategies:

Provide a Traffic Safety Crash Analyst within DPS to assist all Vermont LEAs with timely data and information and crash mapping. Assist those LEAs who are engaged in DDACTS. In addition, work collaboratively with the data analyst team, currently operating within the Vermont Agency of Transportation.

Project Evaluation:

The Traffic Safety Crash Analyst is currently in place and has developed the capabilities to develop data and mapping specific to crash trends and other traffic safety related information.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2401	Employee	37,000	14,986	\$402
1113-4010	Employee	37,000	14,008	\$410

2. Project Title: Annual Safety Belt Survey

Goal:

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

Strategies:

In 2013 the Norwich Center for Research and Analysis was contracted to conduct Vermont's observational belt survey post Click It or Ticket using the new methodology approved by NHTSA in 2012.

Project Evaluation:

The post-enforcement rate for all front seat occupants of 84.9% safety belt usage continues for the second year in a row at just below the nationally recognized criterion of 85% after remaining just above 85% for four consecutive years (since 2007). Unlike in many previous years, there was no decline from the previous year's

level, however, no pre-enforcement survey was conducted, so it is impossible to draw any firm conclusion about this.

For the past several years the usage rate has held remarkably steady. For some years it seemed to vary in response to the CIOT campaigns, but for the past few years, even that variability has diminished. The overall rate has, for the past several years, also been unresponsive to the enforcement campaign, although without a pre-enforcement survey, it is impossible to know this for sure. It is entirely possible that the rate has settled into a new “natural rate” in the absence of a primary law of about 85%. Although the evidence of a single year is limited, it also appears that the new survey design has uncovered nothing very different from the old design.

Detailed usage rates continue to show notable variations. Highest rates continue to be found among females, while the lowest rates continue to be found among males and pickup truck occupants. Regionally, there is noticeably lower usage along the entire northern tier of the state (<80%), while other counties all exhibit higher usage rates, often exceeding 85%. In general, except for Chittenden County, arterial roadways exhibited better compliance than collectors or local roadways, sometimes, as is especially notable in the northern tier counties, significantly higher.

Although enforcement appears to have reached a stable level (i.e., it appears that it is no longer engendering any broad, statewide increase in the post enforcement rate), it has obviously been an effective tool in the past. It is at least possible that a more targeted approach may be effective in situations where usage is unusually lax. Based on the data, such an opportunity may exist geographically in the northern tier counties, and temporally during off-peak hours. Similarly, the uniquely low compliance rates among males and pickup truck occupants suggests a potential opportunity for more carefully targeted education/awareness/“consciousness raising” efforts.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-3000	Contractor	36,300	33,000	\$405
1213-1211 ⁷	Contractor	-	3,300	\$402

3. Project Title: Attitude Survey

Goal:

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

Strategies:

The Attitude Survey conducted by phone from August 16-30, 2013 by the Center for Research and Public Policy reached 500 Vermont resident licensed drivers via landline or cell. The survey was revised to include a reworded version of several of the questions and two additional questions, one focused awareness of the age and weight requirements for children in car seats and the second about texting and driving.

Project Evaluation:

Highlights of the survey results include the following:

⁷ The bulk of the cost of the Belt Survey was planned from \$405 funds, but the contract cost was higher than planned and the overage was funded from \$402.

On Enforcement...

- Three-quarters of all respondents, 73.2%, indicated they thought it was very (23.6%) or somewhat likely (49.6%) someone impaired by alcohol or other drugs would be arrested. Another 23.2% indicated they felt an arrest would be somewhat unlikely or not at all likely.
- Just under half of all respondents, 47.0%, believe the chances of getting a ticket for not wearing a safety belt was very (15.0%) or somewhat likely (32.0%). The majority, 51.0%, suggested getting a ticket was somewhat unlikely or not at all likely.
- Further, three-quarters, 74.4%, considered it very (25.2%) or somewhat likely (49.2%) someone would get a ticket for driving over the posted speed limit.

On Media Reach...

- Just over two-thirds of all respondents, 68.0%, indicated they have read, seen, or heard messages about alcohol or drug impaired or drunk driving enforcement by police.
- Slightly over half of those surveyed, 50.2%, indicated they have read, heard, or seen messages about seat belt enforcement by police.
- In a new question for 2013, researchers asked each how aware they would say they are of the age and weight requirements for children in child car seats. Nearly three-quarters, 71.0% suggested they were very or somewhat aware of the requirements.
- In a second new question for 2013, all respondents were asked if they had read, seen, or heard messages about texting and driving. A large majority, 88.6%, indicated seeing, hearing, or reading messages about texting and driving.
- In a follow-up to the text message awareness question, researchers asked each respondent to use a scale of one to ten to describe how dangerous they perceived texting to be while driving. One represented very dangerous and ten meant they felt texting and driving was “not at all dangerous”. The cumulative total for those indicating one through four (dangerous) was 95.4%. Those offering “one” (very dangerous) was 80.6% and those offering seven through ten (not at all dangerous) was 3.6%.
- On speed enforcement, just under half, 47.4%, of all respondents suggested they have read, seen, or heard messages about speed enforcement being conducted by police.

On Personal Behavior...

- Two-thirds of all respondents, 67.6%, indicated they have never driven a motor vehicle within two hours after drinking alcoholic beverages over the last year. Another 0.8% were unsure or refused, and the remainder suggested they had done so, once or as many as more than ten times.
- Over the years 2010 through 2012, researchers asked respondents how frequently they use their safety belts when they drive or ride in a car, van, sport utility vehicle, or pick-up. In 2013, the question was split between “daytime” and “at night”. Those suggesting they “always” wear their safety belt during the day was recorded at 92.2% while those indicating they “always” wear their safety belt at night was 94.4%.
- On using an electronic communication device such as a cell phone, tablet, or pad, nearly half, 45.8% were able to tell researchers they “never” have used such a device while driving. One quarter, 24.2%, suggested they do so frequently or occasionally.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2450	Contractor	6,500	6,500	\$402
1213-4098	Contractor	6,500	6,500	\$410

4. Project Title: CPS Program Evaluation

Goal:

To obtain expert assessment of the strengths and challenges of Vermont’s Child Passenger Safety program.

Strategies:

Due to the 2012 Management Review calling for a review and audit of the Vermont CPS program, the GHSP Director’s requested a CP assessment to assist with evaluating the program. The expectation was that this would greatly benefit the transition to a new implementation partner, the Vermont Department of Health Office of Emergency Medical Services. When NHTSA announced that the CP Assessment process was under revision, GHSP immediately requested an OP assessment.

Project Evaluation:

The OP assessment was completed in July 2012, with both good CPS recommendations and additional good guidance to strengthen and enhance all the state’s OP initiatives. The new OP802 Task Force and the Vermont Department of Health operation of the CPS program are already using the recommendations to develop program changes.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2451	Various Vendors	40,000	24,702	\$402

5. Project Title: Traffic Records Program Coordinator

Goal:

To provide coordination and communication in support of the state’s Traffic Records Coordinating Committee (TRCC) and TRCC initiatives.

Strategies:

The Traffic Records Program Coordinator represents the other half of a full-time position split with Community Education. The activities include grant and contract responsibilities, providing staff functions for and serving as co-chair of the TRCC.

Project Evaluation:

TR Program Coordinator prepared for and maintained notes from all of the six TRCC meetings and the annual TRCC meeting and posted documents and TR resources to the SharePoint site. Another key task involved working with the TRCC co-chair, member agencies, and the TRCC consultant to gather and prepare all of the necessary materials to complete the TRCC application for both the HSP 2013 revision deadline and the 2014 HSP. The Coordinator had regular communication and contract monitoring with the TRCC Consultant. The

Coordinator attended the annual conference of the Association of Transportation Safety Information Professionals in October 2013.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2400	Employees	36,000	34,083	\$402

6. Project Title: Policies Manual Contractor⁸

Goal:

To develop a functional policies and procedure manual.

Strategies:

The GHSP contracted with Fisher College to create a user friendly policies and procedures manual designed to be available both in hard copy and maintained on the DPS intranet for easy reference.

Project Evaluation:

In consultation with the staff of the GHSP and the DPS Grants Management Unit, the contractor modeled the manual on the prototype produced and promoted by the Governor’s Highway Safety Association (GHSA). During the development of the document, applicable NHTSA, Vermont State, Department of Public Safety, and GHSP statutes, rules, regulations, and procedures were incorporated where appropriate, all will have links to source documents once the DPS intranet platform is completed. Delivery of the completed manual included a webinar orientation for GHSP staff, a recording of which was provided for ongoing staff reference and orientation of new staff.

See Program Administration for amount expended.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-2452	Contractor	10,000	-	\$402

7. Project Title: Belt Survey Redesign⁹

Goal:

To ensure Vermont belt survey compliance with NHTSA 2011 survey redesign requirements.

Strategies:

GHSP contracted with Norwich Studies and Analysis Institute to develop a NHTSA compliant belt survey design.

Project Evaluation:

The survey design was completed in fall of 2012, final questions from NHTSA were addressed in early FFY 2013, and the re-design was approved for implementation in summer 2013.

⁸ NHTSA required GHSP to transfer this project to the Program Administration Program Area.

⁹ Originally budgeted in FFY 2012, the project could not be finished until FFY 2013 which had not been planned for in the FFY 2013 HSP.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-1210	Contractor	-	15,150	\$402

Program Administration

Goal:

Ensure GHSP staff will have the most effective tools possible to accomplish their mission.

1. Project Title: GHSA Dues¹⁰

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5061	GHSA	1,500	-	\$164 PA
1213-0003	GHSA	1,500	4,310	\$402
1113-4000	GHSA	1,500	-	\$410

2. Project Title: Operating Costs

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5062	Vermont Department of Public Safety	12,900	4,336	\$164 PA
1213-0004	Vermont Department of Public Safety	12,900	12,891	\$402
1113-4001	Vermont Department of Public Safety	12,900	4,362	\$410

3. Project Title: Indirect Costs¹¹

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-5063	Vermont Department of Public Safety	4,200		\$164 PA
1213-0005	Vermont Department of Public Safety	5,400		\$402
1113-4002	Vermont Department of Public Safety	84,250		\$410

4. Project Title: GHSP Chief¹²

Goal:

This position provides supervision of the GHSP staff and coordinates all aspects of the program's administrative and operational requirements. The Chief works closely with all traffic safety partners at the federal, state, and local levels. He also interacts with the highway safety office staffs in other states as well as with the Governor's Highway Safety Association. The GHSP Chief reports directly to the Commissioner of Public Safety and the program is also directly under the Commissioner in the organization chart. The current GHSP staffing level is structured to function with three full-time Program Coordinators and one Administrative Assistant. Currently there are two Program Coordinators, the third position has been posted and should be filled during the early part of 2014. The funding for this position is divided between \$402 and \$410 funding.

¹⁰ NHTSA informed GHSP that only \$402 funds could be used for GHSA dues.

¹¹ The amounts for Indirect Costs will be available just prior to closeout.

¹² GHSP needed to split this project between \$402 PA and \$410 PA due to NHTSA requirements to move projects from various program areas into the \$402 Program Administration Program Area.

Strategies:

Provide effective and efficient management of the state’s highway safety office.

Project Evaluation:

During the past year, the GHSP staff, directed by the Chief, has continued to engage in enforcement countermeasures, educational strategies, and promoted the development of partnerships at every level. The Chief, one staff member, two LELs, and the TSRP are all active members of the Vermont Highway Safety Alliance.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-0000	Employee	106,000	60,967	\$402
1113-4003	Employee	-	52,737	\$410

5. Project Title: Administrative Assistant

Goal:

A part-time position to supply supplemental support to staff members who are engaged in the coordination and promotion of enforcement countermeasures and enforcement strategies. The administrative assistant allows the GHSP staff to focus on the areas which are most important to the efficient and effective administration of the program.

Strategies:

The Administrative Assistant will perform those administrative tasks as designated by the GHSP Chief.

Project Evaluation:

The administrative assistant provides a valuable support system for the GHSP Chief and the GHSP program coordinators.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-0001	Employee	10,000	8,169	\$402

6. Project Title: DPS Grants Management Unit Support

Goal:

The DPS Grant Management Unit (GMU) supports all of the programs within the Department of Public Safety. In particular, there is one designated person, within the GMU for direct support of GHSP staff. This position provides financial oversight and assistance to the staff and also to subgrantees and other GHSP partners. The portion of the grant management process performed by this position provides transparency and allows the GHSP Program Coordinators to focus on other equally important responsibilities.

Strategies:

Retain one dedicated position with the DPS GMU to work directly with the GHSP Chief and his staff.

Project Evaluation:

The additional assistance and financial oversight continues to provide an additional layer of clarity to the grant management process.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-0002	DPS Employee	40,000	38,265	\$402
1113-5060	DPS Employee	40,000	39,023	\$164 AL

7. Project Title: Policies Manual Contractor¹³

Goal:

To develop a functional policies and procedure manual.

Strategies:

The GHSP contracted with Fisher College to create a user friendly policies and procedures manual designed to be available both in hard copy and maintained on the DPS intranet for easy reference.

Project Evaluation:

In consultation with the staff of the GHSP and the DPS Grants Management Unit, the contractor modeled the manual on the prototype produced and promoted by the Governor’s Highway Safety Association (GHSA). During the development of the document, applicable NHTSA, Vermont State, Department of Public Safety, and GHSP statutes, rules, regulations, and procedures were incorporated where appropriate, all will have links to source documents once the DPS intranet platform is completed. Delivery of the completed manual included a webinar orientation for GHSP staff, a recording of which was provided for ongoing staff reference and orientation of new staff.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1213-0006	Contractor	-	14,962	\$402

¹³ NHTSA required GHSP to transfer this project to the Program Administration Program Area from the Evaluation and Data Collection Program Area.

§408 Traffic Records Program Area

Goal:

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

1. Project Title: Crash Data Reporting System Improvements

Goal:

To provide continued development and enhancement to WebCrash as a critical piece of Vermont’s statewide Traffic Records system.

Strategies:

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

Project Evaluation:

In 2013, all WebCrash users were reporting 100% electronically, with the exception of one small department still using paper part of the time. The electronic and paper Uniform Crash Report form was reviewed by the TRCC and all changes are underway or planned for 2014 completion. Enhanced reporting features, mapping tools, a crash diagramming tool, and early development of a test link with the EMS SIREN system all progressed during the year.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1013-3700	Vermont Agency of Transportation	93,000	24,522	\$408

2. Project Title: End User Crash Data Query Tool

Goal:

To develop public web-based access to non-personal data in the AOT crash database.

Strategies:

In collaboration with a vendor and a user group, the AOT Web Crash staff will plan, develop, and implement a tool for web access to the AOT database. User-friendly design for public access will assist with education and outreach around crash information and highway safety, one of the recommendations of the 2012 Traffic Records assessment.

Project Evaluation:

The RFP release and vendor review was completed in the summer of 2013 (much later than planned). A vendor has been identified and work will begin in the spring of 2014. AOT has identified a representative data user group who will advise and test all phases of the development and implementation of the tool.

No funds were expended for this project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1013-3701	Vermont Agency of Transportation	35,000	-	\$408

3. Project Title: Web Crash Auto Population

Goal:

To access as much data electronically as possible for auto population into the Web Crash application.

Strategies:

By creating, testing, and fully implementing a Messenger Tool for maximal auto-population in the WebCrash system, it provides a model for electronic reporting with reduced errors and improve quality of the crash reports.

Lessons learned here can be applied to other state projects where auto population is feasible, such as eCitation.

Project Evaluation:

AOT created and released an RFP and reviewed applicants with input from the Traffic Records IT coordinator. A vendor was selected and has the project in their queue for completion during the early part of 2014.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1013-3702	Vermont Agency of Transportation	35,000	624	\$408

4. Project Title: Traffic Records IT Coordinator

Goal:

To provide unbiased Information Technology (IT) oversight on the Crash project and interface with other state traffic safety IT systems and projects.

Strategies:

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, and represents the perspective of the state’s Department of Information and Innovation (DII) responsible for coordination of state technology initiatives. The position is housed at the Agency of Transportation.

Project Evaluation:

During 2013 the Traffic Records IT Coordinator worked with AOT staff and consultants on all of the Web Crash projects, both on-going and new, including interface initiatives, a crash diagramming tool, web service tools, and enhanced reporting features. Throughout the year the Coordinator spent time advising the continued development of the first phase of the eCitation implementation, largely focused on preparation of the RFP, review of vendor applications, and advisement of the vendor decision process. The IT Coordinator also served as Co-Chair of the TRCC.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1013-3703	Vermont Agency of Transportation	120,728	120,712	\$408

5. Project Title: DPS Support of Traffic Records

Goal:

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

Strategies:

The person in this position researches and coordinates updates and enhancements for the DPS Office of Traffic Safety to assist in the automation of highway safety related processes as they relate to law enforcement use of WebCrash and the development of electronic citations and warnings.

Project Evaluation:

Activities planned and completed in 2013 include: the eCitation RFP implementation, coordination of the review process, vendor finalists’ research and user contacts, and revision and updates of the budget projections for the project. All of these activities were coordinated in consultation with the DII Traffic Records IT Coordinator, the eCitation vendor review group, and the TRCC.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-3706	Vermont Department of Public Safety	70,000	65,881	\$408

6. Project Title: eCitation – Business Plan Consultant

Goal:

To complete an initial RFP for the implementation phase of the eCitation project.

Strategies:

The vendor applied the master business plan for the development of the statewide electronic traffic citation project to drafting the RFP for the first implementation phase.

Project Evaluation:

The RFP document was completed and ready for implementation at the beginning of calendar year 2013.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-3707	Contractor	111,008	70,964	\$408

7. Project Title: eCitation Implementation

Goal:

To develop and implement an electronic citation system statewide.

Strategies:

The Department of Public Safety in collaboration with other highway safety partners will use the eCitation business plan completed in 2012 and the RFP generated by the business plan consultant for a pilot (Phase 1) rollout of the eCitation implementation.

Project Evaluation:

The RFP for the eCitation pilot was released in early 2013 to solicit vendors for the building and initial implementation of the eCitation project. A review group coordinated by the DPS Traffic Records Support Coordinator (made of up law enforcement agency representatives and the DII Traffic Records IT Coordinator) ranked the applications, narrowed the field to three vendors who provided additional information, and researched user feedback in jurisdictions where the finalists’ products are in use. The expectation is that the vendor will be finalized in early 2014 and move to the state’s required independent review process prior to any initial implementation activities.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-3708 – 1113-3711	Contractors	1,251,217	2,749	\$408

8. Project Title: TRCC Consultant

Goal:

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

Strategies:

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

Project Evaluation:

The consultant facilitated six meetings in 2013 and filed project updates along with the Interim Progress reports and 405c applications for 2013 and 2014 in TRIPRS. Throughout the year the consultant also provided information and guidance regarding compliance with MAP-21. The consultant participated in the Region 1 TRIPRS update orientation session.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1113-3705	Deep River, LLC	50,000 ¹⁴	59,152	\$408

9. Project Title: EMS Statewide Incident Reporting Network (SIREN)

Goal:

To provide continuous improvement to EMS agencies electronic data reporting.

Strategies:

Grant year 2013 was dedicated to achieving external completeness of the SIREN database and to providing Emergency Medical Service (EMS) agencies with the equipment and resources necessary, such as training and electronic equipment, in order to meet the goals set within the project performance measures.

Project Evaluation:

With nearly all of the Vermont licensed ambulance agencies reporting pre-hospital patient care reports to SIREN, Toughbooks distributed, Field Bridge software licenses deployed, a Data Use Agreement drafted, and SIREN Service Administrators educated and knowledgeable, the Vermont Department of Health Office of Public Health Preparedness and Emergency Medical Services was again very successful in advancing statewide use of SIREN, specifically at the agency level, for incident entry and account management.

- By January 1, 2013, 69% of Vermont licensed ambulance services were reporting pre-hospital care data into SIREN. By July 2013, 87% were reporting and by September 30, 2013, 91% of Vermont licensed ambulance services were reporting into SIREN.
- Five formal SIREN Administrator training sessions were conducted between October 2012 and October 2013.
- By March 2013, initial purchase and distribution of laptops and Field Bridge for Vermont ambulance services, based on budget allocation.

As the external completeness, implementation stage of the SIREN project concludes, goals and objectives will continue to be set in order to advance and maintain a successful EMS electronic pre-hospital patient care reporting system. Based on the National Highway Traffic Safety Administration, Department of Transportation, State Traffic Safety Information System Improvements Grant Review, future SIREN project objectives for Vermont will include a heavier focus on addressing internal completeness as it relates to individual records submitted to the database.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
1013-3704	Vermont Department of Health	266,500	177,720	\$408

¹⁴ This budget was increased due to MAP-21 reporting requirements.

Appendix A



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**Vermont Department of Public Safety
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2013 Media Report**

With the privilege and responsibility for planning and buying all the paid media supporting Click It or Ticket, DUI awareness and Motorcycle Safety efforts statewide in 2013, HMC is pleased to provide the following report on the purchase of media for these initiatives.

CLICK IT OR TICKET MAY

CAMPAIGN OBJECTIVE

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

PRIMARY TARGET AUDIENCE

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

CAMPAIGN PARAMETERS

TIMING

May 20 – June 2, 2013

COMMUNICATION CHANNELS

- Radio
- Television
- Internet

MEDIA STRATEGY

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



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MEDIA TACTICS

Medium	Programming
Television	52% of the buy was in primetime; 11% in sports and weekend programming
<i>Est. Added Value</i>	<i>Negotiated spots at no charge for previous under delivery = \$3,363 Broadcast+ Cable (59 spots)</i>
Radio	Placements made in rock, country, and hit radio station formats with :10 news/weather sponsorship tags negotiated as added value to reinforce DUI message
<i>Est. Added Value</i>	<i>Negotiated spots at no charge for non-profit status and sponsorship mentions = \$11,353 (410 spots)</i>
Internet	YouTube video ads and Facebook text ads were linked to the DPS YouTube channel. Placements were made on HULU which provided over 17,500 spot views and new for this year was the addition of mobile ad placements on JUMPTAP, a mobile ad platform. Placements were geo targeted to the Northeast Kingdom only.

FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Men 18-34	83.2%	12.8
Adults 18+	65%	9.3

CAMPAIGN COSTS

Budget	\$100,000
Television Spend	\$31,959.79
Radio Spend	\$22,758.75
Internet Spend	\$3,739.64
Media Planning, Buying and Management and creative development	\$39,959.00
Total Spend	\$98,232.34



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**Vermont Department of Public Safety
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DMV MOTORCYCLE SAFETY

CAMPAIGN OBJECTIVE

To raise awareness among Vermont driver's of the safety precautions that should be implemented toward motorcycle riding and riders.

PRIMARY TARGET AUDIENCE

- Adults 18+

CAMPAIGN PARAMETERS

TIMING

May 6, 2012 – September 8, 2013

COMMUNICATION CHANNELS

- Television
- Radio
- Internet

MEDIA STRATEGY

For this campaign, traditional media was purchased with emphasis on radio supported by television. Ads were placed on these channels in content/programming most likely to reach a broad audience. On-line media was also used to specifically target those who show an interest in motorcycles through social media and when searching the web.

MEDIA TACTICS

Medium	Programming
Television	TV placements were concentrated in news, sports and primetime (with 53% of the schedule in prime). Cable ads were placed on Vermont zones only and also primarily in primetime.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional \$1,000 worth of television spots</i>
Radio	Radio spots were placed Monday through Friday, 6am-7pm placements to take advantage of lowest unit rates. Saturday and Sunday radio placements were in 10am-3pm when listenership is at its peak for weekend listenership. The radio stations with the highest ratings for listenership, according to Arbitron, research were purchased.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Added value: \$24,064 (1,057 spots)</i>
Internet	The campaign provided over 10 million impressions across Facebook, Google, and YouTube channel. Ads specific to motorcycle drivers were narrowed by keyword to an audience that has actively professed an interest in motorcycles and riding. Together YouTube and Hulu provided over 18,000 views of the Motorcycle Safety message.



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FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Adults 18+	70.1%	11.3

CAMPAIGN COSTS

Budget	\$89,000
Television Spend	\$24,735
Radio Spend	\$51,340
Internet Spend	\$6,646
Media Planning, Buying and Management	\$6,265
Total Spend	\$88,986

DUI GRADUATION/JULY 4 HOLIDAY

CAMPAIGN OBJECTIVE

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

PRIMARY TARGET AUDIENCE

- Adults 18-34
- Adults 18+

CAMPAIGN PARAMETERS

TIMING

May 20 – July 7, 2013

COMMUNICATION CHANNELS

- Television
- Radio
- Internet



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**Vermont Department of Public Safety
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MEDIA STRATEGY

Utilized television as the primary medium (broadcasts & cable) to reach the target audience supported by placements of the :30 TV spot on strategic on-line channels. Traditional radio was also used to gain frequency.

MEDIA TACTICS

Medium	Programming
Television	Television spots were placed primarily in primetime programming (62%)
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional spots at no charge. Estimated added value: \$16,596</i>
Radio	Placed radio spots on stations where ratings indicate Adults 18-34 are most likely to be listening, such as country and adult alternative formatted stations.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$12,852</i>
Internet	Made ad placements on YouTube, Hulu & Pandora to expand reach recognizing that these channels have increased usage by younger adults. Placed text ads on Facebook to gain additional exposure on social media.

FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Adults 18-34	75.7%	11
Adults 18+	78.6%	10

CAMPAIGN COSTS

Budget	\$100,000
TV Spend	\$39,253
Radio Spend	\$32,477
Internet Spend	\$16,736
Media Planning, Buying, and Management; plus Creative Development	\$11,534
Total Spend	\$100,000



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DUI LABOR DAY

CAMPAIGN OBJECTIVE

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

PRIMARY TARGET AUDIENCE

- Adults 18-34
- Adults 18+

CAMPAIGN PARAMETERS

TIMING

August 16 - September 2, 2013 (Labor Day)

COMMUNICATION CHANNELS

- Radio
- Television
- Internet

MEDIA STRATEGY

Utilized television as the primary medium (broadcasts & cable) supported by placements of the :30 TV spot across digital channels within content most likely to be consumed by the target. Traditional radio was also used to gain frequency.

MEDIA TACTICS

Medium	Programming
Television	Place television spots primarily in primetime programming and sports (close to 60%).
<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's television Labor Day buy was made up for in this year's campaign plus additional no charge spots were negotiated due to DPS non-profit status equating to \$20,160 in added value</i>
Radio	Placed ads on stations where ratings indicate Adults 18-34 are most likely to be listening, such as country and adult alternative formatted stations.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Estimated added value: \$14,427 (671 spots)</i>
Internet	Purchased ad placements across digital channels including: Facebook (text ads), YouTube, Hulu & Xfinity (video), Pandora (audio) and Jumptap (mobile) to expand the reach of the campaign in recognition that these channels have greater usage by younger adults.



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FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Adults 18-34	81.7%	6.7
Adults 18+	67.2%	7.1

CAMPAIGN COSTS

Budget	\$120,000
TV Spend	\$28,338
Radio Spend	\$35,572
Internet Spend	\$14,336
Media Planning, Buying and Management; plus Creative Development	\$21,494
Total Spend	\$99,770.46

CLICK IT OR TICKET THANKSGIVING

CAMPAIGN OBJECTIVE

The ultimate goal of this campaign is to remind Vermonters of the importance of occupant protection, specifically using seat belts, during the busiest travel holiday of the year.

PRIMARY TARGET AUDIENCE

- Men 18-34
- Adults 18+

CAMPAIGN PARAMETERS

TIMING

November 15 – December 2, 2013



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COMMUNICATION CHANNELS

- Radio
- Television
- Internet

MEDIA STRATEGY

Utilized television as the primary medium to reach the target audience supported by placements of the TV spot on-line within YouTube and Hulu channels. Traditional radio was also used to gain frequency supported by spots on Pandora (on-line radio). The campaign supplemented traditional broadcast media with text ads on the Facebook social media platform, ad placements on the Google ad network, specifically YouTube, and video ads on Hulu. The strength of Hulu is that it is used frequently by 18-to-34-year-olds, the primary demo for this campaign.

MEDIA TACTICS / CAMPAIGN COSTS

Medium	Programming
Television	Placed television spots primarily in primetime programming on both broadcasts & cable channels. Approximately 67% of the GRP's for this buy were in primetime.
<i>Est. Added Value</i>	<i>Any under delivery of gross rating points from last year's television buy was made up for this year's campaign consequently resulting in 760 no charge spots with an estimated \$11,400 in added value</i>
Radio	Concentrated radio spots on stations where ratings indicate men 18-34 are most likely to be listening, such as country and adult alternative formatted stations supported by spots geographically and demographically targeted on Pandora.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Total value: \$20,935 (821 spots)</i>
Internet	Made text ad placements on Facebook to reinforce messaging, to generate awareness of the CIOT initiative. Utilized YouTube and HULU to gain exposure of the :30 video spot across those channels. These two channels generated over 91,000 views of the spot.



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FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Men 18-34	94.2%	8.8
Adults 18+	63.4%	18

CAMPAIGN COSTS

Budget	\$75,000
Television Spend	\$33,748
Radio Spend	\$21,621
Internet Spend	\$8,749
Media Planning, Buying and Management to-date (reconciliation in progress)	\$9,455
Total Spend	\$73,573

DUI HOLIDAY

CAMPAIGN OBJECTIVE

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

PRIMARY TARGET AUDIENCE

- Adults 18-34
- Adults 18+

CAMPAIGN PARAMETERS

TIMING

December 13-January 2

COMMUNICATION CHANNELS

- Television
- Radio
- Internet



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MEDIA STRATEGY

Utilized television as the primary medium (broadcast & cable) to reach the target audience supported by placements of the :30 TV spot across digital channels. This campaign also includes traditional radio, however, a greater share of the buy has been allocated to on-line, more than any previous DUI holiday campaign.

MEDIA TACTICS

Medium	Programming
Television	Placed television spots primarily in primetime programming (54%) with program insertions such as X Factor Finale, Big Bang Theory, American Country Music Awards, and Bruins Hockey.
<i>Est. Added Value</i>	<i>Spots were negotiated for under-delivery of audience for previous campaign and additional television spots were negotiated at no charge due to DPS non-profit status. Total estimated value: over \$45,000 (1544 spots across broadcast & cable)</i>
Radio	Placed radio spots on stations where ratings indicate Adults 18-34 are most likely to be listening, such as country and adult alternative formatted stations.
<i>Est. Added Value</i>	<i>Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports, and special programming. Total estimated value: \$30,000 (over 1,000 :30 and :10 spots)</i>
Internet	<p>Purchased impressions through YouTube, HULU, Pandora, Jumptap (mobile), and Xfinity to expand reach of the :30 spot to the younger adult market recognizing that these channels have increased usage by the target. More impressions were requested specifically targeted to the Northeast Kingdom.</p> <p>Additionally, impressions were purchased on Northeast Sports Network (NSN), which features local high school and college sports, to reach young adults with a special focus in the Northeast Kingdom.</p>

FREQUENCY OF MESSAGE

Demo	Reach	Frequency
Adults 18-34	95.6%	12.5
Adults 18+	68.8%	19.6



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CAMPAIGN COSTS

Budget	\$142,500
Television Spend	\$57,619
Radio Spend	\$37,073
Internet Spend	\$26,750
Media Planning, Buying, and Management; plus Creative Development (campaign still in progress)	\$21,058
Total Spend	\$142,500

SUMMARY: MEASURES OF SUCCESS

Every media campaign placed by HMC in 2013 for the Department of Public Safety attained or exceeded media reach goals set in the SOWs.

On behalf of the State of Vermont, HMC is pleased to report that we have negotiated a total of \$210,950 worth of additional spots and on-air mentions to support the various campaign initiatives in 2013.