

Vermont Agency of Transportation  
Office of Highway Safety  
2018 Annual Report



# Operations and Safety Bureau

## Contents

Message from the Governor’s Representative Vermont Agency of Transportation .....	4
Contact Information.....	5
Office of Operations and Safety Bureau.....	5
Assessment of State Programs.....	6
Core Performance Measures .....	6
Performance Targets/Measures .....	8
Goals.....	8
Core Outcome Measures (C) .....	8
Goal C1: Number of Traffic Fatalities (FARS2).....	8
Goal C2: Serious Injury Crashes (VTrans Crash Database).....	11
Goal C3: Fatalities/VMT3.....	14
Goal C4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)...	15
Goal C5: Alcohol-Impaired Driving Fatalities .....	17
Goal C6: Speed-Related Fatalities (FARS).....	19
Goal C7: Motorcyclist Fatalities (FARS) .....	21
Goal C8: Number of un-helmeted motorcyclist fatalities (FARS).....	24
Goal C9: Drivers Age 20 or Younger Involved in Fatal Crashes.....	26
Goal C10: Pedestrian Fatalities (FARS).....	28
Goal C11: Bicycle Safety Performance Measures: .....	30
Core Behavior Measures (B) .....	33
Goal B1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) .....	33
Activity Performance Measures (A).....	36
Goal A1: Seat Belt Citations made during grant-funded enforcement activities (SHSO Performance Charts) .....	36
Goal A2: Impaired Driving Arrests made during grant-funded enforcement activities (SHSO Performance Charts) ..	38
Goal A3: Speeding citations issued during grant-funded enforcement activities (SHSO Performance Charts) .....	40
High Visibility Enforcement.....	44
(b) Program Area Analysis.....	47
Occupant Protection Program Area.....	47
<i>Click It or Ticket</i> (Day and Night) National Mobilizations, Ongoing and Periodic Seatbelt and Child Passenger Restraint Enforcement and Support Equipment.....	47
Countywide Safe Highway Accident Reduction Program (SHARP).....	49
Child Passenger Safety Statewide Program.....	53
Road Users Group Statewide Program .....	54

## Operations and Safety Bureau

Vermont Highway Safety Alliance (VHSA): Partnership for Education and Outreach .....	56
Annual Safety Belt Survey .....	58
State Traffic Safety Information System Improvements .....	60
AOT Crash Data Reporting System .....	60
EMS Statewide Incident Reporting Network (SIREN) .....	60
DPS e-Citation Implementation .....	62
Traffic Records Program Coordinator .....	65
Impaired Driving Countermeasures.....	67
High Visibility Alcohol Enforcement and Support Equipment.....	67
Impaired Driving Project Manager .....	71
Countywide Safe Highway Accident Reduction Program (SHARP).....	72
Vermont Police Academy Impaired Driving Training Coordinator .....	75
Impaired Driving Training Programs (DRE, ARIDE, SFST) .....	76
<b>Statewide 24/7 Program</b> .....	78
<b>Judicial Outreach Liaison</b> .....	79
DUI Court Windsor .....	79
DUI Court Implementation – Statewide - Vermont Law School .....	80
Traffic Safety Resource Prosecutors (TSRP) .....	81
Forensic Laboratory Support Program.....	82
Impaired Driving Summit .....	83
Distracted Driving .....	84
Distracted Driving Education .....	84
Youth Safety Council of Vermont (YSC).....	84
Motorcycle Program .....	85
State Motorcycle Rider Education Program.....	85
Law Enforcement Support .....	88
Law Enforcement Liaisons.....	88
Crash Reconstruction Support .....	91
Vermont State Police In-Car Camera Project.....	92
Work Zone Safety.....	92
<b>Highway Safety Program Coordinators</b> .....	93
Speed Enforcement.....	94
Community Educational Programs .....	95
Local Law Enforcement Community Education Programs .....	95

## Operations and Safety Bureau

Local Motion Safe Streets Coalition .....	97
Vermont State Police Educational Program.....	98
Community Justice Network for Vermont (CJNVT) Safe Driving Program.....	100
Youth Safety Council of Vermont (YSC).....	101
Workplace Traffic Safety Program .....	102
Community Programs Coordinator .....	103
DUI Court Judicial Education Relating to Highway Safety Strategies (Pilot).....	104
Teen Driver Educator Summit.....	105
Law Enforcement & State and Local Partners Highway Safety Training Programs .....	106
Lifesavers Highway Heroes Awards (Renamed Governor’s Highway Safety Awards).....	106
Attitude Survey .....	107
Paid Media .....	109
Alcohol and Impaired Driving.....	109
Sports Marketing Campaign.....	109
Strike Out Drugged Driving Campaign .....	110
Super Bowl Impaired Driving .....	110
School Bus Safety .....	111
Holiday – Impaired Driving.....	112
Impaired Driving (Alcohol & Marijuana) .....	114
Prescription Drug Impaired Driving .....	116
Alcohol Impaired Driving.....	117
Occupant Protection - National <i>Click It or Ticket</i> May Mobilization.....	118
National Click It or Ticket Thanksgiving Holiday .....	119
Speed and Aggressive Driving Media Buy.....	119
Distracted Driving Media Buy .....	120
Public Information and Educational Material .....	120
Planning and Administration .....	122
SHSO Planning and Administration .....	122

## Message from the Governor's Representative Vermont Agency of Transportation



The Vermont Agency of Transportation (VTrans) promotes the “Toward Zero Deaths” philosophy, as we believe that one death on Vermont’s roads is too many. The Federal Fiscal Year 2018 Office of Operations and Safety Bureau Annual Report highlights the work of our many valued partners through the traffic safety initiatives and countermeasures outlined in the Highway Safety Plan.

We are proud of the work performed by our partners and we are thankful for their contributions toward promoting safe driving in Vermont. We further appreciate all the support provided by our regional partners at the National Highway Traffic Safety Administration, as well as our other federal partners.

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

Joe Flynn,  
Secretary of Transportation

## Contact Information

Agency of Transportation

Joe Flynn, Secretary of Transportation  
Governor's Representative for Highway Safety

---

Joe.Flynn@vermont.gov • Phone (802) 828-2657

## Office of Operations and Safety Bureau

Josh Schultz,  
VTrans Director of Operations and Safety Bureau  
Dill Building, Unit A  
2178 Airport Road  
Barre, VT 05641  
802-371-8133  
[Joshua.Schultz@vermont.gov](mailto:Joshua.Schultz@vermont.gov)

Bruce Nyquist,  
VTrans Manager of State Highway Safety Office (SHSO)  
Dill Building, Unit A  
2178 Airport Road  
Barre, VT 05641  
802-498-7125  
[Bruce.Nyquist@vermont.gov](mailto:Bruce.Nyquist@vermont.gov)

## Assessment of State Programs

### Core Performance Measures

All crash data considered for this report was complete as of 11/26/2018.

#### Data

The goals identified in this section were derived from the 2018 Governor's Highway Safety Plan. In those instances where 2018 data is not available, 2017 data was used in its stead. The data reviewed for each of the listed goals is set forth in a table. The evaluation is based on a five-year moving average consistent with the Strategic Highway Safety Plan.

The elements of a crash (accident) as defined in 23 V.S.A §1129 (b) are those in which a motor vehicle comes in contact with:

1. A person
2. Object; or
3. Another motor vehicle

All reportable crashes must have occurred on a public highway open to the general circulation of traffic.

A crash report must include at least one vehicle or unit that was involved in one of the three resulting harms: property damage only, injury or fatal. Property damage only crashes do not involve any injuries or fatalities and therefore are not included in the data. A fatal crash reportable to the National Highway Traffic Safety Administration (NHTSA) must have at least one fatality involved in a crash with a least one motor vehicle, in transport, and the death must occur within 720 hours of the initial crash.

This data has been collected, collated and analyzed and/or reviewed by the VTrans via the Fatality Analysis Reporting System (FARS) Analyst, the Office of Highway Safety Director and members of the SHSO staff<sup>1</sup>. This team ensures accurate and informative reporting is provided. This team has also been successful in getting all law enforcement agencies in the state to use Vermont's electronic reporting system "Web Crash" for submitting motor vehicle crash reports.

Generally, April is the cut off month used for annual reporting for the previous calendar year. This procedure is communicated to law enforcement annually to ensure that VTrans has received all the previous calendar year data and that this information is entered into Web Crash. However, there are instances where the crash reports may not be submitted within this timeframe. If a late

---

<sup>1</sup> At the time of the Annual Report compilation, the national FARS data available is from the prior year (2017). Any 2018 state data cited is current at the time of the report.

## Operations and Safety Bureau

report is received, Web Crash is built to not reject a law enforcement report, regardless of when the information is submitted. This will explain the discrepancies in the yearly counts from report year to report year.

## Performance Targets/Measures

[From The National Fatality Analysis Reporting System (FARS) database as of December 2018]

### Goals

#### Core Outcome Measures (C)

##### Goal C1: Number of Traffic Fatalities (FARS2)

Goal: To decrease traffic fatalities by .83 percent from the five-year average of 60.4 in 2011 - 2015 to a five-year average of 58.0 by December 31, 2018.

#### Evaluation/Progress

Vermont saw a decrease in fatalities from 67 in 2017 to 62<sup>2</sup> in 2018; the rate has decreased 4.91%. Vermont achieved our established goal of reducing our traffic fatalities by .83 percentage to a five-year average of 58 fatalities. SHSO will continue its efforts to reduce our fatality rate by focusing its efforts in the following areas:

1. Alcohol and Drug-Impaired Driving;
  - Increasing education efforts and awareness
  - Enhancing detection, apprehension and prosecution capabilities
  - Bolstering prevention, intervention, communication and outreach efforts
  - Enhance the awareness to target groups on the inherent dangers of underage drinking and driving
2. Seat Belts and Child Restraints
  - Continued educational efforts promoting seatbelt compliance
  - Communication and outreach
3. Speeding and speed management
  - Data collection and analysis using e-Ticket information
  - Enhanced and specialized speed reduction programs
  - Communication and outreach

4. Distracted and Drowsy Driving
  - Communication, education and outreach
  - Enhanced law enforcement preventative actions and activities
5. Motorcycle Safety
  - Communication, education and outreach
  - Motorcycle awareness and education
  - Continued support of helmet law
6. Younger Drivers
  - Strengthen the VT graduated licensing law (GDL) for young drivers
  - Expand and incentivize initial driver education and advanced skills training
  - Provide resources and training opportunities to parents of young drivers
  - Create outreach programs targeting the 21 to >25 age group through colleges, employers, and other resources
  - Continue to research statistics, trends, and legislation that can help improve understanding of the culture and mindset of young drivers
  - Mandate driver education for all novice drivers under age 25
7. Older Drivers
  - Increase education and outreach to older drivers
  - Continue improving infrastructure to meet the needs of all roadway users
  - Develop and implement programs to increase public understanding and enforcement of driving with diminished skills
  - Continue to research statistics, trends, and legislation for older drivers
8. Bicycle and Pedestrian
  - Improve bicyclist and driver understanding and education of how to properly share the road
  - Continue to implement and promote “Complete Streets” policies and traffic calming measures that consider bicyclist early in the design phase of changes to the built environment
  - Educate municipalities about the guidelines and opportunities that exist to create safer communities for bicyclists

## Operations and Safety Bureau

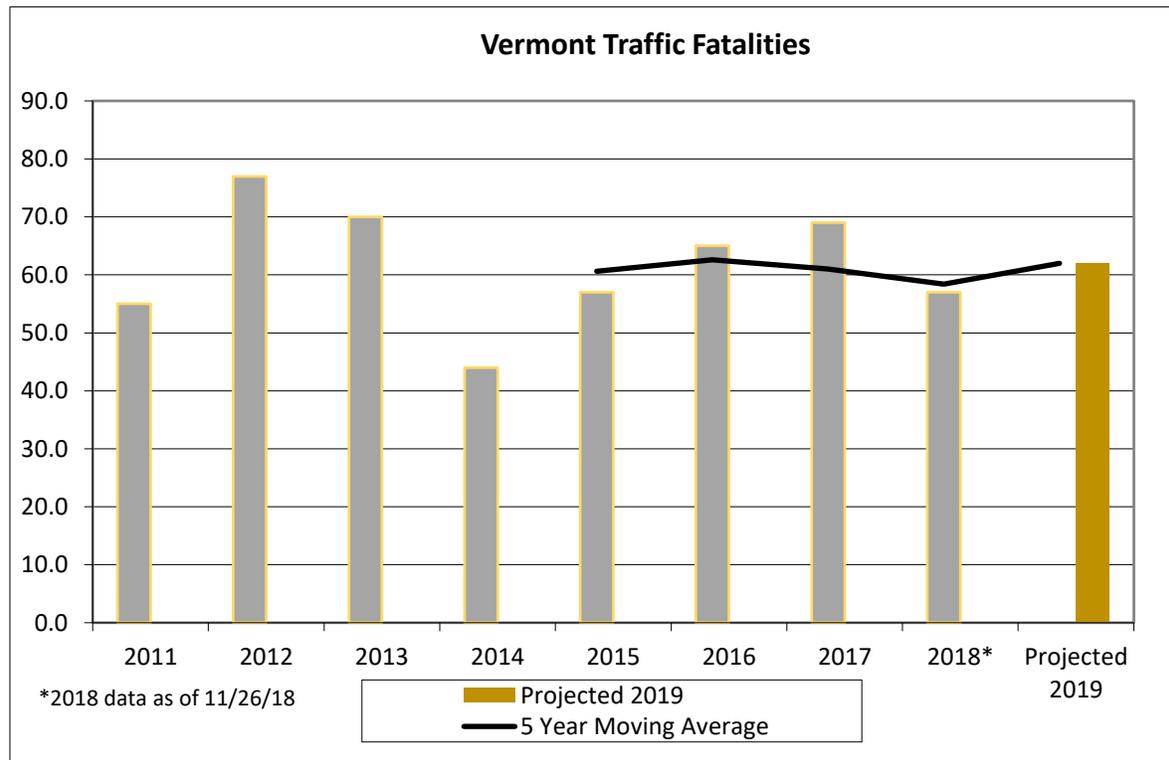
- Implement and promote educational programs for bicyclists regarding proper equipment and safe riding in traffic including commuter programs and Safe Routes to School
- Enhance education and increase enforcement of improper bicycling and aggressive or harassing behavior on the part of motorists

### Vermont Traffic Fatalities

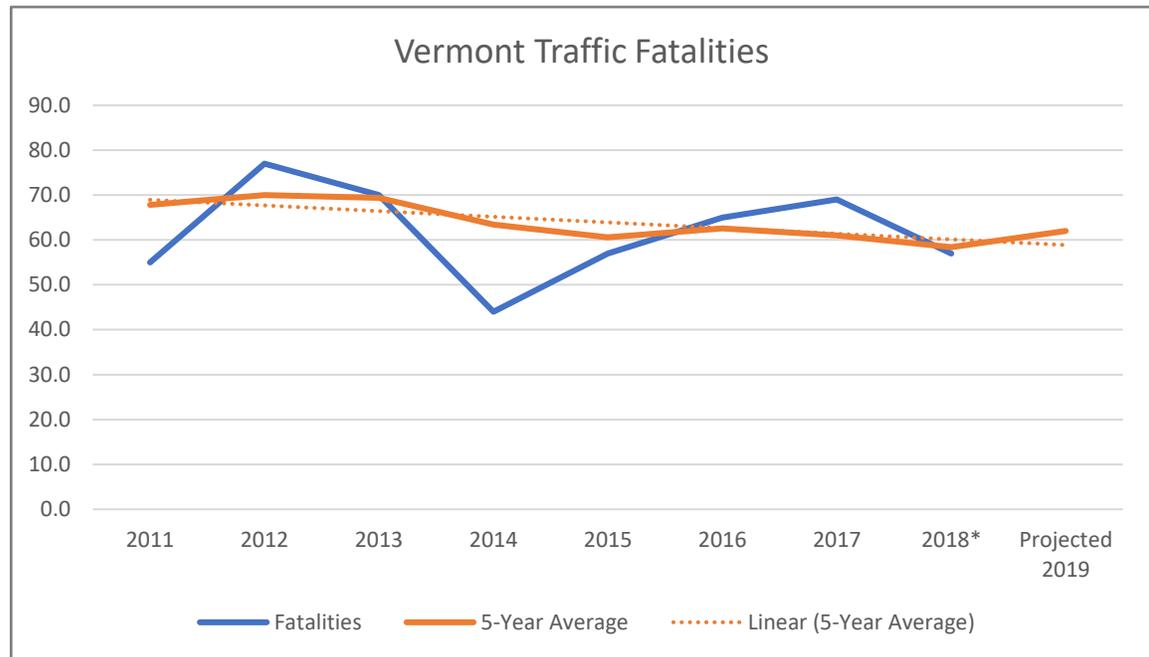
Year	Fatalities	5-Year Average
2011	55.0	67.8
2012	77.0	70.0
2013	70.0	69.4
2014	44.0	63.4
2015	57.0	60.6
2016	65.0	62.6
2017	67.0	60.6
<b>Projected 2018</b>	<b>57.0</b>	<b>58.04</b>

Projection for 2019: 62

### Vermont Traffic Fatalities



Used trend line to determine projection.



Goal C2: Serious Injury Crashes (VTrans Crash Database)<sup>3</sup>

Goal: To decrease serious injury crashes 4.3 percent from the five-year average of 318.4 in 2011-2015 to a five-year average of 290 by December 31, 2018.

Evaluation/Progress

Vermont succeeded in surpassing its target goal for 2018 of 318.4 by reporting 225 serious injury crashes for an overall decrease of 13.43 percent from the previous year. Vermont Law Enforcement as well as our other Highway Safety partners have put forth extraordinary effort in areas such as education, speed enforcement, impaired driving enforcement and occupant protection which all contributed to the overall reduction of serious traffic injuries. SHSO will continue its efforts to sustain/or reduce our serious traffic injury rate by focusing its efforts in the following areas:

1. support partnerships with enforcement, engineering, education and emergency responders;
2. enhance Vermont’s emergency medical services capabilities;

<sup>3</sup> In drafting the current year’s response, it was discovered that in previous years fatalities had been inadvertently included within the category of serious injuries. This has been corrected for the current reporting year by excluding fatalities consistent with Vermont Crash Reporting Requirements.

## Operations and Safety Bureau

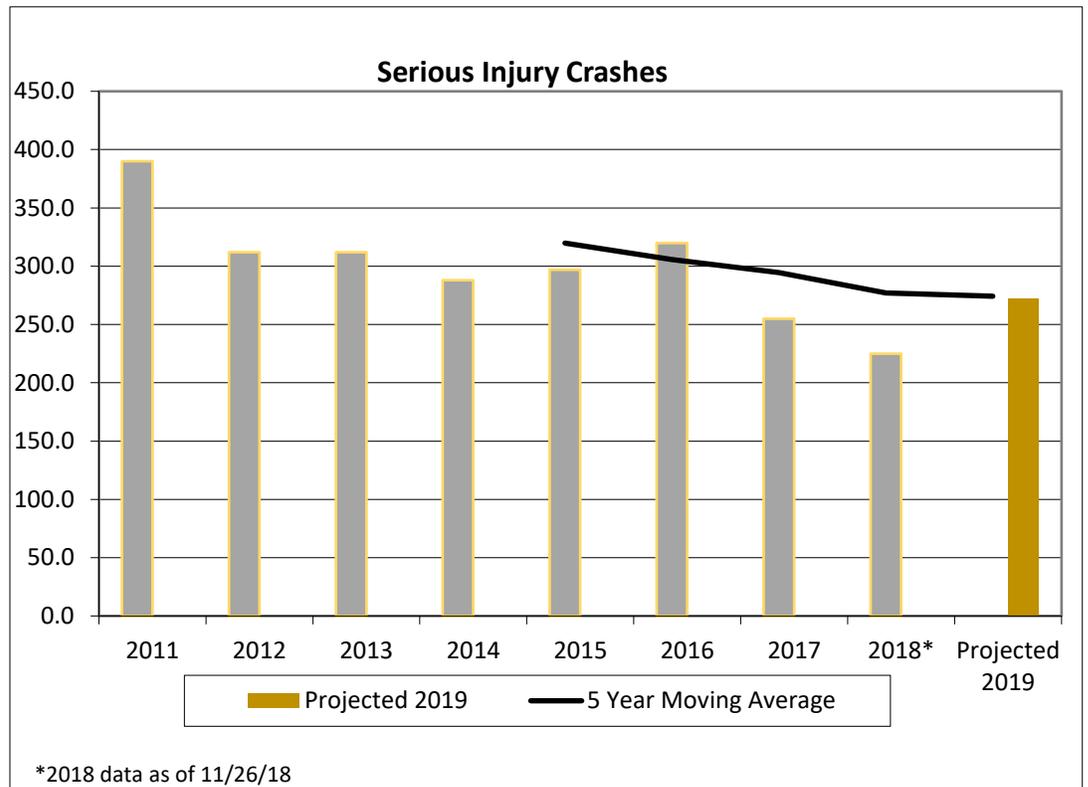
3. improve the timeliness of EMS response and transport; and
4. create a culture of safety associated with emergency vehicle operation and emergency scene response.

### Serious Injury Crashes

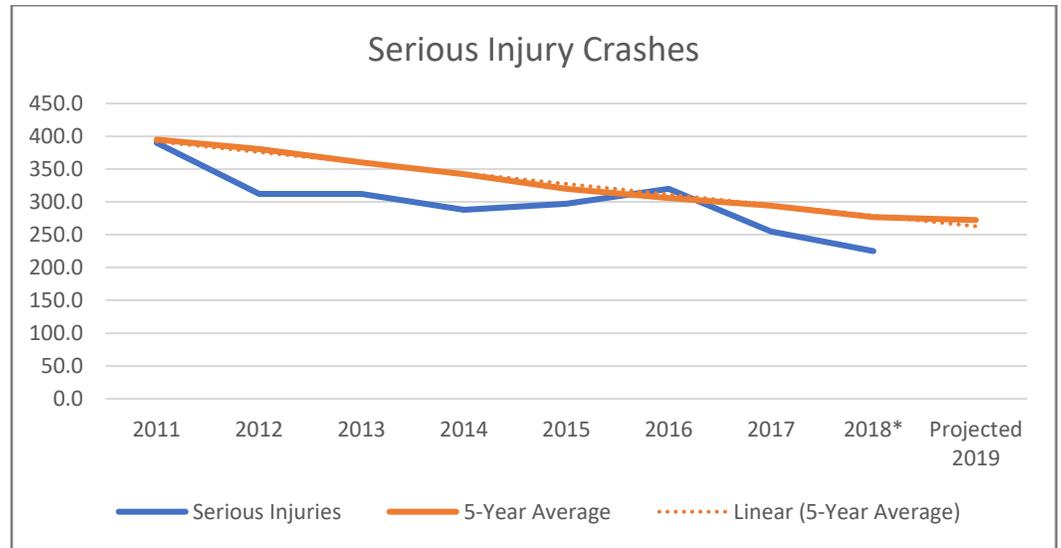
Year	Serious Injury Crashes	5-Year Average
2011	368.0	386.8
2012	334.0	376.6
2013	322.0	358.4
2014	278.0	338.6
2015	297.0	319.8
2016	318.0	309.8
2017	222.0	287.4
<b>Projected 2018</b>	<b>225</b>	<b>277.0</b>

2019 Projection: 272.3

### Serious Injury Crashes



Source: SOV Web Crash Database. A serious injury crash or major crash is defined by Vtrans as a fatal or incapacitating injury crash.



Goal C3: Fatalities/VMT3

Goal: To reduce fatalities per 100 million vehicle miles travelled by .01% from the five-year average of 0.84 in 2011 – 2015 to a five-year average of 0.83 by December 31, 2018.

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

Evaluation/Progress

Vermont’s 2011-2015 five-year average of 0.84% is reflective of the most current data available as of this writing. When the data becomes available from FARS, SHSO will make the substitution. SHSO will continue its efforts to reduce our fatality rate per vehicle miles traveled by focusing its efforts in the following areas:

1. to educate the public on the dangers of speed;
2. the utilization of aggressive media messaging;
3. the creation of designated speed corridors on local and rural roads;
4. the continuation of designated speed corridors on our interstate highways; and
5. aggressive national and local enforcement mobilizations.

Preliminary Source: AOT Crash Database; Final Source: FARS

Year	Fatalities			Rates					
	Urban	Rural	Total Fatalities	Urban	5-Year Average	Rural	5-Year Average	Rate Total	5-Year Average
2011	13	42	55	0.70	0.56	0.8	0.99	0.77	0.92
2012	14	63	77	0.75	0.68	1.18	1.04	1.07	0.96
2013	14	55	70	0.75	0.69	1.05	1.04	0.98	0.95
2014	6	38	44	0.29	0.68	0.76	0.96	0.62	0.88
2015	6	51	57	0.29	0.56	0.97	0.95	0.78	0.84
2016	17	47	65	0.80	0.58	0.90	0.97	0.87	0.86
2017	15	49	64	0.65	0.56	1.04	0.94	0.94	0.84
<b>Projected 2018*</b>	4	53	57						

\*2018 Annual VMT not available at the time of this report

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

**Goal:** To decrease unrestrained passenger vehicle occupant fatalities 4.0 percent from the five-year average of 23 in 2011 - 2015 to a five-year average of 22 by December 31, 2018.

#### Evaluation/Progress

The 2018 five-year moving average of 21 is an 8.69% decrease from the 2015 five-year moving average of 23. The trend line is showing a slight increase from a relatively stable five-year moving average. There is a statistical disparity between the number of actual unrestrained occupant fatalities and the results of the Vermont seatbelt compliance survey. Although the state is close to meeting its five-year average goal the number of unrestrained fatality occupants increased slightly from the previous year.

SHSO will continue its efforts to reduce our unrestrained passenger vehicle fatality rate by focusing its efforts in the following areas:

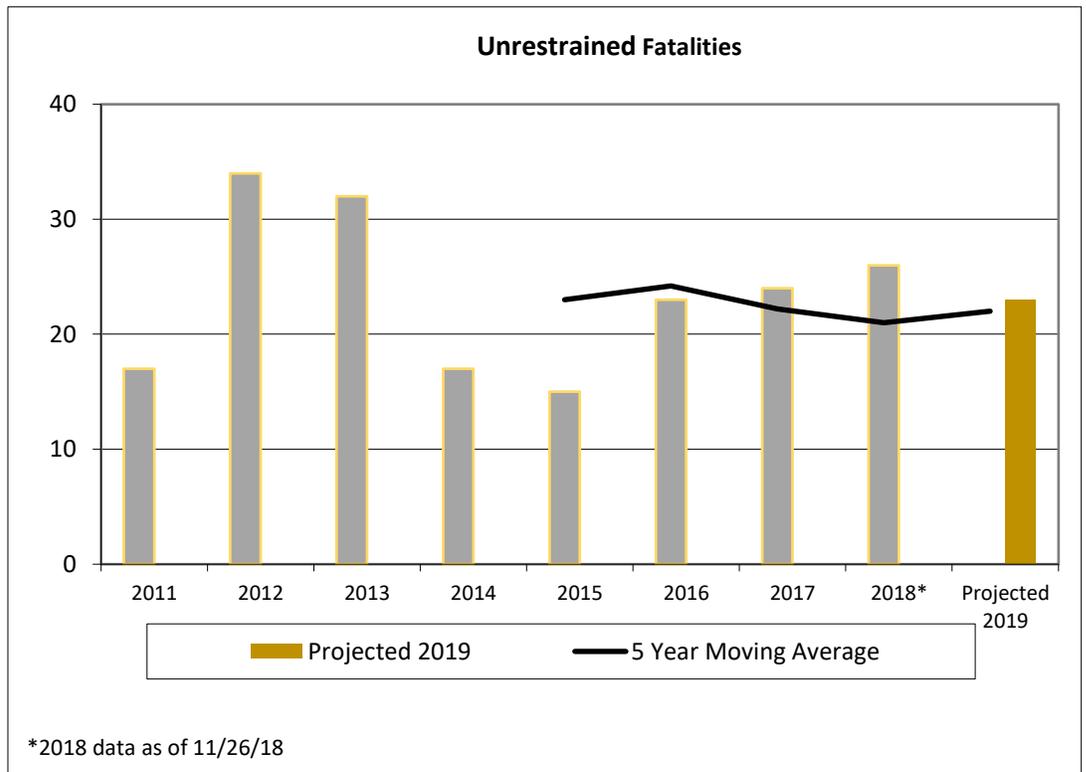
1. raise awareness of the importance of using seat belts and occupant protection for all users;
2. increase enforcement and strengthen safety belt laws in Vermont;
3. increase proper use and installation of child safety restraints;
4. strengthen child safety restraint use laws;
5. implement programs for consistent education for a wide range of stakeholders including motorists, parents, and schools;
6. implement programs that target at-risk demographics (such as 21-35-year-old males);
7. implement programs for occupant protection use on busses.

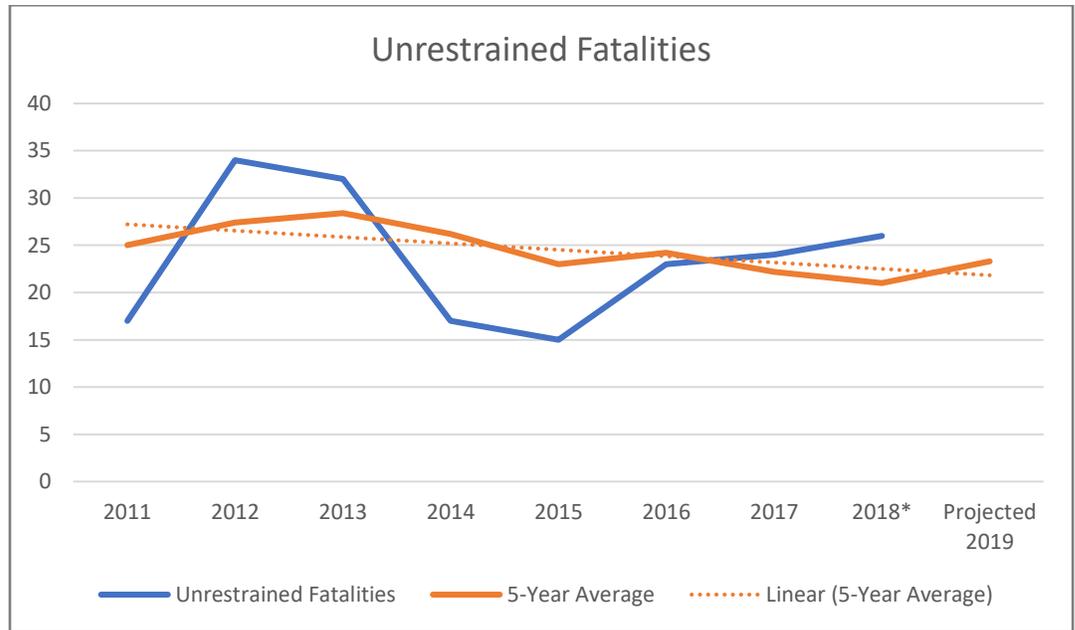
### Unrestrained Fatalities

Year	Unrestrained Fatalities	5-Year Average
2011	17	25.0
2012	34	27.4
2013	32	28.4
2014	17	26.2
2015	15	23.0
2016	23	24.2
2017	23	22.0
<b>Projected 2018</b>	<b>26</b>	<b>21.0</b>

2019 Projection: 23.3

### Unrestrained Fatalities





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

### Goal C5: Alcohol-Impaired Driving Fatalities

**Goal: To reduce alcohol-impaired driving fatalities 2.0 percent from the five-year average of 17 in 2011 - 2015 to a five-year average of 16 by December 31, 2018.**

#### Evaluation/Progress

Vermont achieved its goal of reducing the five-year moving average of 17 to a five-year average of 16 at the end of the current calendar year. The five-year average trend line has remained relatively constant. However, we saw a spike in the data for 2016 that we had not seen since 2012. Alcohol impaired driving fatalities in 2018 dropped below the five-year moving average. SHSO attributes this reduction to continued efforts in education, increased enforcement and media messaging. Also, SHSO will continue its efforts to reduce our Alcohol Impaired driving fatality rate by focusing its efforts in the following areas:

1. improve public awareness of what impaired driving is and its associated dangers;
2. regularly update and promote programs for consistent education for individuals and organizations charged with addressing impairment issues;
3. increase and enforce penalties for impaired driving with a streamlined approach to enforcement;

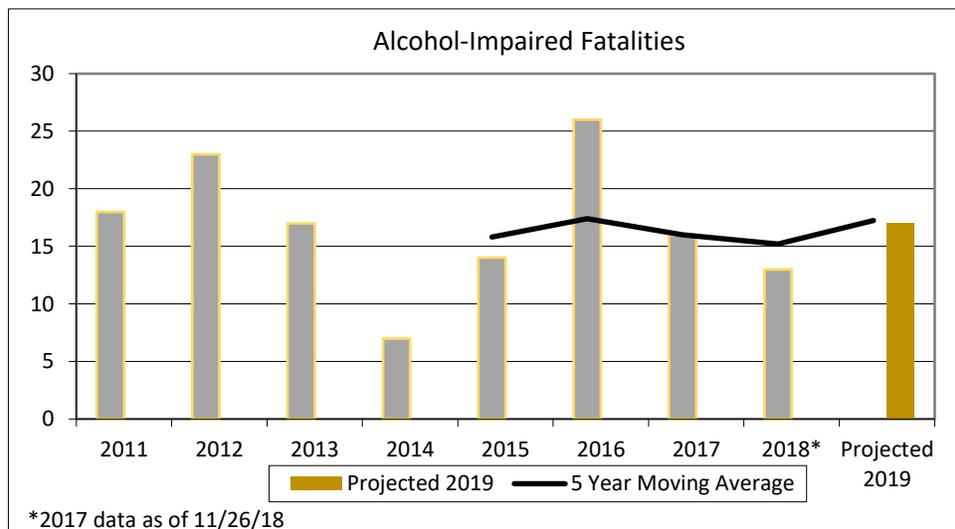
## Operations and Safety Bureau

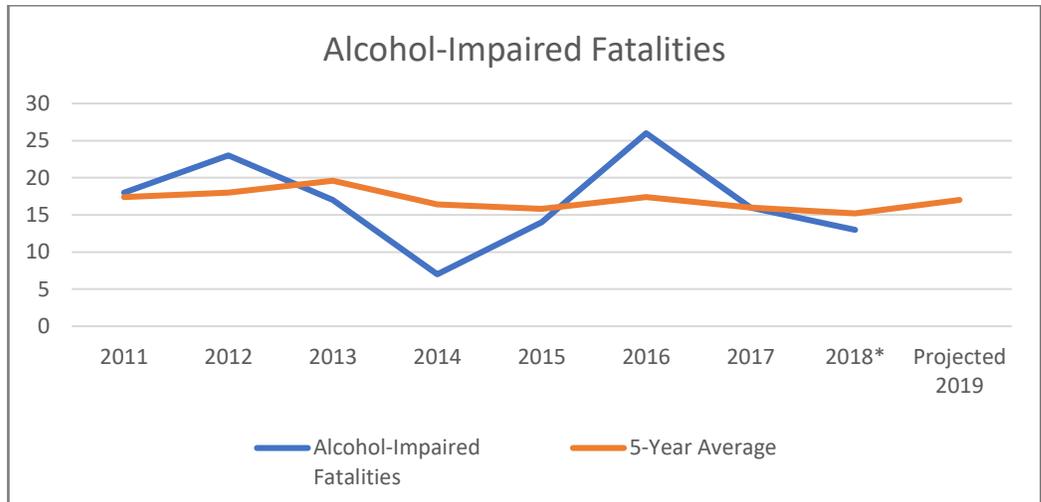
4. continue updating and implementing programs from impairment analysis and rehabilitation;
5. increase training for law enforcement officers to assist them in detecting incidents of Driving While Impaired by Drugs;
6. support a more efficient means of collecting evidentiary samples in Driving While Impaired by Drugs cases; and
7. support expansion of use of Ignition Interlock Devices by all DWI Alcohol offenders.

\*Used trend line to determine projection.

Year	Alcohol Impaired Fatalities	5-Year Average
2011	18	17.4
2012	23	18.0
2013	17	19.6
2014	7	16.4
2015	14	15.8
2016	26	17.4
2017	15	15.8
<b>Projected 2018</b>	<b>13</b>	<b>15.2</b>
2019 Projection: 17		

### Alcohol-Impaired Fatalities





Source: SOV Web Crash Database

### Goal C6: Speed-Related Fatalities (FARS)

Goal: To reduce speed-related fatalities by 4.0 percent from the five-year average of **21** from 2011 - 2015 to a five-year average of **20** through December 31, 2018.

### Evaluation/Progress

Vermont did not meet its established goal of 20 for the five-year average from 2011-2015. The five-year moving average in 2018 was 24.4, an increase of 18.44%. Although there was a marked increase in the five-year average, the actual number of speed-related fatalities reduced by 41.67% from 2017. It appears that the five-year average was significantly affected by high speed-related fatalities totals in 2016 and 2017. Vermont will adjust the 2019 Highway Safety Plan to better meet its performance targets as follows:

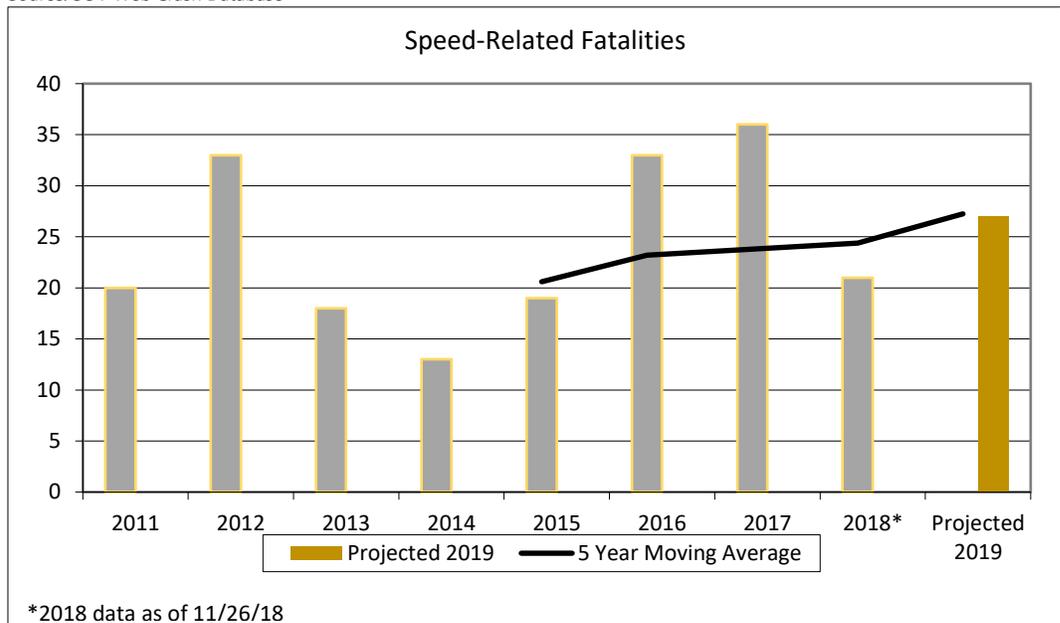
1. educate the public on the dangers of speed;
2. continued utilization of aggressive media messaging both earned and paid;
3. further utilization of designated speed corridors on local and rural roads;
4. further utilization of designated speed corridors on our interstate highways;
5. aggressive national and local enforcement mobilizations; and
6. utilization of data in deploying HVE resources (i.e. DDACTS).

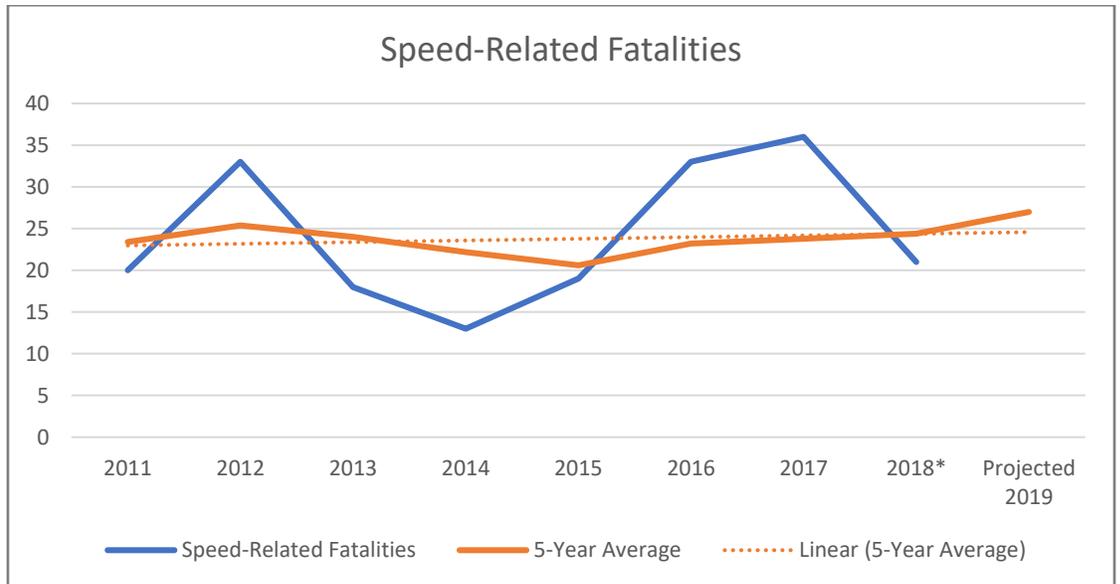
### Speed-Related Fatalities

Year	Speed-related Fatalities	5-Year Average
2011	20	23.4
2012	33	25.4
2013	18	24.0
2014	13	22.2
2015	19	20.6
2016	33	23.2
2017	30	22.6
Projected 2018	21	24.4
2019 Projection: 27		

### Speed-Related Fatalities

Source: SOV Web Crash Database





**Goal C7: Motorcyclist Fatalities (FARS)**

**Goal: To maintain the five-year average of 8.8 Motorcyclist Fatalities from 2011-2015 through December 31, 2018.**

**Evaluation/Progress**

Vermont did not meet its target of maintaining the five-year average of motorcyclist fatalities of 8.8 during calendar year 2018. The five-year average in 2018 was 9.8, an 11.36% increase. Although the state did not meet its goal of achieving an 8.8 motorcycle fatalities, fatalities were reduced from 2017 to 2018 by 46.15%. When working with such a small number of fatalities a percentage increase or decrease can be subject to a small change in base data; such as what Vermont demonstrated between 2017 and 2018. Vermont will adjust the 2019 Highway Safety Plan to better meet its performance targets as follows:

1. continuing to educate on Motorcycle awareness and Occupant Protection;
  2. a motorcycle assessment in Vermont is being planned;
  3. renewing our commitment to motorcycle safety programs;
  4. dangers of motorcycling and speed;
  5. educating the entire motoring public to be aware of motorcyclist on the road;
- and

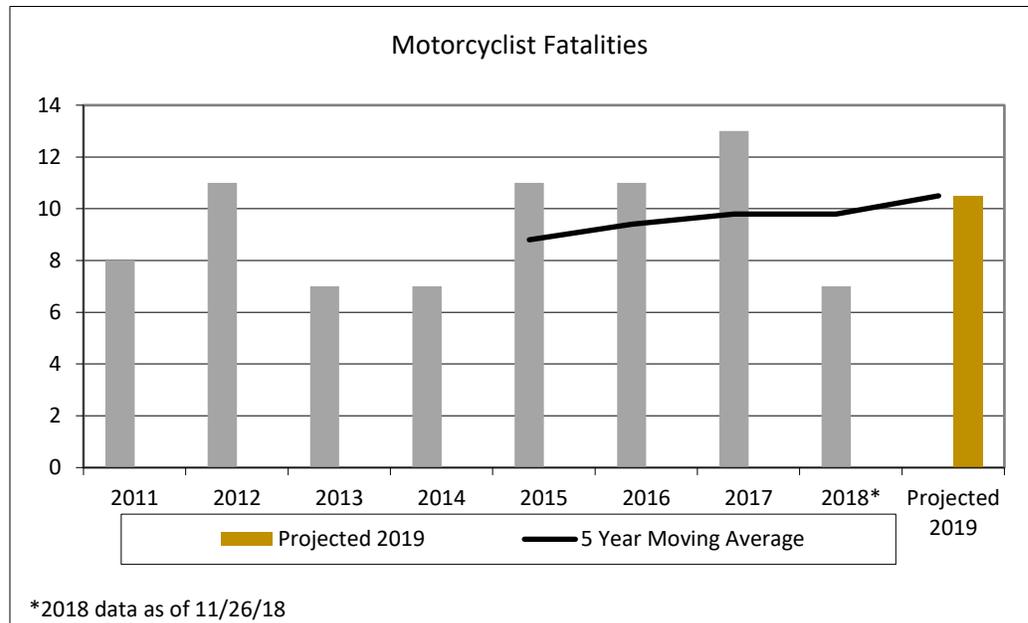
- 6. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Motorcyclist Fatalities

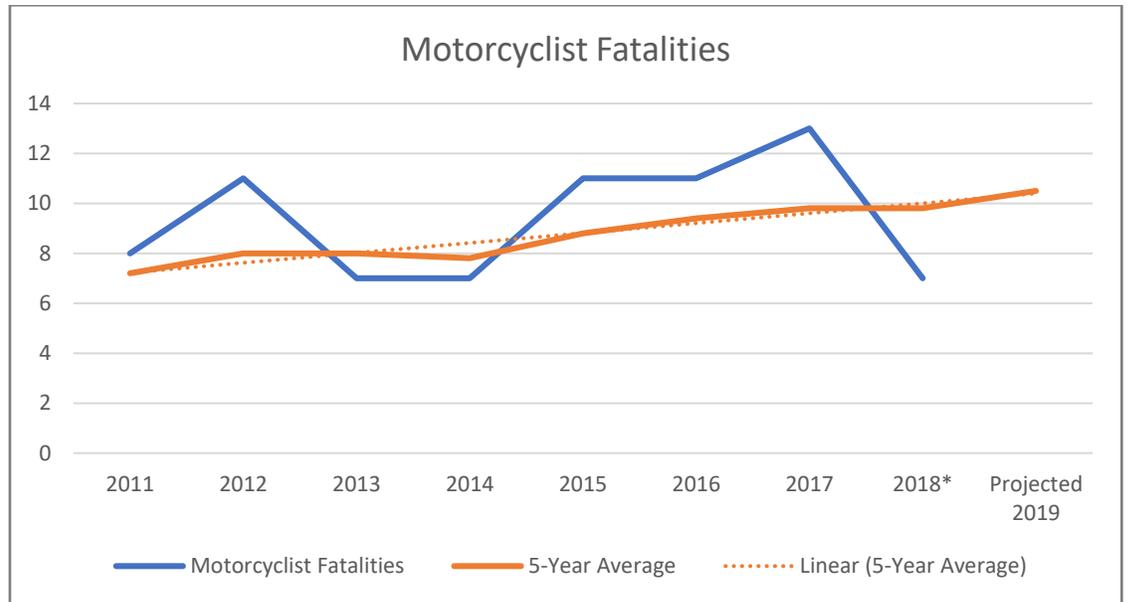
Year	Motorcyclist Fatalities	5-Year Average
2011	8	7.2
2012	11	8.0
2013	7	8.0
2014	7	7.8
2015	11	8.8
2016	11	9.4
2017	13	9.8
<b>Projected 2018</b>	<b>7</b>	<b>9.8</b>

2019 Projection: 10.5

Motorcyclist Fatalities



## Operations and Safety Bureau



Source: SOV Web Crash Database

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

Goal: To maintain the number of un-helmeted motorcyclist fatalities at the five-year average of 1.2 in 2011 - 2015 through December 31, 2018.

Evaluation/Progress

The five-year average was .80, a decrease of 33.33%. Although the five-year average was met, we will continue Vermont’s commitment to reducing number of un-helmeted motorcyclists fatalities to zero. The success in this reduction is attributed to aggressive media, educational outreach, and enforcement efforts. Since 2014 Vermont has not experienced more than 1 un-helmeted motorcyclist fatality per year. The SHSO will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY19. SHSO will continue its efforts to maintain a low un-helmeted motorcycle fatality rate by the following:

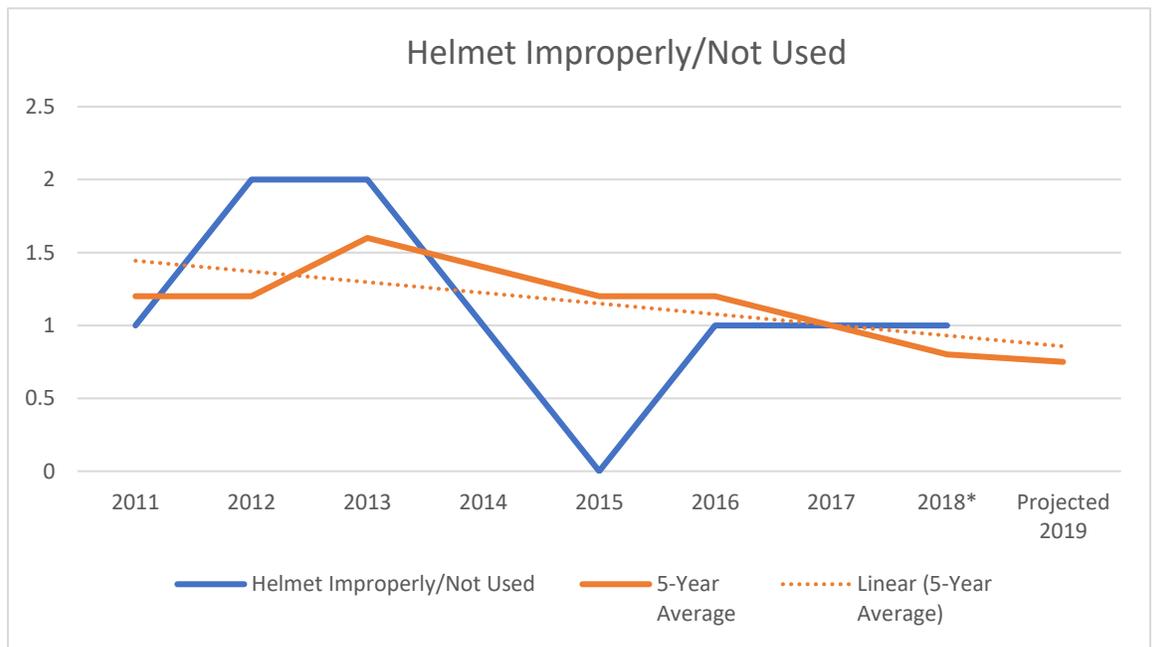
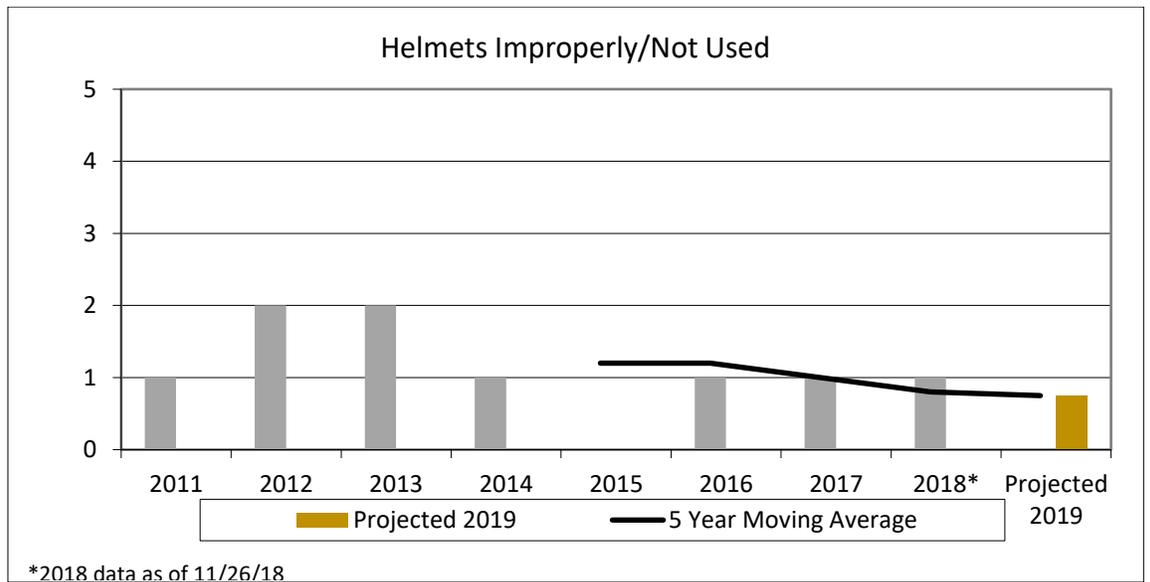
1. educating on Motorcycle awareness and Occupant Protection;
2. renewing our commitment to motorcycle safety programs;
3. dangers of motorcycling without a DOT approved helmet; and
4. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Helmets Improperly/Not Used

Year	Helmet Improperly/Not Used	5-Year Average
2011	1	1.2
2012	2	1.2
2013	2	1.6
2014	1	1.4
2015	0	1.2
2016	1	1.2
2017	1	1
<b>Projected 2018</b>	<b>1</b>	<b>.80</b>

2019 Projection: .80

Helmets Improperly/Not Used



Source: SOV Web Crash Database

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

Goal: To decrease drivers age 20 or younger involved in fatal crashes **45.94 percent** from the five-year average of 7.4 in 2011 - 2015 to a five-year average of **4.0** by December 31, 2018.

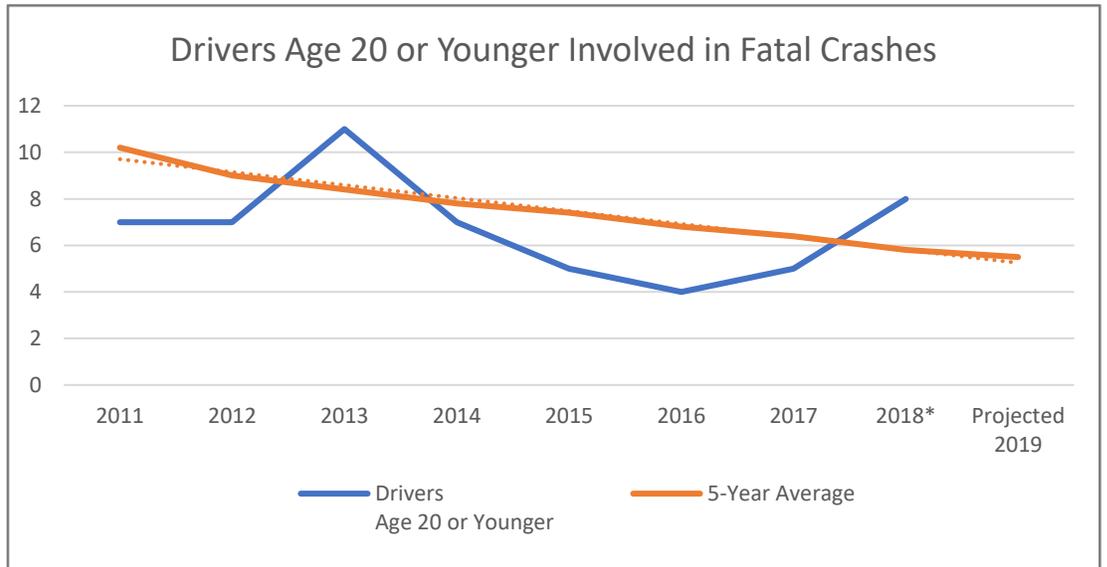
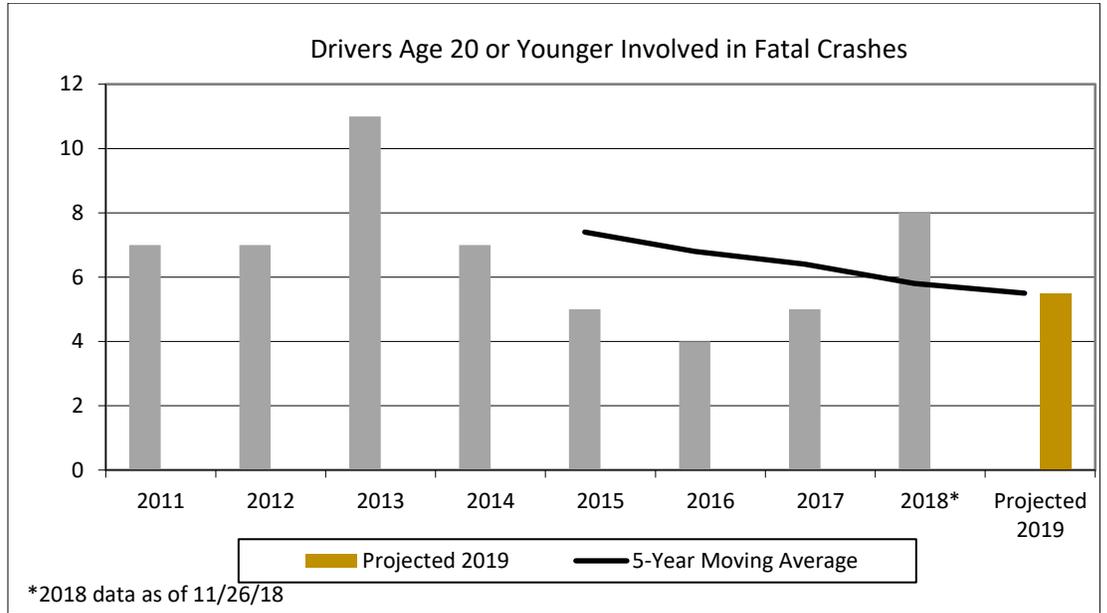
Evaluation/Progress

The five-year average in 2018 was 5.8 a 21.62% decrease, our goal of a 45.94% decrease was not met. Three more lives were lost in this age group in 2018 as compared to 2017. To meet our goal, we will continue with HVE, Occupant Protection education, Distracted Driving education, Impaired Driving education, Driver Educators Summits and supporting our Youth Safety Council project. SHSO will continue its efforts to decrease drivers age 20 or younger involved in fatal crashes rate by the following:

1. strengthen the VT graduated licensing law (GDL) for young drivers;
2. expand and incentivize initial driver education and advanced skills training;
3. provide resources and training opportunities to parents of young drivers;
4. create outreach programs targeting the 20 and younger age group through colleges, employers, and other resources;
5. continue to research statistics, trends, and legislation that can help improve understanding of the culture and mindset of young drivers; and
6. mandate driver education for all novice drivers under age 25.

Year	Drivers Age 20 or Younger involved in fatal crashes	5-Year Average
2011	7	10.2
2012	7	9.0
2013	11	8.4
2014	7	7.8
2015	5	7.4
2016	4	6.8
2017	5	6.4
<b>Projected 2018</b>	<b>8</b>	<b>5.8</b>

2019 Projection: 5.5



Source: SOV Web Crash Database

**Goal C10: Pedestrian Fatalities (FARS)**

Goal: To maintain the number of pedestrian fatalities at the five-year average of 5.6 in 2011-2015 through December 31, 2018.

**Evaluation/Progress**

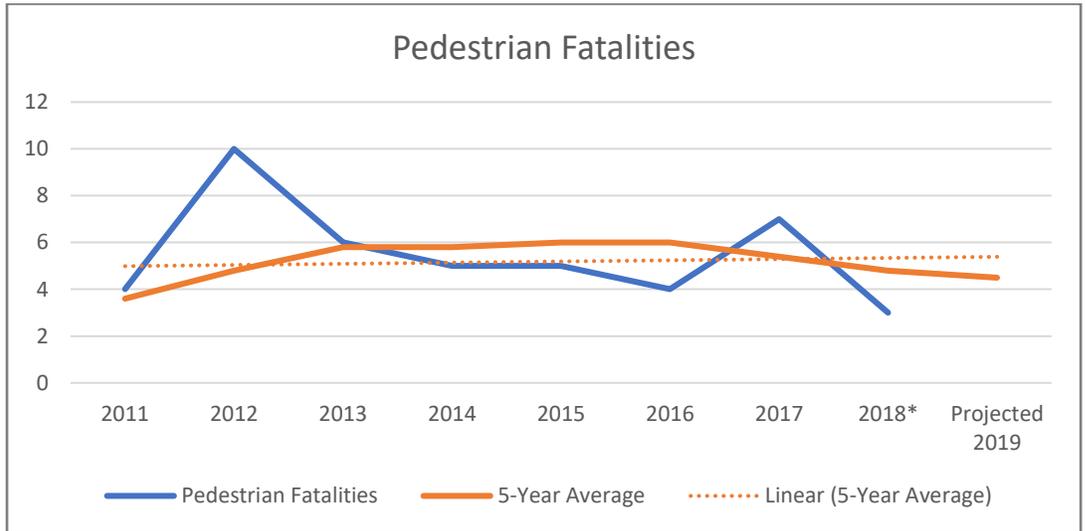
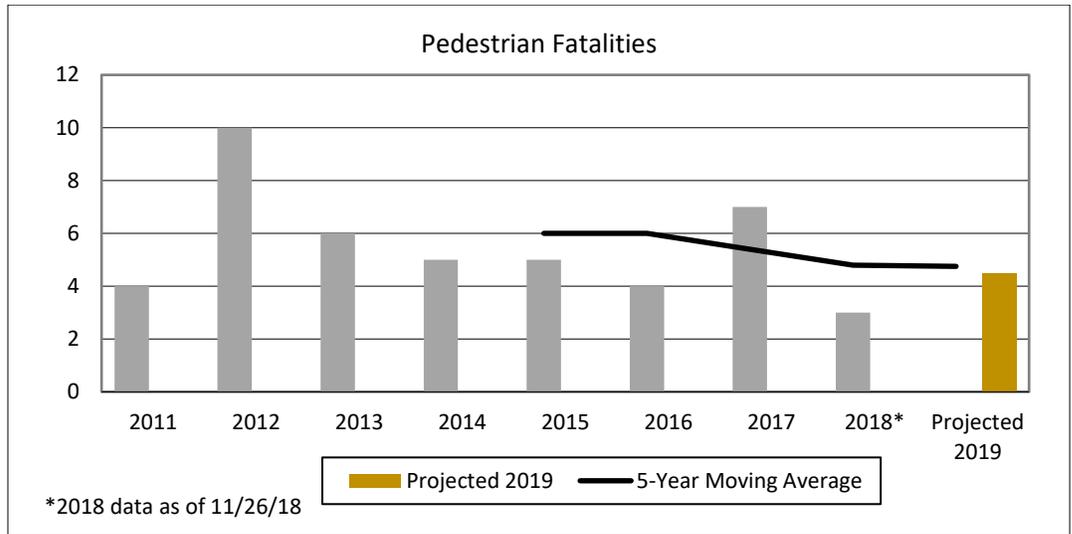
The State met its designated goal of maintaining the number of pedestrian fatalities. As of 2018 the five-year moving average is 4.8. However, the reduction in fatalities from 2017 to 2018 may possibly be a statistical anomaly. SHSO will continue its efforts not only to maintain but to reduce the pedestrian fatality rate by the following:

1. will continue to work with the VHSA for education and outreach;
2. continue to fund local motion, a member supported non-profit organization promoting people-powered transportation and recreation for healthy and sustainable Vermont communities; and
3. we have funded a Road Users Group to promote comprehensive pedestrian safety.

Year	Pedestrian Fatalities	5-Year Average
2011	4	3.6
2012	10	4.8
2013	6	5.8
2014	5	5.8
2015	5	6.0
2016	4	6.0
2017	7	5.4
<b>Projected 2018</b>	<b>3</b>	<b>4.8</b>

2019 Projection: 4.5

Pedestrian Fatalities



Source: SOV Web Crash Database

**Goal C11: Bicycle Safety Performance Measures:**

Bicyclist Fatalities C11a.

Bicyclist Crashes C11b.

Goal: To reduce the number of bicyclist fatalities by 2 percent from the five-year average of **0.8** in 2011 – 2015 to the five-year average .79 through December 31, 2018.

**Evaluation/Progress**

**Bicyclist Fatalities C11a.**

Although the five-year average for bicycle fatalities remains at 1.0 the State of Vermont has not experienced a bicycle fatality for the last two years. The five-year average is being driven by four fatalities that occurred in 2015. The reduction in fatalities over the last two years is due in part to aggressive work by advocacy groups focusing on education and operator awareness. The SHSO will continue its efforts to maintain a low bike fatality by the following:

1. improve bicyclist and driver understanding and education of how to properly share the road;
2. continue to implement and promote “Complete Streets” policies and traffic calming measures that consider bicyclist early in the design phase of changes to the built environment;
3. educate municipalities about the guidelines and opportunities that exist to create safer communities for bicyclists;
4. implement and promote educational programs for bicyclists regarding proper equipment and safe riding in traffic including commuter programs and Safe Routes to School; and
5. enhance education and increase enforcement of improper bicycling and aggressive or harassing behavior on the part of motorists.

**Bicyclist Crashes C11b.**

The five-year bicycle crash average in 2018 was 79.6, a 19.91% decrease. This reduction of the crash rate is due in part to an aggressive plan to reduce bicycle crashes with local bicycle advocacy groups continuing to conduct outreach and education and that work has shown in our statewide data. The SHSO will continue its efforts to maintain a low crash rate by the following:

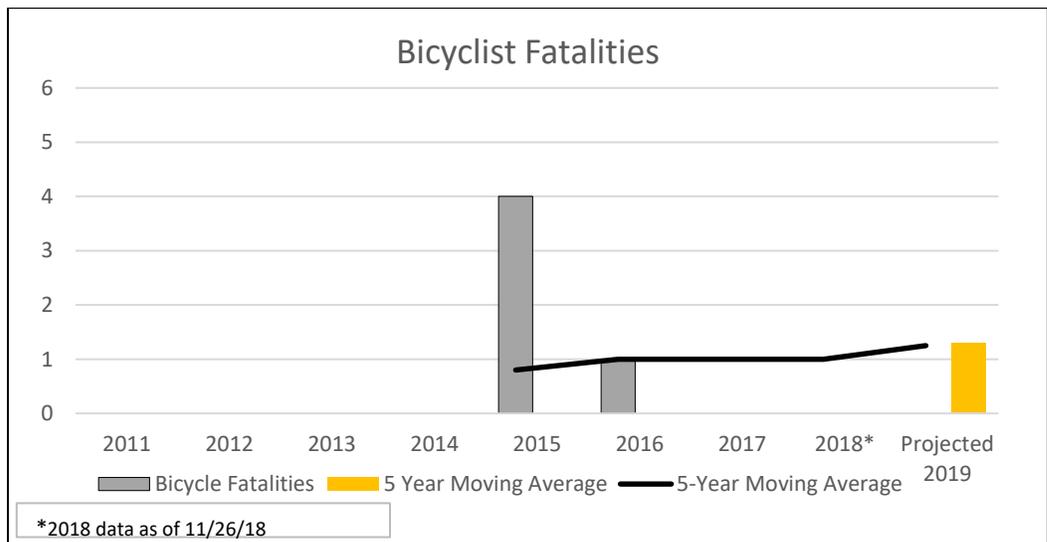
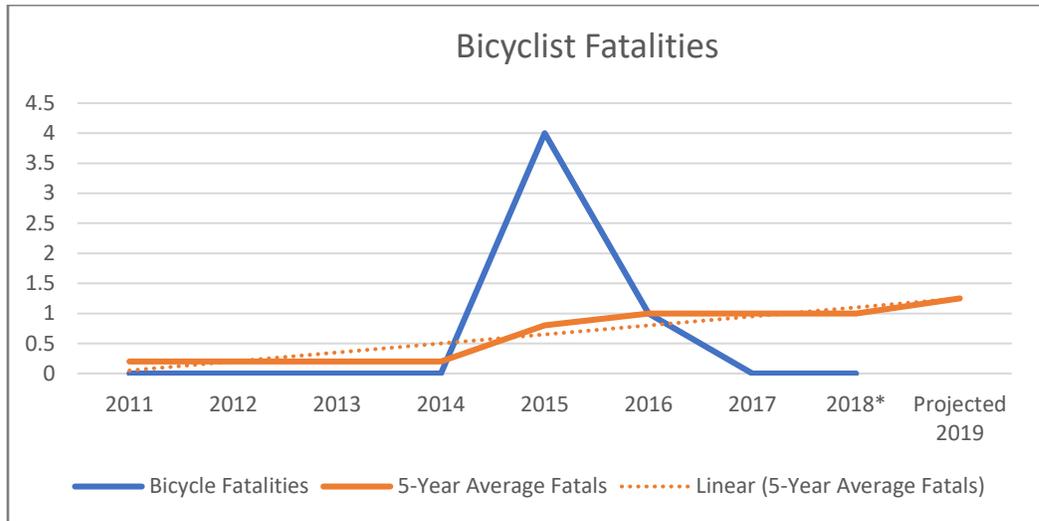
1. improve bicyclist and driver understanding and education of how to properly share the road;
2. continue to implement and promote “Complete Streets” policies and traffic calming measures that consider bicyclist early in the design phase of changes to the built environment;

## Operations and Safety Bureau

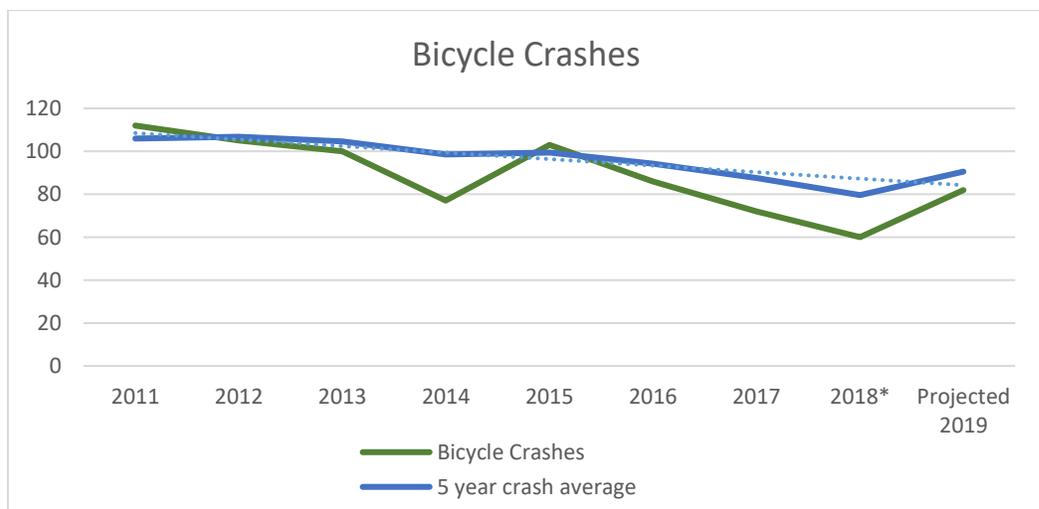
3. educate municipalities about the guidelines and opportunities that exist to create safer communities for bicyclists;
4. implement and promote educational programs for bicyclists regarding proper equipment and safe riding in traffic including commuter programs and Safe Routes to School; and
5. enhance education and increase enforcement of improper bicycling and aggressive or harassing behavior on the part of motorists.

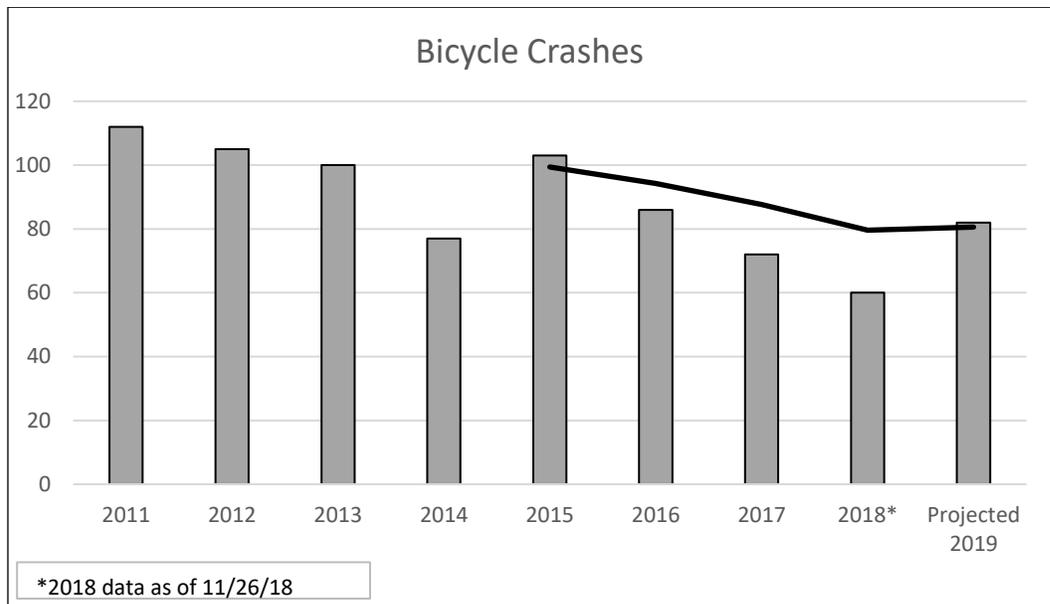
Year	Bicycle Fatalities	Bicycle Crashes	Fatalities 5-Year Average	5-Year Average Crashes
2011	0	112	0.2	106.0
2012	0	105	0.2	106.8
2013	0	100	0.2	104.6
2014	0	77	0.2	98.6
2015	4	103	0.8	99.4
2016	1	86	1.0	94.2
2017	0	62	1.0	85.6
<b>2018</b>	<b>0</b>	<b>60</b>	<b>1.0</b>	<b>79.6</b>
2019 Projection		82	1.3	90.5

**Bicyclist Fatalities**



**Bicycle Crashes**





Source: SOV Web Crash Database. Used trend line to determine projection.

## Core Behavior Measures (B)

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

**Goal: To maintain the observed seat belt use of front seat outboard occupants in passenger vehicles at the five-year average of 85% Seat Belt Use Rate from 2011-2015 through December 31, 2018.**

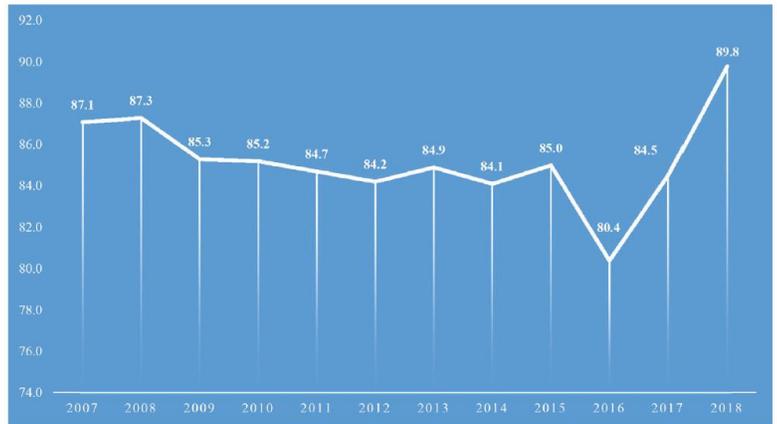
### Evaluation/Progress

The five-year moving average in 2018 was 84.4%, a .71% decrease the State was just shy of meeting its five-year moving average goal of 85%. It should also be noted that Vermont's most recent Seat Belt Survey showed a compliance rate of 89.8%. This rate was achieved with a Secondary Seat Belt law. SHSO staff will remain focused on reviewing data and creating focused messaging and enforcement models to increase the use rate. SHSO has made aggressive changes to increase Occupant Protection education and data driven enforcement statewide.

1. continued educational efforts promoting seatbelt compliance; and
2. communication and outreach.

2018 Statewide Unweighted Survey Results by County Grouping  
(% Belted)

**FIGURE 1**  
Vermont  
Seat Belt Use  
2007-2018  
(Weighted)



**FIGURE 2**  
Vermont vs.  
National  
Seat Belt Use  
2007-2018  
(Weighted)

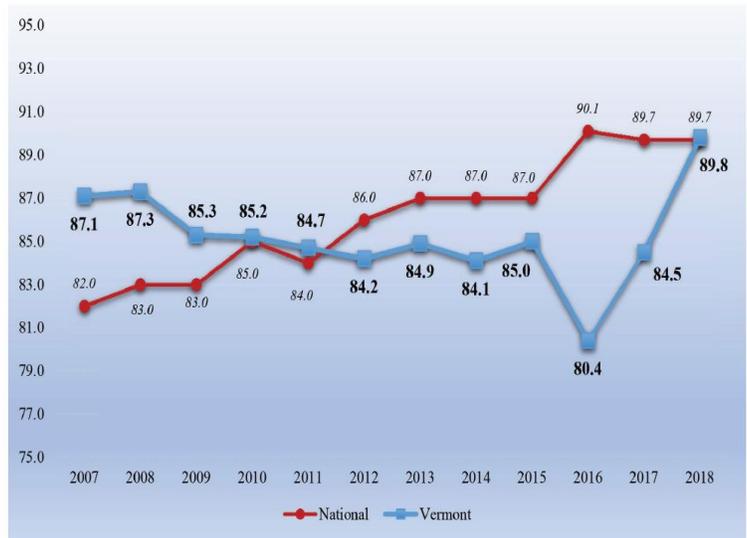


Figure 2. Vermont Statewide vs. National Seat Belt Use (2007 – 2018)  
Please Note: the 2018 national rate has not been released yet; the last known national rate is included twice

**TABLE 1**  
Annual  
Weighted  
Seat Belt Use  
Rates  
2007-2018  
(Weighted)

2007	2008	2009	2010	2011	2012
87.1%	87.3%	85.3%	85.2%	84.7%	84.2%
2013	2014	2015	2016	2017	2018
84.9%	84.1%	85.0%	80.4%	84.5%	89.8%

**TABLE 3**  
2018  
Statewide  
Unweighted  
Survey Results  
by County  
Groupings  
(% Belted)

County Grouping	Driver Use	Passenger Use	Total Use
Chittenden	91.6%	93.6%	92.0%
Bennington/Addison	91.8%	93.3%	92.1%
Franklin	80.9%	86.7%	82.1%
Caldeonia/Orleans	86.0%	88.4%	86.6%
Rutland	90.0%	85.3%	89.0%
Washington/Lamoille	91.5%	89.9%	91.2%
Windham/Orange/Windsor	91.0%	88.1%	90.4%
Statewide	89.2%	89.5%	89.2%

\*Vermont Safety Belt Use Study

## Activity Performance Measures (A)

### Goal A1: Seat Belt Citations made during grant-funded enforcement activities (SHSO Performance Charts)

#### Evaluation/Progress

The number of citations issued for seat belt violations\* in 2018 compared to 2017 substantially decreased by 45%. The five-year average decreased by 26.1%. At the same time the overall compliance rate in 2018 reached an all-time high of 89.8%.

Although the number of citations issued are down the SHSO believes that Vermont is making slow, but consistent, progress in seat belt compliance and education. Currently 9 out of every 10 front seat occupants in Vermont are choosing to use their seat belts. The natural result of the compliance rate of 89.8% is that less citations would be written because more people are complying.

Seatbelt tickets issued in Vermont have generally been on a steady decline for several years, both tickets issued on grant-funded time and tickets issued on “regular duty” time. The 2018 numbers show a continuation of this decline.

It should also be noted that a large percentage of the grant-funded seatbelt tickets issued in any given year are issued during the two-week national Click It or Ticket (CIOT) mobilization in May. The 2018 national CIOT mobilization saw a significant decrease in law enforcement agency participation in Vermont; this decrease in participation can be attributed to a number of factors including staffing issues, competing overtime opportunities, and an overall decrease in law enforcement activity in general. The decrease in activity during the 2018 CIOT mobilization was seen across all metrics: the number of agencies participating in the campaign decreased by 14%; the number of hours worked during the campaign decreased by 23%; and the number of OP tickets issued during the campaign dropped by 38%.

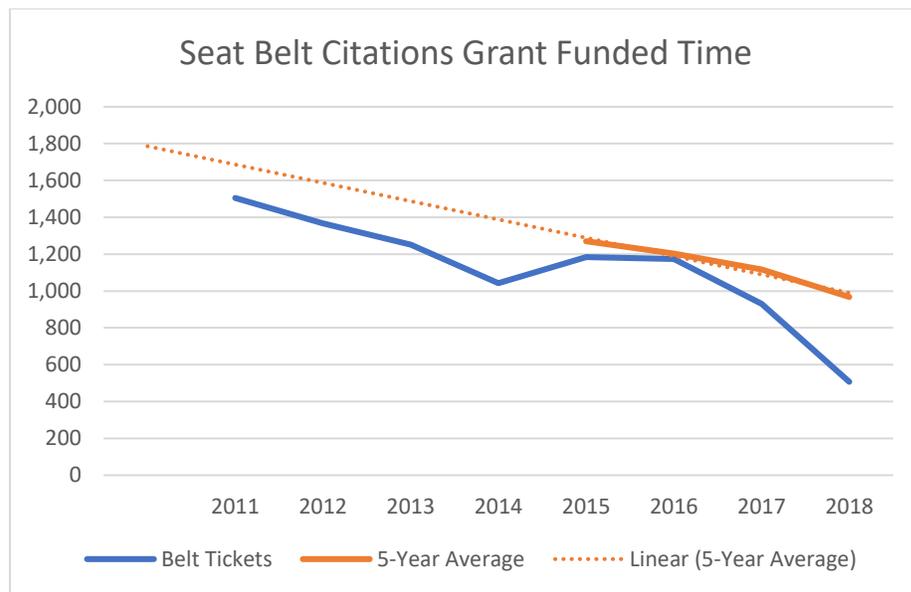
Vermont will report actual data and trends of its five-year average of Seat Belt Citations issued during grant-funded enforcement activities. The performance period evaluated is from 10/01 – 09/30 each federal fiscal year.

## Operations and Safety Bureau

\*Seat belt citations include both Child Passenger Restraint and Occupant Protection Violations

Year	Belt Tickets	5-Year Average
2011	1,505	
2012	1,368	
2013	1,251	
2014	1,043	
2015	1,184	1270
2016	1,152	1204
2017	931	1117
Projected 2018	507	968

### Seat Belt Citations



**Goal A2: Impaired Driving Arrests made during grant-funded enforcement activities (SHSO Performance Charts)**

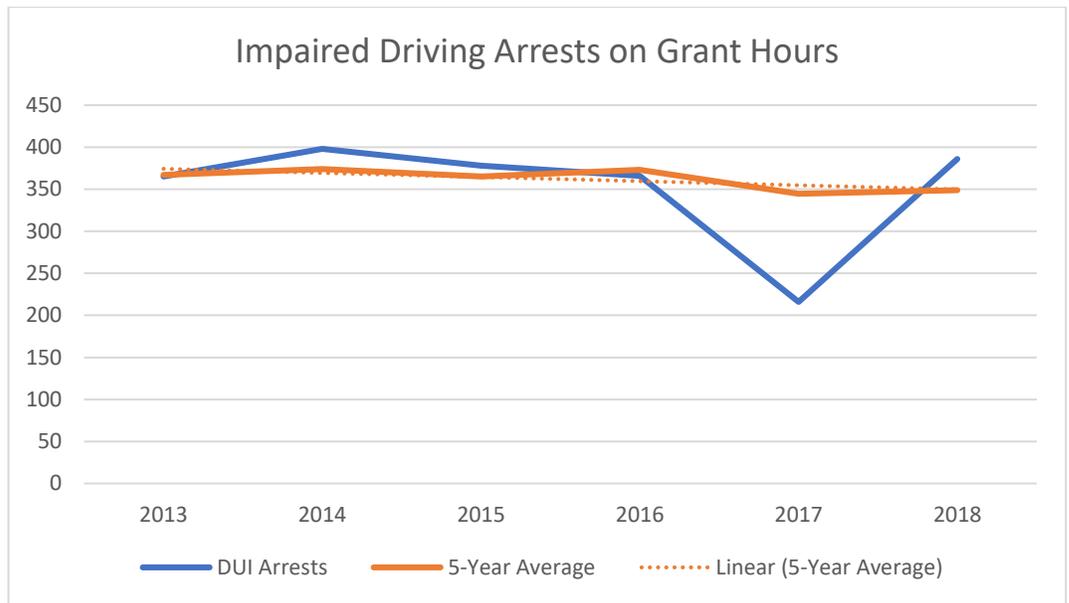
**Evaluation/Progress**

In 2018 Vermont experienced a substantial increase in the number of grant funded Impaired Driving Arrests as compared to 2017. The increase can be credited in part to the on-going commitment of Law Enforcement while working grant funded activities. However, it is also equally likely that 2017 will be shown to be a statistical anomaly which is hinted at by observing the trendline. This is a category that will be closely watched by the SHSO considering Vermont’s recent legalization of marijuana in July of 2018.

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

Year	Impaired driving arrests	5-Year Average
2011	377	377
2012	358	368
2013	365	367
2014	348	374
2015	378	365
2016	366	373
2017	216	345
Projected 2018	386	349

Impaired Driving Arrests Grant Funded Time



**Goal A3: Speeding citations issued during grant-funded enforcement activities (SHSO Performance Charts)**

**Evaluation/Progress**

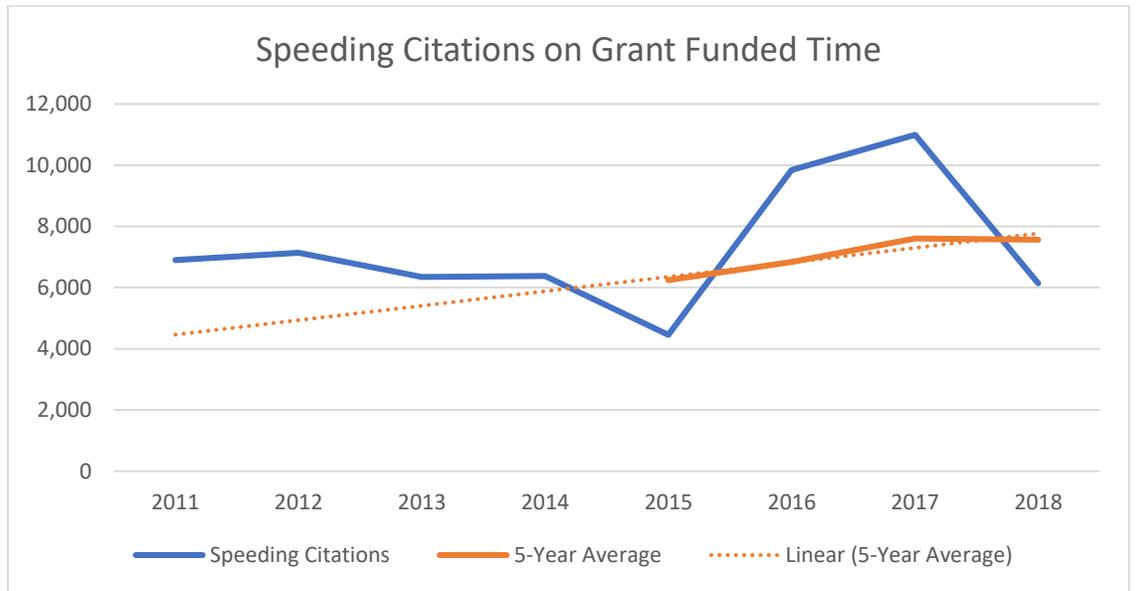
Vermont experienced a substantial decrease in the number of speeding citations issued on grant funded time. Vermont also experienced a substantial decrease in the number of speeding citations issued on non-grant time. Further, the number of warnings issued on grant time and non-grant time for law enforcement activities also continues to be a prominent practice for officers to engage in exercising their discretion. That practice may influence this data set.

Vermont will continue to institute a data-based approach to identifying problem speed areas on our highways and will devote resources to alleviating those high-speed areas. As of this writing 36% of the fatalities in Vermont had speed as a contributing factor. Through Data Driven Approaches to Crime and Traffic Safety (DDACTS) and other analytical tools Vermont will continue to identify “hot spots” and implement focused speed reduction programs to address those problem areas.

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

Year	Speeding Citations	5-Year Average
2011	6,900	
2012	7,134	
2013	6,353	
2014	6,394	
2015	4,571	6,245
2016	9,842	6,833
2017	10,993	7,605
2018	6,140	7,563

Speeding Citations issued during grant-funded enforcement activities



## Traffic Safety Enforcement Plan

As mentioned in Vermont's 2018 Highway Safety Plan, the execution of an evidence-based traffic safety enforcement plan is based on three major components:

- (1) Collection and analysis of specific data related to individual SHSO priorities. The data identifies who is crashing, where they are crashing, when they are crashing, and how they are crashing. It also includes performance data such as enforcement activities and citation data.
- (2) Deployment of resources and the allocation of funding to law enforcement sub-awardees, based on problem identification, for the implementation of effective and efficient strategies and countermeasures.
- (3) Continual monitoring, evaluation, and adjustments/modifications to strategies and countermeasures as appropriate.

These three steps are integral to Vermont's evidence-based enforcement principles and will remain in place for all future granting considerations.

The principles listed below subscribe to the state's evidence-based traffic safety enforcement plan:

- Problem identification, using SHSO-provided data;
- Countermeasures offered;
- Progress measurements and metrics;
- Project goals, strategies and performance measures;
- Availability of resources to accomplish described goals;
- Agencies' past performance (activities, reporting, spending, etc.);
- Subscriptions to necessary certificates and assurances.

Regarding the collection and analysis of specific data, Vermont employs a crash data analyst who serves as the focal point for information such as the date, time, location, and causes of traffic crashes. This analyst publishes weekly reports/updates on fatal crash statistics that include year-to-date information to compare the current year rates and causes with previous years' values. This report is provided to other state agencies and officials (including the Governor and the Governor's Representative), all law enforcement agencies, other highway safety partners, SHSO staff members, and the coordinator of the Vermont Highway Safety Alliance (VHSA).

Vermont's data analyst developed clear and concise data and mapping resulting in nearly real-time crash information. SHSO program coordinators utilize these data trends to evaluate sub-awardee performance and to provide sub-awardees with actionable data and information. The data supports problem identification and is the foundation for setting performance targets and measurable outcomes. This employee is also Vermont's FARS data analyst. A version of this information is also available "on-demand" using the

Crash Data Query Tool. This query tool is available to the public in a format that protects the identity of crash victims.

Vermont's grant application system, known as GEARS (Grant Electronic Application and Reporting System) was developed during FFY 2017 and was first used in the 2018 grant year allocation process. During the grant application process in March and April, each potential sub-awardee was issued a pre-loaded application prepared by SHSO with local data that identifies target areas of crash locations, as well as associated times of the day and day(s) of the week that most of crashes occur. It provides agencies with valuable crash data for their community. This information is site specific so that the applying agency can target their enforcement efforts in critical areas within their own community. In addition to the statewide crash analysis, SHSO utilizes collected data to chart crashes by counties, cities and towns, to identify enforcement strategies for impaired, unbelted, distracted and speeding related problems in local jurisdictions. This strengthens the evidence-based approach to statewide enforcement and streamlines the applications and award agreements.

Other resources available to enhance the evidence-based traffic safety enforcement plan include information obtained from the Vermont Judicial Bureau, the annual Occupant Protection (seatbelt) Surveys, and major motor vehicle offense arrest records.

Vermont's countywide Safe Highway Alcohol Reduction Program (SHARP) model for Chittenden and Rutland County was in place during 2018. The law enforcement agencies located within each county have agreed to the terms of the project. In doing so, they dedicate officers to the project each month. The Project Directors in each county provide leadership, supervision, coordination and direction to the participating agencies in their county.

In addition, the Click It or Ticket (CIOT) Task Force and the DUI Task Force were mobilized throughout 2018 as needed. The CIOT Task Force was primarily used during the May National Mobilization; however, the DUI Task Force was activated throughout the year for local events such as concerts, fairs, and festivals. Teams were active for holidays such as the Fourth of July, Labor Day, and the Holiday DUI campaign.

The OP and DUI grants focused on sustained traffic enforcement of motor vehicle traffic laws with a special emphasis on seatbelt compliance, impaired driving violations, speeding, aggressive and distracted driving violations. All participating agencies are required to submit monthly activity reports and quarterly progress reports. SHSO Program Coordinators evaluate all agency reports and assess productivity and progress towards defined goals and outcomes.

## High Visibility Enforcement

High Visibility Enforcement (HVE) is a traffic safety methodology designed to have a deterrent effect and change unlawful driving behaviors. HVE consists of highly visible and proactive law enforcement while targeting a specific traffic safety issue. Law enforcement efforts are combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law. There are a variety of HVE methods which can be employed by themselves or in combination, including the following:

**Saturation Patrols** – Increased patrols by law enforcement officers conducting highly visible enforcement in a targeted area with the goal of gaining compliance with traffic laws and creating a general deterrence to prevent traffic violations. Vermont SHSO defines a Saturation Patrol for its grantee agencies as a patrol of a specific area by two (2) or more officers working together for not less than one (1) hour that involves active motor vehicle enforcement. The two officers do not need to be from the same agency, in fact inter-agency collaboration is encouraged.

**Wave** – Increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically. For example, speed enforcement waves might be conducted several times a month for a few hours in an area with a documented speeding problem, or DUI waves may be conducted around special events that are known to result in higher than normal DUI incidences such as music festivals or major sporting events.

**Checkpoints** – Most checkpoints are conducted as sobriety checkpoints in an effort to detect impaired drivers, however they can also be conducted as safety equipment checkpoints or to detect unrestrained occupants as part of an Occupant Protection enforcement program. Checkpoints are set up in a conspicuous location along a highway and vehicles are stopped in a specific sequence, such as every vehicle, every other vehicle, every third vehicle, etc. The frequency with which vehicles are stopped depends on staffing and traffic conditions. Most states (including Vermont) allow checkpoints but have well established rules governing their operation and implementation.

- **Integrated Enforcement** – High visibility enforcement strategies and elements incorporated into everyday enforcement. Integrating high visibility traffic enforcement as a standard practice lets the public know that traffic enforcement is an agency priority and assists in reducing other crimes while at the same time creates general deterrence and encourages voluntary compliance with traffic laws. This is the most common enforcement method used by law enforcement agencies that do not have either a dedicated traffic unit or the ability to conduct grant-funded enforcement activities.

- Multi-Jurisdictional – Multi-jurisdictional efforts combine an agency’s resources and efforts with those of neighboring agencies, including “non-traditional” agencies such as campus police, game wardens, liquor investigators, etc. NHTSA has identified the multi-jurisdictional approach is being a critical countermeasure in traffic safety, especially when done in a highly visible manner and including a balance of enforcement and publicity. Vermont SHSO employs this tactic through the use of regional task forces including the Chittenden County and Rutland County SHARP Teams, Click It or Ticket Task Forces, and DUI Task Forces, all of which are described below and elsewhere in this Highway Safety Plan.

The HVE concept is a departure from traditional law enforcement tactics as it incorporates visibility elements such as electronic message boards, road signs, command posts, etc., designed to make enforcement efforts obvious to the public. It is supported by a coordinated publicity and communication strategy and may also be enhanced through multi-jurisdictional efforts and partnerships between organizations dedicated to the safety of their communities.

### Strategies

During FFY 2018, law enforcement agencies (LEAs) participated in four (4) national mobilizations:

- Drive Sober or Get Pulled Over (December - January)
- Click It or Ticket (May-June and November)
- Drive Sober or Get Pulled Over (August-September)

To support these national mobilizations, law enforcement agencies conducted high visibility enforcement details throughout the state. Using statewide and local data to direct their activities, LEAs participated in the Click It or Ticket Task Force, the DUI Task Force, and county-wide SHARP Projects. With approximately 50 municipal LEA’s, combined with 10 State Police stations and 14 county sheriffs’ departments participated in four national mobilizations, these LEA’s combined conducted a minimum of 3,600 hours of high visibility enforcement during these periods.

In addition to the national mobilizations, LEAs in Chittenden and Rutland Counties (the two most populous counties in the state) participate in county-wide, multi-jurisdictional SHARP Teams where officers from the various agencies are deployed to the areas within their county that are in need of

## Operations and Safety Bureau

enforcement. This strategy is made possible because generally all law enforcement officers in Vermont have statewide enforcement authority.<sup>4</sup>

The Vermont State Police (VSP) provides primary law enforcement services to approximately 200 towns, representing approximately 90 percent of the land mass and 50 percent of the population in Vermont. In addition, VSP has primary responsibility for Vermont's three (3) interstate highways (I-89, I-91, and I-93). Most small, rural towns do not have their own municipal police department, thus, VSP is the default law enforcement agency. As a result of this wide-spread area of responsibility, VSP troopers investigate a majority (64% in 2016) of the fatal crashes that occur in Vermont. VSP is also in a position to have a statewide impact on speed, aggressive, and distracted driving behaviors regardless of municipality or county lines. VSP will be allocated funds to reduce speed violations, aggressive and distracted driving behaviors on Vermont's roadways.

Work zone safety continues to be a concern for the State of Vermont, due to the fact that work zones are inherently more hazardous for both vehicular and pedestrian traffic. The state's 14 county sheriffs' departments, coordinated by the Vermont Sheriffs' Association, were allocated funds to increase the enforcement of speed and distracted driving laws in select work zones across the state.

---

<sup>4</sup> 23 V.S.A. § 4(11)(A) Defines who enforcement officers are in Vermont and Sheriffs, Deputy Sheriffs and Constables authority outside of a designated jurisdiction may be limited under 24 V.S.A. §1936a.

## (b) Program Area Analysis

### Occupant Protection Program Area

*Click It or Ticket* (Day and Night) National Mobilizations, Ongoing and Periodic Seatbelt and Child Passenger Restraint Enforcement and Support Equipment

**GOAL:** To increase the statewide use of proper occupant restraints, including properly installed child passenger safety seats.

#### Strategies

Using statewide and local data, law enforcement conducted sustained occupant protection enforcement, high visibility enforcement, and supported the national Click It or Ticket (CIOT) campaign efforts in selected areas throughout the state. Enforcement activities were supported with equipment directly related to occupant protection enforcement efforts.

#### Project Evaluation

Each year, CIOT Task Force teams work in conjunction with Vermont law enforcement agencies. They are deployed throughout the state to participate in the national CIOT mobilization and media kick-off events that set the stage for the May CIOT campaign. For several years, SHSO staff and Law Enforcement Liaisons (LELs) have coordinated with their counterparts in New York State to participate in a Border-to-Border (B2B) CIOT kick-off event at or near the border of New York and Vermont on the first day of the national mobilization. This B2B event signifies the start of the CIOT campaign, demonstrates the commitment that both states have to traffic safety, and is well covered by news outlets from both states. This year's B2B kick-off event took place on May 21st and included a press conference that was held at the state line in the middle of the Champlain Bridge, which spans Lake Champlain between Crown Point, NY and Chimney Point, VT.

The 2018 National Click It or Ticket Mobilization took place between May 21st and June 3rd and marked the 17th year that Vermont participated in this campaign. During the mobilization the following law enforcement agencies participated in the campaign:

34 municipal police departments

13 county sheriffs' departments

10 Vermont State Police field stations

3 town constables

the Vermont Department of Motor Vehicles

## Operations and Safety Bureau

Many of these agencies also contributed officers to the CIOT Task Force teams described above. These agencies collectively performed over 4,700 hours of high visibility enforcement activities, resulting in the following:

- 10,131 vehicles contacted
- 306 operators ticketed for seatbelt violations
- 31 operators ticketed for child passenger safety violations
- 2,155 operators ticketed for speeding
- 400 operators ticketed for using handheld devices while driving
- 1,382 other tickets issued
- 186 persons arrested for various criminal violations

In addition to the national CIOT mobilization in May, Vermont's LELs conducted an optional CIOT campaign during the Thanksgiving holiday travel period. As a tourist destination state, Vermont experiences a significant increase in motor vehicle travel during this holiday period. Despite this being an optional campaign, as a result of the LELs' encouragement, some 66 law enforcement agencies participated in the campaign to some degree, logging approximately 2,245 hours of high visibility enforcement.

The CIOT Task Force leaders and the SHSO Law Enforcement Liaisons participated in a variety of media/outreach events, to include interviews on local talk radio stations and partnering with the American Red Cross to sponsor blood drives to promote the use of seatbelts.

The county-wide project directors in Chittenden and Rutland Counties held regular meetings with the participating LEAs in those counties in order to promote a focus on occupant protection enforcement. During those meetings, there was an emphasis on the importance of strict enforcement of Vermont's traffic laws, especially speeding, occupant protection, aggressive driving, and distracted driving violations

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-101-154	Vermont Law Enforcement	812,700	723,545.80	\$402

### Countywide Safe Highway Accident Reduction Program (SHARP)

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

#### Strategies

Address the ongoing highway traffic safety mission through implementation of a regionwide project to consolidate law enforcement agencies into an umbrella sub-award (a unified SHARP team) as a single grant project with sub-awardees. The project will include a countywide Program Coordinator who will organize, supervise, and promote enforcement as well as plan and implement educational activities. In addition, the coordinator will facilitate and supervise OP and DUI enforcement activities and funding for combined countywide sub-awards.

#### Project Evaluation

This regionwide approach to traffic enforcement in Vermont's two most populated counties has proven to be effective. Vermont's Highway Safety Office has awarded both Occupant Protection and DUI enforcement funds to the parent organizations in both Chittenden and Rutland County. These agencies have project coordinators that are full-time certified police officers in Vermont that have proven to be highway safety champions for years. They organized the law enforcement agencies in their county to work together to combat the problems of Speeding, Distracted/Aggressive Driving, Impaired Driving and failure of all occupants to wear proper safety restraints. These participating agencies pledged to participate in every enforcement action scheduled by their local Coordinator. In addition, they have the approval of their Chief or Sheriff, as well as that agency's town or city government to develop this project in their respective counties.

Besides having well-staffed, visible, and well-organized patrols; the Coordinators are an active part of each patrol. Consequently, the result is close supervision of the patrol team with accurate and timely reporting of grant funds used and the productivity generated.

In addition, each participating agency has a smaller portion of the total countywide enforcement grants, (OP and DUI) to use in their respective community for special events or local and/or emerging traffic problem areas.

Shelburne SHARP OP: NH18402-138	Total 2018
<b>Patrol Activity</b>	
Hours Patrolled	2342
Vehicles Stopped - Patrol	2213
<b>Checkpoints</b>	
Number of Checkpoints	0
CP Hours	0
CP Vehicles Stopped	0
<b>Action Taken</b>	
Warnings	1526
<b>Vermont Traffic Violations Written</b>	
CPS - Violations	0
Safety Belt Violation	21
Speeding Violations	424
All OCS detected	65
Other Traffic Violations	469
Hand Held Devices Violations	8
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	18
<b>DUI Actions</b>	
Alco Given Hand Held Test	3
Evidentiary Tests Given	2
Impaired driving arrests Patrols	0
.02 Violations	0
Impaired driving arrests Checkpoint	0

Rutland SHARP OP: NH18402-123	Total 2018
<b>Patrol Activity</b>	
Hours Patrolled	2009
Vehicles Stopped - Patrol	3356
<b>Checkpoints</b>	
Number of Checkpoints	0
CP Hours	0
CP Vehicles Stopped	0
<b>Action Taken</b>	
Warnings	1060
<b>Vermont Traffic Violations</b>	
<b>Written</b>	
CPS - Violations	9
Safety Belt Violation	119
Speeding Violations	1412
All OCS detected	65
Other Traffic Violations	587
Hand Held Devices Violations	4
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	4
<b>DUI Actions</b>	
Alco Given Hand Held Test	0
Evidentiary Tests Given	0
Impaired driving arrests Patrols	0
.02 Violations	0
Impaired driving arrests Checkpoint	0

## Operations and Safety Bureau

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-138	Shelburne Police Dept. Enforcement	175,000	119939.14	\$402
NH18402-123	Rutland County Sheriff Dept. Enforcement	117,000	80,550.19	\$402
NH18402-155	Rutland SHARP Coordinator	82,971	52,389.26	\$402

---

## Operations and Safety Bureau

### Child Passenger Safety Statewide Program

**GOAL:** To promote proper and regular use of child safety seats and to provide greater access to child passenger safety seats regardless of income.

#### Strategies

Maintain a roster of trained and certified technicians by location(s), local fitting stations statewide, annual schedule of public inspection events, website, helpline and printed materials for outreach and education and voucher system for income-eligible families to access child passenger safety seats.

#### Project Evaluation

During FFY18, the focus of the funded activities included four full courses for new technicians, located in regions based on identified need for Child Passenger Safety (CPS) technicians. The number of nationally certified technicians increased significantly this year, from 177 to 192 statewide. Vermont continues to have the highest per capita rate of certified technicians in the country. The program also held a course for children with special needs.

The program supports 70 Fitting stations and 35 community events where nearly 3000 inspections/installations have been conducted.

Over 750 child safety seats were distributed to low income families. The low-income seat voucher distribution program remains in place through the 12 Women Infants and Children (WIC) offices statewide to ensure access for income qualified families (less than 300% poverty level), one per child installed in a vehicle by a certified technician with the child present (or expectant mother). This program works to increase awareness of existing fitting stations as a community resource and will ultimately decrease misuse.

The Vermont Police Academy continues to implement a CPS training program to increase awareness of the program to all new law enforcement officers. This year 48 new officers were trained.

Beginning in 2018, using the American Association of Pedestrians (AAP) recommendations, the program implemented a training program that was used at Vermont hospitals to train their staff members on the basics of child safety seats. This training provides a baseline of information for new parents and refers them to local fitting stations to make sure their child is traveling safely. Child Passenger Safety Technicians around the state trained over 75 CPS Educators this fiscal year. A total of \$53,759 was spent on car seats, \$15,000 was paid for under this grant equaling 4.9% of grants funds used. The remaining was paid for by VDH.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405B-000	VT Department of Health	308,000	307,999.99	\$405(b)

### Road Users Group Statewide Program

**GOAL: To provide statewide education and training focused on pedestrians and EMS providers on traffic safety best practices.**

#### Strategies

Conduct education/awareness activities based on data analysis directed towards motorist and pedestrians. Identify targeted areas of concern and direct efforts on those areas, such as Safe Routes to School (SRTS), parking lots, distracted driving and speeding.

#### Project Evaluation

The creation of the project evaluation, in progress, is based on current available data. We have completed an initial literature review, assessment of relevant and accessible data sources, and initial data analysis utilizing EMS run data, hospital discharge data, and vital records data. The evaluation is directed at the findings of the initial analysis and includes process measures such as number of trainings delivered, number of toolkits distributed, and number of community partners promoting messaging. Outcome measures include number/rate of pedestrian injuries and deaths, number of ambulance crashes, and number/rate of injuries/deaths resulting from crashes. Initial analysis was conducted of injury/fatality data from SIREN (EMS), Crash (Police), VT Uniform Hospital Discharge Data (VUHDDS), and Vermont Vital Statistics (death certificates). We also initiated conversations with schools to identify barriers to SRTS for various areas.

Expenses include:

- 3 partial salaries
- Indirect Rate
- NCIPN meeting in December of 2017
- SafeKids Meeting in December of 2017
- Walk/Bike Meeting in May 2018 and presentations on the Occupant Protection for EMS personnel program to all VT EMS district boards
- The RUG program director also attended a social marketing training on how to get your target audience to change their behaviors

## Operations and Safety Bureau

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-424	VT Department of Health	164,310	133,523.60	\$402

## Vermont Highway Safety Alliance (VHSA): Partnership for Education and Outreach

**GOAL:** To address five of the seven Vermont Strategic Highway Safety Plan (SHSP) Critical Emphasis Areas (CEAs) that involve driver behavior with education and outreach.

### Strategies

To provide funding, resources and support for the VHSA to provide community education and outreach activities.

### Project Evaluation

The VHSA increased partnerships and Alliance membership through networking and professional communications. The VHSA also engaged in public education and awareness activities such as; fairs, professional conferences, social media, and safety events. The VHSA, with SPIKE Advertising, developed a safety display for community outreach for the Road User Safety Pledge. Sixty-five organizations agreed to place over 100 displays in their place of business, including the DMV. In addition, the Vermont Tourist Centers are displaying highway safety informational posters in their facilities statewide. The VHSA has leveraged opportunities for media coverage and PSAs through coordination of marketing efforts with partners. The VHSA contracted with SPIKE advertising to develop and produce four public safety videos for release and use with earned and purchased media outlets. The Vermont DMV currently runs the safety messages on the waiting room display monitors. The focus was on developing and implementing strategic outreach programs designed to change driver behavior and promote road safety for all ages, with a focus on a message that is appropriate for a young audience.

The VHSA conducted the 2017 VHSA Annual Meeting in Burlington, "The Road to Highway Safety is Paved with Technology," and planned for the 2018 Annual Meeting entitled "Safety for the Ages" at Jay Peak.

The VHSA worked with Regional Planning Commissions (RPCs) in Central Vermont, Southern Windsor, Two Rivers Ottauquechee, Chittenden and Windham on media outreach for speed and aggressive driving campaigns with a focus on the Operation Safety Corridor project in each area.

The VHSA maintained an open access highway safety related data portal on their website. Partner organizations have contributed to highway safety educational events with subject matter experts, volunteers and donations all focused on the mission of "Toward Zero Deaths."

## Operations and Safety Bureau

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-426	VHSA	35,000	27,853.18	\$402
NH18405D-035	VHSA	35,000	24,269.88	\$405d

---

### Annual Safety Belt Survey

**GOAL:** To determine the annual post Click-It-or-Ticket (CIOT) Seat Belt Usage rate statewide, analyze multi-year variations and then utilize the data as a tool to improve the statewide average and increase state usage rates.

#### Strategies

To conduct a seat belt usage observational study and analysis after the annual CIOT campaign. (CIOT May 21st and June 3rd)

#### Project Evaluation

Data collection was conducted June 1-14, 2018. Three observers gathered observation data with 10,003 vehicles observed and belt use collected for 12,368 occupants including 10,003 drivers and 2,365 passengers. Drivers accounted for 80.9 percent of persons observed. Vermont drivers and front outboard passengers had a combined weighted seat belt use of 89.9 percent. The standard error rate was 1.384 percent, below the required 2.5 percent threshold required.

The use rate was up more than 5 percentage points from the previous year (84.5% use). A standard analysis would likely suggest that this increase was significant, but because of nuances in the weighting of Vermont's data, this increase could have been a result of just a few more occupants being coded as restrained at 2 or 3 sites (which account for more than 50% of the weighting). This is the highest ever use rate on record in Vermont; however, it may be that some of the gains are from the redesign and may not reflect an actual change in usage but merely a different way of measuring the rate. Looking at the current trend, it is likely however that the new method will lead to more stability in future rates. It is too early to predict whether this rate is part of an upward trend in use or if future rates will be similar (or even lower) than the current peak rate.

Operations and Safety Bureau

	Driver Use	Passenger Use	Total Use
<b>County Group</b>			
Chittenden	91.6%	93.6%	92.0%
Bennington/Addison	91.8%	93.3%	92.1%
Franklin	80.9%	86.7%	82.1%
Caledonia/Orleans	86.0%	88.4%	86.6%
Rutland	90.0%	85.3%	89.0%
Washington/Lamoille	91.5%	89.9%	91.2%
Windham/Orange/Windsor	91.0%	88.1%	90.4%
Statewide	89.2%	89.5%	89.2%

	Sub grantee(s)	Budget	Expended	Source
NH18405B-014	PRG	88,900	87,500	\$405(b)

## State Traffic Safety Information System Improvements

### AOT Crash Data Reporting System

**GOAL:** Crash Timeliness: Increase the timeliness of crash reports from the average timeliness of 27.89 days during the period of April 1, 2017-March 31, 2017 to 25 days during the same period ending in 2018.

#### Strategies

Agency of Transportation (AOT) staff, Traffic Records Data Coordinator will work with the subcontractor to effectively gather electronic Crash Data from statewide Law Enforcement Agencies. This will be done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the timeliness, accuracy, and completeness of this data, and to improve the linkage of data to other statewide data gathering systems.

#### Project Evaluation

All Law Enforcement agencies are using Web Crash, with 100% of the crashes being reported electronically. Currently, 30 municipal agencies and 9 State Police Regional Offices are using Web Crash. Now that we have 100% of the crash data being submitted electronically, we can more effectively measure the timeliness, accuracy, and completeness of this data.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405C-700	Vermont Agency of Transportation	102,788	13,900	\$405(c)
NH18408-700	Vermont Agency of Transportation	20,000	13,900	\$408

### EMS Statewide Incident Reporting Network (SIREN)

**GOAL:** To increase to 100% the number of Vermont based agencies submitting NEMSIS version 3 compliant data electronically into the state Emergency Medical Services (EMS) electronic patient care (ePCR) database for the period of April 1, 2017-March 31, 2018.

#### Strategies

The Vermont Department of Health's (VDH) EMS unit is a vital source of information and data for statewide use. The Vermont Statewide Incident Reporting Network (SIREN) is a comprehensive pre-hospital patient care data collection, analysis, and reporting system. It has been in use since 2010, and 100% of Vermont's EMS agencies are reporting into the system. This is

being done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the accuracy, uniformity, and completeness of this data, and to improve the linkage of data to other statewide data gathering systems.

**Project Evaluation**

In 2017, several Vermont EMS agencies began pilot testing a new version of the SIREN system called SIREN Elite, with statewide implementation starting December 15, 2016. This system upgrade includes data collection points in several expanded areas, including “Cause of Injury,” “Use of Occupant Safety Equipment,” “Airbag Deployments,” “Ambulance Incident (Crash) tracking,” and “Use of ACN (Auto Crash Notification) systems.

During FFY 2018, the SIREN system reached its goal of 100% of Vermont EMS transport agencies reporting into the SIREN Elite NEMSIS 3 compliant system. More work is required to bring all First Response Agencies (currently at 70%) onboard the SIREN Elite NEMSIS 3 compliant system.

Work continues with the data integration effort between SIREN and Emergency Department data. Hospital staff can access the EMS incidents that are transported to their facility via the SIREN Hospital Hub.

The Traffic Records Coordinating Committee (TRCC) continues to improve the integration of Crash Data with SIREN, and to ensure the accuracy, uniformity, and completeness of this data and to improve the linkage of data to other statewide data gathering systems. Data will become more readily available as the VDH’s Hospital Injury, Trauma Center, and Medical Examiner databases continue to grow and the data becomes more accessible. To date, SIREN has 100% of Vermont EMS Services Reporting with 69,426 electronic patient care reports being submitted in SIREN.

Expenditures included:

- Staff position at VDH
- Training with ImageTrend®
- Maintaining and Upgrading the SIREN system
- Contract agreements with ImageTrend® and VDH

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405C-701	Vermont Department of Health	253,143	149,142.99	\$405(c)

## Operations and Safety Bureau

### DPS e-Citation Implementation

**GOAL:** To continue the development and implementation of a statewide electronic citation system.

#### Strategies

The Department of Public Safety, in collaboration with other highway safety partners, completed Pilot II of the e-Citation technical solution in FY2018. This pilot was based on design and development work completed in previous years. The solution was launched in August 2016 and is being measured and reported to TRCC on a quarterly basis. This will be done in coordination with the Traffic Records Coordinating Committee (TRCC) to ensure the timeliness, accuracy, and uniformity of this data, and to improve the linkage to other statewide information gathering systems.

#### Project Evaluation

During FFY18, DPS finalized design details and developed a solution with a core development team consisting of DPS, Judiciary, DMV and vendors. Pilot II completed November 2017. To date, over 4020 eTickets have been issued across 18 different agencies; this represents a 28% increase over the number of agencies issuing eTickets in FY17. DPS holds quarterly stakeholder meetings and provides monthly status reports for key stakeholders.

#### Expenditures Included:

- IT Project Director's Contract Extension
- Contract agreements with TEG and Spillman
- New Vehicle Equipment, Equipment Upkeep and Printer Paper

## Operations and Safety Bureau

Department	# eTickets
Addison County Sheriff's Office	63
Brandon Police Department	204
Chittenden County Sheriff's Department	73
Colchester Police Department	92
Franklin County Sheriff's Office	46
Ludlow Police Department	15
Milton Police Department	788
Morristown Police Department	1
Rutland County Sheriff's Department	200
South Burlington Police Department	107
St Albans Police Department	114
UVM Police Services	15
Vermont Department of Liquor Control	1
VT Department of Motor Vehicles	562
Vergennes Police Department	42
Washington County Sheriff's Department	545
Windham County Sheriff's Office	162
Winooski Police Department	235
Vermont State Police	757
<b>Grand Total</b>	<b>4020</b>

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405C-703	Vermont Department of Public Safety	298,250	83,711.01	\$405(c)
NH18408-000	Vermont Department of Public Safety	230,440	0	\$408

### Model Inventory of Roadway Elements Collection at Intersections (Phase I)

**GOAL:** Increase the data inventory of roadway intersections on the Vermont Federal Aid Roadway System by collecting Fundamental Data Elements (FDEs) and other selected Model Inventory Roadway Elements (MIRE) that are critical to the performance of safety analyses.

#### Strategies

The strategy for Phase I was to create an inventory of State-to-State intersection data based on the MIRE Version 1.0 guidance, using tools such as Google Earth, video log and GIS.

#### Project Evaluation

This project (Phase I) was completed as scheduled on September 30, 2018.

A consultant inventoried 3,363 individual intersections, covering all State-to-State facilities in Vermont as well as some State-to-Local connections.

Data was collected for all the FDEs at these intersections. In addition, some of the non-FDEs that were also collected based on the MIRE Version 1.0 guidance, including lighting, intersecting angle, auxiliary lanes, school zone indicator, bus stop indicator, and alcohol sales indicator.

During the data collection process, the consultant routinely performed automated checks on the data for data completeness and accuracy. The consultant also performed QA/QC spot checks at 5% of the intersections.

The consultant successfully delivered to VTrans the final products for Phase I including an ESRI ArcGIS-compatible geodatabase of intersection data. This geodatabase contains 12 files that represent the intersection inventory deliverable, as well as supporting data developed by the consultant such as a python-enabled script that was used to assign major and minor road information for each intersection.

With the end of Phase I, the percentage of intersections with no missing critical data elements on the Vermont Federal Aid Roadway System (completeness) is 21%.

The consultant will resume Phase II of the project and collect data for all intersecting State-to-Local and Local-to-Local intersections on the Vermont Federal Aid Roadway System that were not inventoried during the Phase I project, as well as collect data for intersections of public roads with major traffic generator drives such as commercial malls.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405C-704	Agency of Transportation	90,000	88,104.63	\$405C

## Operations and Safety Bureau

### Traffic Records Program Coordinator

**GOAL:** To ensure quality and consistency with grants and contract deliverables which are designed to address the Critical Emphasis Areas (CEAs) in the SHSP and the HSP.

#### Strategies

Regular document review, site visits and technical assistance with grantees and contractors; attend trainings for professional development; and participate in the Traffic Records Coordinating Committee (TRCC) and other collaborative meetings with highway safety partners, as needed.

#### Project Evaluation

The Program Coordinator prepared for and maintained notes for all TRCC meetings, posted documents to the TRCC SharePoint website, corresponded with member agencies, and performed general assistance for the Traffic Records Assessment. The Coordinator oversaw the bid/contract process for the TRCC vendor selection for FFY18 and FFY19 implementation periods and prepared the 405C Application and Strategic Plan for FY19. The program coordinator also oversaw the RFP process for the Consultant project.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-300	Employee	40,000	36,288.25	\$402

### TRCC Consultant

**GOAL:** To maintain regular and accurate compliance with TRCC and TR project reporting requirements.

#### Strategies

Coordinate and attend regular Traffic Records Coordinating Committee (TRCC) meetings. Provide TRCC meeting agenda. The meeting agenda shall be provided to TRCC members via email or posted to the SharePoint site.

Coordinate sharing safety data between the state agencies, state and local police.

Assist in monitoring the compliance of TRCC approved statewide data improvement program.

Assist in project prioritization using expert understanding of Vermont Traffic Records.

Develop annual Interim Progress Report and deliver to Vermont for review at least 45 days before Application submission.

Develop annual Section 405 grant application and deliver to the federal agency one month before the deadline. This is contingent on Vermont providing all information required for the Section 405 grant application 30 days prior to the federal agency deadline listed previously.

Provide support in applying for other Federal Grant Applications. This item is contingent on the contractor identifying applicable grants in consultation with the TRCC.

Provide support for Quarterly Reports to National Highway Traffic Safety Administration (NHTSA).

#### Project Evaluation

LexisNexis® Coplogic TM Solutions served as the TRCC Consultant for Vermont through September of 2017. This contract for services ended with the Agency of Transportation (VTrans) at that time. VTrans put out an RFP for TRCC Consultant services in August of 2017 and selected LexisNexis® Coplogic TM Solutions, unfortunately LexisNexis® and VTrans could not reach an agreement, thus no contract was awarded. A second RFP was released in January, no responses were received. The TRCC now functions without a contractor and will be publishing a new RFP for FFY19. The TRCC continues to follow up on recommendations suggested in the 2016 Traffic Records Assessment

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH1840C-702	Vendor TBD	65,000	0	\$405C

## Operations and Safety Bureau

### Impaired Driving Countermeasures

#### High Visibility Alcohol Enforcement and Support Equipment

**GOAL:** To reduce the number of impaired driving fatalities on Vermont roadways.

#### Strategies

Conduct high visibility impaired driving enforcement details, supported by task related equipment.

#### Project Evaluation

Driving under the influence of alcohol remains a contributing factor in many of the state's fatal crashes. There are many small law enforcement agencies (LEAs) in Vermont, that have limited resources to pay for law enforcement activity and equipment necessary to assist officers engaged in impaired driving enforcement. Approximately 80% of the state's LEAs employ fewer than 24 full-time officers, and low staffing levels frequently impact an agency's ability to participate in High Visibility Enforcement (HVE) mobilizations and ongoing sustained enforcement. This project supports LEAs with the opportunity to increase enforcement on the roadways, and to upgrade equipment that is used in HVE campaigns and ongoing sustained enforcement.

Participating LEAs must agree to work cooperatively with other agencies to conduct a minimum of one collaborative sobriety checkpoint during national mobilizations such as the Drive Sober or Get Pulled Over campaigns. These participating LEAs are encouraged to team up with neighboring agencies to work multi-agency saturation patrols. LEAs use their grant funds for ongoing DUI enforcement and directed patrols within their respective areas of responsibility. In addition, there are regional DUI Task Force teams, modeled after the Click It or Ticket Task Force, in which teams of specially selected officers work together to target geographic areas across the state. These officers are recruited from LEAs throughout the state and must demonstrate proficiency in all phases of DUI enforcement. These target areas are identified using crash and DUI arrest data provided by the State Highway Safety Office. This increased enforcement model is especially useful during holidays and other specific time frames that historically have seen increased rates of drunk driving crashes, such as St. Patrick's Day, Super Bowl Sunday, and other local high-profile community events.

For FFY18, LEAs with active participation in national and state-initiated impaired driving enforcement campaigns were able to obtain traffic safety equipment items that are directly related to improving the efficiency and effectiveness of their DUI enforcement activities. This equipment includes but is not limited to; portable breath testing equipment and related supplies,

## Operations and Safety Bureau

checkpoint lighting and sign packages, traffic cones/flares, reflective traffic vests, and high visibility rechargeable flashlights.

During FFY18, Vermont required its grantee LEAs to participate in two impaired driving (Drive Sober or Get Pulled Over) national mobilizations, the first occurring between December 13, 2017 and December 31st, 2017, and the second occurring between August 17 and September 3, 2018. During the December mobilization, 61 LEAs participated in the campaign, of which 53 qualified for equipment support. During the August mobilization, 56 LEAs participated in the campaign, of which 27 qualified for equipment support. These participating agencies included 39 of Vermont's 55 municipal police departments, all 14 county sheriffs' departments, all 11 of the Vermont State Police stations, 4 town constables, the Department of Motor Vehicles, and the University of Vermont Police Services.

### Project Title: DUI Task Force

**GOAL: To use the task force model to increase the effectiveness of DUI enforcement and reduce the number of motor vehicle crashes involving impaired drivers.**

The SHSO encourages the use of regional DUI Task Force teams that are modeled after the Click It or Ticket task force. These teams have specially selected officers working together to target geographic areas across the state. The officers are recruited from LEAs throughout the state and must demonstrate proficiency in all phases of DUI enforcement. Target areas are identified using crash and DUI arrest data provided by the State Highway Safety Office. This increased enforcement model is especially useful during holidays and other special days that historically have seen increased rates of drunk driving crashes, such as St Patrick's Day, Super Bowl Sunday, and other local high-profile community events.

For FFY18, Vermont had three DUI Task Forces: one in the Northwest, (Chittenden, Addison, Franklin, Grand Isle, and Lamoille Counties); one Central, (Rutland and Windsor Counties) and one in the Northeast; (Washington, Orange, Caledonia, Orleans, and Essex Counties).

The Northwest and Central Task Forces were active, and both had productive years. Unfortunately, the Northeast Task Force did not meet performance expectations and therefore will need to be re-evaluated in FFY19. At the root of the deficiency was the lack of participation by law enforcement officers in the geographic area where this task force is located. The LELs will work with law enforcement leaders in an effort to increase participation on future

mobilizations. The Northwest and Central Task Forces each conducted six enforcement details in 2018. 25 agencies contributed members to these details, including 13 municipal police departments, six County Sheriffs' offices, five state police Barracks, and one town constable. Dates selected for these enforcement details included: Super Bowl Sunday, Mardi Gras, St. Patrick's Day, Memorial Day, July 4th, and Labor Day, as well as local fairs, field days, and festivals. St. Patrick's Day was significant in that approximately 15 DUIs were apprehended. The Central Task Force tried a new approach where they organized a border to border event along Rt. 4 in which the length of Rt. 4 from New York to New Hampshire was patrolled by multiple agencies for several hours in one night. Unfortunately, the weather had a negative effect on the number of contacts officers were able to initiate. However, the concept appears to be an innovative method of bringing various LEAs together on a single initiative.

## Operations and Safety Bureau

Team Activity/Dollars Spent	Local Statewide DUI
<b>Patrol Activity</b>	
Hours Patrolled	7806.25
Vehicles Stopped - Patrol	12268
<b>Checkpoints</b>	
Number of Checkpoints	175
CP Hours	515.33
CP Vehicles Stopped	10871
<b>Action Taken</b>	
Warnings	8281
<b>VT Traffic Violations Written</b>	
CPS - Violations	48
Safety Belt Violation	192
Speeding Violations	2339
All OCS detected	343
Other Traffic Violations	1726
Hand Held Devices Violations	132
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	191
Processing Hours for Above	163
<b>DUI Actions</b>	
Alco Given Hand Held Test	425
Evidentiary Tests Given	116
Impaired driving arrests Patrols	135
.02 Violations	38
Impaired driving arrests Checkpoint	8
DUI Processing Hours	431.75

Of the budgeted §164AL funds (\$1,566,600) 34% were expended. Of the budgeted §405(d) (\$445,000) 88.6% were expended by the Vermont State Police.

During this grant period many agencies experienced staffing shortages, competing overtime opportunities and were unable to fulfill their grant expectations.

## Operations and Safety Bureau

In FFY2018 the SHSO reallocated funds in recognition of demand and program needs and will continue to monitor expenditures.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18164-101-147	Vermont Law Enforcement	664,300	372,119.18	\$164AL
NH18405D-032	Vermont State Police	225,000	223,596.10	\$405(d)

### Impaired Driving Project Manager

**GOAL:** To serve as the SHSO point of contact for law enforcement partners on impaired driving issues. To assist all law enforcement partners and others in reducing impaired driving related deaths, crashes and injuries on Vermont roadways.

#### Strategies

To serve as the point of contact for Vermont's SHSO as it relates to impaired driving. Duties include the development and facilitation of a comprehensive impaired driving plan that incorporates current and emerging projects, maximizing the efficiency and effectiveness of the SHSO's impaired driving projects and works towards its implantation.

#### Project Evaluation

The Impaired Driving Project Manager (IDPM) works closely with staff from the SHSO, NHTSA Region 1 staff, the Traffic Safety Resource Prosecutor, the Drug Evaluation and Classification Program Manager, the Vermont Criminal Justice Training Council, the Vermont Highway Safety Alliance, law enforcement partners, driver educators, DMV staff, the American Automobile Association, the American Association of Retired Persons, the American Association of Motor Vehicle Administrators and numerous others, on increased awareness of impaired driving issues.

The IDPM was the chairperson of the Vermont Highway Safety Alliance (VHSA) and remains as a member of the Board of Directors. The VHSA is a public/private partnership of nearly sixty organizations that strive to make our highways safer and reduce major crashes. These partners include federal, state, county and local governmental entities, as well as members from the private sector. The VHSA uses crash data to identify Critical Emphasis Areas (CEAs) in the State's Strategic Highway Safety Plan (SHSP). One of the seven CEAs of the SHSP is to reduce incidents of impaired driving.

Strategies Under this CEA are:

1. Improve public awareness of what impaired driving is and its associated dangers;

## Operations and Safety Bureau

2. Regularly update and promote programs for educating individuals and organizations charged with addressing impairment issues;
3. Continue updating and implementing programs for impairment analysis and rehabilitation;
4. Increase training for law enforcement officers to assist them in detecting incidents of driving while impaired;
5. Support a more efficient means of collecting evidentiary samples in driving while impaired by drugs cases;
6. Support expansion of use of Ignition Interlock Devices by all DUI Alcohol offenders; and
7. Increase offender accountability and rehabilitation through DUI Courts.

The IDPM worked on planning for the 2018 Annual Meeting for the VHSA. The 2017 meeting addressed issues on impaired driving and included a presentation on the South Dakota 24/7 Project.

The IDPM works with media outreach on impaired driving issues including interviews on statewide television programs, local cable television and radio.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-012	Impaired Driving Project Manager	90,000	89,201.03	405(d)

### Countywide Safe Highway Accident Reduction Program (SHARP)

**GOAL:** To identify and prioritize critical targeted areas countywide and to efficiently and effectively deploy officers and resources to high risk areas with a cohesive strategy and consistent oversight.

#### Strategies

Address the ongoing highway traffic safety mission through implementation of a countywide project to consolidate law enforcement agencies into an umbrella sub-award (a unified SHARP team) as a single grant project with sub-awardees. The project will include a countywide Program Coordinator who will organize, supervise, and promote enforcement as well as plan and implement educational activities. In addition, the coordinator will facilitate and supervise Occupant Protection (OP) and DUI enforcement activities and funding for combined countywide sub-awards.

#### Project Evaluation

This countywide approach to traffic enforcement in Vermont's two most populated counties has proven to be effective. Vermont's Highway Safety Office has awarded both OP and DUI enforcement funds to the countywide

projects in both Chittenden and Rutland County. The Coordinators are full-time certified police officers in Vermont that have proven to be highway safety leaders. They organized the law enforcement agencies in their county to work to combat the problems of Speeding, Distracted/Aggressive Driving, Impaired Driving and failure of drivers and passengers to wear safety restraints. These participating agencies have agreed to participate in most enforcement actions scheduled by their Coordinator. In addition, they have the approval of their Chief or Sheriff as well as that agency's town or city government to develop this project in their respective counties.

The county Coordinators actively participate in each patrol alongside their local, State and Municipal partners. Consequently, the result is close supervision of the patrol team with accurate and timely reporting of grant funds used and the productivity generated.

Shelburne SHARP DUI: NH18164-139	Total 2018
<b>Patrol Activity</b>	
Hours Patrolled	849
Vehicles Stopped - Patrol	795
<b>Checkpoints</b>	
Number of Checkpoints	9
CP Hours	14.50
CP Vehicles Stopped	72
<b>Action Taken</b>	
Warnings	651
<b>Vermont Traffic Violations Written</b>	
CPS - Violations	1
Safety Belt Violation	6
Speeding Violations	93
All OCS detected	33
Other Traffic Violations	111
Hand Held Devices Violations	31
<b>NON-DUI Actions</b>	
Non-Impaired driving arrests - Patrol & CP	10

**Shelburne SHARP DUI: NH18164-139**

**Total 2018**

**DUI Actions**

Alco Given Hand Held Test	31
Evidentiary Tests Given	12
Impaired driving arrests Patrols	13
.02 Violations	1
Impaired driving arrests Checkpoint	0

**Rutland SHARP DUI: NH18164-123**

**Total 2018**

**Patrol Activity**

Hours Patrolled	2827
Vehicles Stopped – Patrol	3509

**Checkpoints**

Number of Checkpoints	33
CP Hours	75
CP Vehicles Stopped	928

**Action Taken**

Warnings	1678
----------	------

**Vermont Traffic Violations**

**Written**

CPS – Violations	6
Safety Belt Violation	33
Speeding Violations	1356
All OCS detected	80
Other Traffic Violations	468
Hand Held Devices Violations	65

**NON-DUI Actions**

Non-Impaired driving arrests - Patrol & CP	21
--	----

**DUI Actions**

## Operations and Safety Bureau

Rutland SHARP DUI: NH18164-123	Total 2018
Alco Given Hand Held Test	34
Evidentiary Tests Given	29
Impaired driving arrests Patrols	8
.02 Violations	4
Impaired driving arrests Checkpoint	2

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18164-139	Shelburne Police Dept.	150,000	40,978.31	\$164AL
NH18164-123	Rutland County Sheriff Dept.	121,000	89,682.26	\$164AL
NH18164-155	Rutland SHARP Coordinator	82,971	15,834.54	\$164AL

### Vermont Police Academy Impaired Driving Training Coordinator

**GOAL:** To enhance the quality and the number of training opportunities offered for basic DUI enforcement courses, Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Testing (SFST) and to provide oversight of the State's Drug Recognition Expert (DRE) Program.

#### Strategies

Provide funding to the Vermont Criminal Justice Training Council (VCJTC) to offer training opportunities for basic DUI enforcement courses.

#### Project Evaluation

During the 2018 calendar year, six (6) regional ARIDE classes were successfully coordinated and delivered throughout the state, along with three (3) DUI classes at the Vermont Police Academy (VPA). In February 2018, 13 students completed their initial week long SFST instructor development school and began the required auditing and supervised student teaching. Upon completion they will be certified to instruct DUI Detection and SFST.

In August of 2018 Vermont sponsored another DRE school with nine (9) Vermont officers, two (2) Vermont State's Attorneys, and five (5) Connecticut officers. Following the two-week DRE school in Burlington, students travelled to Arizona in September with the DRE Instructors to complete their final phase of training to be certified Drug Recognition Experts. Vermont has 48

## Operations and Safety Bureau

certified DREs that can respond to requests for field evaluations throughout the state.

The VPA is working with DRE instructors to develop curriculum for a new 1-day ARIDE/SFST Refresher course for 2019. In addition to this, the VT SFST instructions/officers' notebook has been updated with additional tests for ARIDE trained officers. The new tests include finger to nose, modified Romberg balance test, and lack of convergence. These additional tests will assist officers in the field when screening for impaired drivers.

It was the intention of the Highway Safety Office that the VPA would take over the supplemental overtime DRE grants to the various police agencies throughout the State in this federal year. The OT DRE grants remained being administered by the SHSO and thus the Academy did not spend the funds. The enrollment for this year's DRE in state and out of state training was down this year. The SHSO is in the process of awarding a new grant to the Police Academy for the addition of a DECP Coordinator to the staff. That person's tasks will include monitoring of DRE activities and reimbursement of DRE call outs and overtime. It is anticipated that more funds will be expended to meet the expanding use of DRE services throughout the state.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-013	*Vermont Police Academy	321,000	97,010.81	\$405(d)

### Impaired Driving Training Programs (DRE, ARIDE, SFST)

**GOAL:** The VCJTC will enhance the quality and the number of training opportunities offered for basic DUI enforcement courses, ARIDE, SFST and provide oversight of the state's DRE Program.

#### Strategies

The SHSO provided resources to the Vermont Criminal Justice Training Council (VCJTC) to fund the Impaired Driving Training Coordinator. The training coordinator will assist in the statewide coordination and oversight of initiatives and efforts within the impaired driving countermeasures and other assigned program areas within the SHSO Highway Safety Plan.

#### Project Evaluation/Training Programs

The VCJTC is an active member of the Vermont Highway Safety Alliance (VHSA) "Impaired Driving Task Force" and attends meetings with impaired driving task forces and other work groups. The VCJTC coordinates impaired

## Operations and Safety Bureau

driving related trainings, equipment and other support activities to include Drug Recognition Experts (DRE), Standard Field Sobriety Tests (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), courtroom testimony and report writing. The VCJTC participates in the selection of DRE, ARIDE and SFST instructors, reviews and interprets local, State and National traffic safety data and schedules, presents and directs information to relevant staff/partners. In coordination with the SHSO, the VCJTC works with the State DRE Coordinator, Traffic Safety Resource Prosecutors (TSRPs), and legislature to advance impaired driving legislation. The VCJTC assists SHSO Law Enforcement Liaisons (LELs) in coordination of required resources for all impaired driving related field activities throughout the State.

### Project Evaluation/DRE Program

In August of 2018, Vermont coordinated and delivered a DRE training consisting of nine (9) students from Vermont, two (2) Vermont States Attorneys, and five (5) students from Connecticut. Following this, students travelled to Arizona with Vermont instructors for their field training and certification. Vermont's cadre of DREs is currently at 48 (as of September 2018).

ARIDE training is an effective recruitment tool for the DRE program and is now mandatory for every new certified law enforcement officer in the state. Many potential candidates have been introduced to the DRE program via the two-day ARIDE training. The DRE program has also benefited from providing Drug Identification Training for Driver Educational Professionals (DITEP) to almost every school district in the state. The DRE program will continue to react to the state's growing opioid issues by increasing its size and the quality of those within the program. Six (6) regional ARIDE classes were delivered throughout the state.

DREs continue to use computer tablets to record the results of the evaluations and records additional data that had not been collected in the past. This helps improve the quality of data to determine more accurate locations of when and where evaluations have been conducted as well as crash type involvement.

Vermont has completed a yearlong oral fluid pilot program on the use of oral fluid (saliva) drug testing for both roadside and evidentiary samples. There was pending legislation to allow oral fluid samples to be collected at roadside and for evidentiary purposes, however it did not become law.

\*See above budget table.

### Statewide 24/7 Program

**GOAL:** To encourage sobriety of DUI offenders 24 hours per day and 7 days per week.

#### Strategies

The program seeks to reduce recidivism through intensive testing and monitoring of alcohol consumption.

#### Project Evaluation

DUI offenders are placed in the 24/7 Sobriety Project as a condition of bail, sentencing, probation, parole, or child custody or visitation orders. The program monitors abstinence from alcohol and drug use through a variety of tests, including: 1) twice-a-day breathalyzer tests, 2) alcohol monitoring ankle bracelets, 3) Ignition Interlock, and 4) drug patch and urine testing. Breathalyzer tests are administered every 12-hours (once in the morning and once in the evening). The electronic ankle bracelets (Secure Continuous Alcohol Remote Monitor or SCRAM bracelets) allow for continuous monitoring of alcohol consumption by law enforcement with daily remote electronic reporting. Participants may also be required to wear drug patches to monitor drug use (patches are worn for 7–10 days and then mailed in) or provide random urine samples twice a week. Program participants may be placed on one or more types of tests at the same time. In addition, participants are required to cover the costs of their tests. If program participants test positive for substance use, they are immediately subject to a short jail term (usually 1 or 2 days). Failure to show for a scheduled test may result in an arrest warrant for the participant. Further, offenders' bond, parole, or probation may be revoked if they fail or skip tests. Potential Outcomes: The following outcomes are based on an evaluation of the South Dakota 24/7 Sobriety Project. Vermont compares with South Dakota in its rural nature and small population and may experience similar results.

Art Mabry, who administers the South Dakota 24/7 Program, made a presentation on the program on November 8, 2017 at the Vermont Highway Safety Alliance Annual Meeting. Members of the Senate and House Committees on Transportation and Judiciary were invited to the conference and given information on the agenda, including the 24/7 Program.

The State is in the beginning stages of evaluating the 24/7 program and how it works. To date the SHSO has not found a home for the project or secured state funds toward the project.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-033	24/7 Project	215,000	0	\$405(d)

## Operations and Safety Bureau

### Judicial Outreach Liaison

**GOAL:** Continued improvement in communication and understanding between the state's traffic safety community and Vermont's judicial community.

#### Strategies

Engage a retired or active judge to perform liaison functions with current members of the judicial community.

#### Project Evaluation

The JOL position remained vacant in FFY2018. The SHSO re-evaluated the functionality of this contracted position and decided not to pursue this project in FFY2019.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-017	Contractor	50,000	0	\$405(d)

### DUI Court Windsor

**GOAL:** The goal of the DUI Court is to protect public safety by using the successful Drug Court model that uses accountability and long-term treatment to change offender behavior.

#### Strategies

To have regular court team meetings for continuous review, planning and implementation of all phases of the DUI Court process, evaluation and specialized training opportunities. The DUI Court is an accountability court dedicated to changing the behavior of high-risk DUI offenders.

#### Project Evaluation

The Windsor County DUI Treatment Docket (WCDDT) continued to increase alignment with best practice standards. Positive outcomes this year include: conducting DUI Court-specific screenings; implementing increased urinalysis (UA) testing; strong team communication and collaboration; ongoing team training; increase and stabilization in the number of active participants within the program; and acquisition of continued funding with a Substance Abuse and Mental Health Services Administration Treatment expansion grant. Challenges this year included: impacts due to transitioning team members, including a probation officer, State's Attorney, and coordinator; continued challenges in establishing a partnership with a law enforcement agency; and delayed progress in development of a community partnership group.

## Operations and Safety Bureau

In FFY2018, the program had twenty-one (21) referrals, three (3) of whom failed to engage during the referral process, fourteen (14) who are currently active in the program, and four (4) currently in referral. We anticipate fifteen (15) graduates for FFY2019 as the program has a minimum seventeen-month duration. The average length of time from citation, to appear in court, to referral into the WCDDT was 5.6 months. This represents a 3.5-month increase over FY17. The WCDDT has established another funding source and will not be receiving SHSO grant funding in FFY2019.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-026	Vermont Court Administrator's Office	233,618	220,909.50	\$405(d)

### DUI Court Implementation – Statewide - Vermont Law School

**GOAL:** To reduce recidivism by expansion of availability of DUI Courts statewide through educating students, criminal justice professionals and policy-makers about the value of the treatment court approach.

#### Strategies

Statewide education, outreach and training with states attorneys, courts personnel, policy-makers and allied stakeholders.

#### Project Evaluation

FFY 2018 saw limited progress toward expanding the DUI treatment court model. During the current fiscal year, the Vermont legislature made no further progress toward funding a statewide DUI treatment court model.

This year we were unable to put a conference together; therefore, the grant funds of \$9,000 will not be spent. The project was not pursued in FFY2019.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-025	Vermont Law School	9,000	0	\$405(d)

### Traffic Safety Resource Prosecutors (TSRP)

**GOAL:** To serve as a legal, technical resource to prosecutors and law enforcement officers throughout the State in the enforcement of DUI laws.

#### Strategies

Utilize the TSRPs for the support of the State’s impaired driving programs.

#### Project Evaluation

A second TSRP position was filled in July of 2018. The second TSRP position has allowed the TSRPs to respond to the great demand for assistance and handling of prosecution of various DUI drug cases and vehicular fatality cases. TSRPs’ assistance and support regarding prosecution and enforcement of impaired driving continues to be in high demand among prosecutors and law enforcement agencies. In addition to prosecution of various cases, the TSRPs represented the State in various appellate cases before the Vermont Supreme Court.

The TSRPs continue to field multiple daily requests for advice and counsel from fellow prosecutors and law enforcement officers. These requests are in addition to providing several hours of annual instruction to officers enrolled in various courses at the Vermont Police Academy and at Vermont’s Drug Recognition School. The TSRPs are aiming to implement additional refresher DUI training for LEOs who have been on the road for two plus years. Additionally, the TSRPs are aiming to create a “DUI Boot Camp” for younger prosecutors regarding litigation of DUI alcohol and DUI drug cases and implementing a training for prosecuting DUI drug cases for all prosecutors. The TSRPs strive to be more visible in the community in providing education and awareness of dangers of impaired driving. The TSRPs continue to be members of the DRE oversight committee, as well as liaisons to policymakers that require assistance in identifying and defining legal issues they encounter in their work. It is expected that the upcoming legislative session will focus on several laws of critical importance to highway safety and DUI that will require TSRP input and analysis.

The 2018 Department of States Attorney Annual Meeting was held June 6-8. A variety of highway safety training topics were covered to educate attendees, including a presentation by Attorney Richard Alpert, renown expert in the field of DUI prosecution. On September 28th, a training was provided to law enforcement and prosecutors on Vermont’s new marijuana law. Attorney Chris Haslor, a nationally-recognized expert in marijuana impaired driving, presented the training.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-015	Vermont Dept. of States’ Attorneys	250,000	132,704.04	\$405(d)

### Forensic Laboratory Support Program

**GOAL:** To strengthen Vermont’s forensic blood sample testing capacity and expertise and reduce the costs of out-of-state laboratory services.

#### Strategies

Provide the Vermont Forensic Laboratory necessary resources to operate the blood and breath alcohol testing program and expand the scope of testing to other impairing drugs according to International Standards Organization (ISO) 17025 accreditation standards.

#### Project Evaluation

SHSO provided funding to enable the purchase of standards and equipment for blood-drug analysis, new printers for the DataMaster Terminals (DMTs), as well as other DMT parts/accessories, materials and testing supplies for blood alcohol analysis.

In addition to the major equipment listed above, the Laboratory purchased miscellaneous parts for repair of DMTs, blood collection kits and laboratory supplies. Staff members attended the Society of Forensic Toxicology annual meeting, the International Association of Chemical Testing annual meeting, the annual Intoximeters User Group meeting, the annual New England Association of Forensic Scientists meeting and other courses to include Forensic Pharmacology, Forensic Toxicology, and the ABFT Board certification preparation course. These offered up to date skills and knowledge from the field. Two Forensic Chemists were hired and trained in various methods of Toxicology testing. The Toxicology section continues the validation process for impairing drugs in whole blood to help bring blood-drug testing in-house.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-027	Vermont Forensic Laboratory	560,577	448,964.34	\$405(d)

### Impaired Driving Summit

**GOAL:** Provide educational offerings to law enforcement, prosecutors, legislators, policy makers, and other partners that share an interest in reduction of DUI prevention, crashes and fatalities on our roadways.

#### Strategies

Communications and outreach focusing on informing the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable.

#### Evaluation

The SHSO plans on hosting another summit in FFY2020 to update our partners on issues involving impaired driving. Historically we hosted an Impaired Driving Summit every three years and this year did not fall within the planning cycle.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-029	Contractor	0	0	\$405(d)

## Distracted Driving

### Distracted Driving Education

#### Youth Safety Council of Vermont (YSC)

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

#### Strategies

Provide funding, resources and support for the YSC to utilize the DMV “Turn off Texting” (TOT) curriculum with a golf-cart and mobile classroom/driving simulator. ‘TOT’ is an educational interactive demonstration on-site at teen drivers’ education classes statewide.

#### Project Evaluation

Priority activities for FFY2018 included the following:

- › During the FFY18 grant, the TOT course was scheduled at 62 sites across Vermont. The program is well received, in demand and provides a media opportunity to aid in creating an awareness of the dangers of texting and driving.

The TOT program conducts regular surveys during its training. In FFY 2018, a total of 1,347 students participated in the demonstration. Surveys are given before and just after the intervention to measure the effectiveness of the program in changing students’ awareness and behavior; analysis of the survey responses follows the conclusion of the grant cycle. There were two target area questions that were posed pre and post demonstration. Most relevant, for evaluation purposes, is the post evaluation result. 1). 28% of student attitudes improved their response regarding speaking hands-free while driving. 2). A 20% positive change as to whether the students would text or email while driving.

2018 YSC of Vermont	
Number of TOT sites conducted	62
Total TOT student contacts	1,347

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405E-000	YSC	93,089	83674.36	\$405(e)
NH18402-428	YSC	35,000	0	\$402

## Motorcycle Program

### State Motorcycle Rider Education Program

**Goal 1:** To educate both novice and experienced riders to operate a motorcycle safely.

#### Strategies

Provide funding for Department of Motor Vehicles (DMV) rider education courses for first-time riders and advanced skills development, share the Road radio messages, social media rider safety messages and annual national RiderCoach train-the-trainer opportunities for the program administrator.

#### Project Evaluation

During the program's 2018 training season, 970 students attended courses at eight training sites (100 courses); 885 successfully completed the course. Many students wish to take the course early in the training season in order to have more riding time available in the motorcycle riding season.

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

In 2018, the program purchased 32 new motorcycle helmets to replace the helmets at the program's Rutland and St. Johnsbury training locations.

Vermont did not meet its target of reducing its five-year average of motorcyclist fatalities from 8.8% to 8.63% during calendar year 2018. The five-year average in 2018 was 9.8, an 11.36% increase. Although the state did not meet its goal of achieving an 8.63% motorcycle fatality rate, fatalities were reduced from 2017 to 2018 by 46.15%. When working with such a small number of fatalities a percentage increase or decrease can be subject to a small change in base data; such as what Vermont demonstrated between 2017 and 2018. Vermont will adjust the 2019 Highway Safety Plan to better meet its performance targets as follows:

1. continuing to educate on Motorcycle awareness and Occupant Protection;

## Operations and Safety Bureau

2. a motorcycle assessment in Vermont is being planned;
3. renewing our commitment to motorcycle safety programs;
4. dangers of motorcycling and speed;
5. educating the entire motoring public to be aware of motorcyclist on the road; and
6. re-commitment to an aggressive motorcycle safety and awareness media campaign.

### Motorcyclist Fatalities

Year	Motorcyclist Fatalities	5-Year Average
2011	8	7.2
2012	11	8.0
2013	7	8.0
2014	7	7.8
2015	11	8.8
2016	11	9.4
2017	13	9.8
<b>Projected 2018</b>	<b>7</b>	<b>9.8</b>

2019 Projection: 10.5

### Evaluation/Progress

The five-year average was .80, a decrease of 33.33%. Although the five-year average was met, we will continue Vermont's commitment to reducing number of un-helmeted motorcyclists' fatalities to zero. The success in this reduction is attributed to aggressive media, educational outreach, and enforcement efforts. Since 2014 Vermont has not experienced more than 1 un-helmeted motorcyclist fatality per year. The SHSO will continue to educate on Motorcycle awareness and Occupant Protection, along with support for motorcycle safety programs, and increased funding for an aggressive media messaging campaign is in place for FFY19. SHSO will continue its efforts to maintain a low un-helmeted motorcycle fatality rate by the following:

1. educating on Motorcycle awareness and Occupant Protection;
2. renewing our commitment to motorcycle safety programs;
3. dangers of motorcycling without a DOT approved helmet; and
4. re-commitment to an aggressive motorcycle safety and awareness media campaign.

Helmets Improperly/Not Used

Year	Helmet Improperly/Not Used	5-Year Average
2011	1	1.2
2012	2	1.2
2013	2	1.6
2014	1	1.4
2015	0	1.2
2016	1	1.2
2017	1	1
<b>Projected 2018</b>	<b>1</b>	<b>.80</b>

2019 Projection: .80

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405F-000	Vermont Department of Motor Vehicles	40,310	24,474.23	\$405(f)
NH18402-500	Vermont Department of Motor Vehicles	20,000	20,000.00	\$402

## Law Enforcement Support

### Law Enforcement Liaisons

**GOAL:** Continue to increase the support of the SHSO's priority initiatives.  
Increase LEAs participation in national enforcement campaigns to 90% by the completion of FFY 2018.

### Strategies

The Law Enforcement Liaisons (LELs) provide specialized Law Enforcement knowledge, promote involvement in traffic safety initiatives, and act as a link between the State's law enforcement agencies and the SHSO.

### Project Evaluation

The role of the LEL is to provide expert knowledge to SHSO staff and VHSA members about Law Enforcement operations and to use their extensive experience to facilitate communication and cooperation between SHSO staff and the Vermont Law Enforcement Agencies (LEAs). LELs use their contacts to network with their Law Enforcement Partners, and they promote and encourage the LEAs to participate and excel in the critical areas of traffic safety. LELs work with both the SHSO and the VHSA to advance highway safety programs with the goal of reducing traffic related fatalities, serious injury crashes, and to promote overall safety of Vermont's roadways.

Increasing law enforcement participation in highway safety activities and programs enhances likelihoods of achieving the State Highway Safety Office's (SHSO) goals and objectives. Using networking and established relationships, the LELs need to be prepared to lead Vermont Highway Safety partners and stakeholders through emerging issues and developments. In addition, their participation in activities generated through the VHSA ensure they are equipped to stay informed regarding state and national trends. This is done through information sharing and having immediate access to real time data that is available through the significant network of partnerships built by the LELs. Priorities of the LELs include partnering with VHSA, increasing law enforcement participation in high visibility enforcement campaigns, staying apprised of national campaigns, and the occupant protection and impaired driving task forces.

For FFY 2018, 81% of Vermont Law Enforcement Agencies participated in at least one of the four high visibility campaigns. In addition, 61% of Vermont Law Enforcement Agencies participated in all four High Visibility Campaigns. For 2019 the goal of 90% Agency participation will be modified to focus more on the quality of enforcement compared to the numbers of agencies participating. The objective will be to concentrate on assisting participating agencies to actively and aggressively enforce motor vehicle laws.

## Operations and Safety Bureau

During the four HVE Campaigns the following enforcement activities took place:

Vermont State Police: 12,174 Contacts

102 DUIs

10 DUI drugs

302 Other arrests

21 Seatbelt tickets

3 Child Seatbelt tickets

4139 Other tickets

Municipal Agencies: 12, 882 Contacts

130 DUIs

8 DUI drugs

238 Other arrests

139 Seatbelt tickets

7 Child Seatbelt tickets

3751 Other tickets

Sheriff Departments: 5965 Contacts

23 DUIs

1 DUI drugs

79 Other Arrests

179 Seatbelt tickets

27 Child Seatbelt tickets

2259 Other tickets

Other Departments: 4182 Contacts

1 DUI

0 DUI drugs

7 Other arrests

5 Seatbelt tickets

0 Child seatbelt tickets

348 Other tickets

Totals for all participating Departments:

- 35,203 Contacts
- 256 DUIs
- 19 DUI drugs
- 626 Other Arrests
- 344 Seatbelt tickets
- 37 Child seatbelt tickets
- 10,497 Other tickets

In addition to press issued by GHSP, Departments are encouraged to promote media on their own. The majority of departments use social media to promote the HVE campaigns. Some of the higher profile events were appearances by regional task force leaders and LELs on local radio stations and a well-attended CIOT border to border event at the Crown Point Bridge. The Crown Point Bridge spans Lake Champlain between Vermont and New York and the event was held on a beautiful weather day on the middle of the bridge at the marker for State boundary.

The goal of 90% Agency participation will be modified to focus more on the quality of enforcement over sheer numbers of agencies participating. The goal for FFY 2019 will be to concentrate on assisting participating agencies to actively and aggressively enforce motor vehicle laws with the objective of making Vermont roadways safer.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-010	LEL #1 - South	45,000	45,000	§405(d)
NH18402-202	LEL #1 - South	45,000	45,000	§402
NH18405D-011	LEL #2 - North	45,000	45,000	§405(d)
NH18402-203	LEL #2 - North	45,000	45,000	§402
NH18405D-010	LEL #3 - South	5,500	5,480.80	§405(d)
NH18402-202	LEL #3 - South	6,851	1,370.20	§402

### Crash Reconstruction Support

**GOAL:** To develop an effective cadre of troopers trained in the science and technology of crash reconstruction in order to provide an accurate reporting of assigned crashes.

#### Strategies

Provide crash reconstructionist training and equipment to the Vermont State Police.

#### Project Evaluation

SHSO provides funding to aid in the ongoing education of the Crash Team members.

The Team reports on approximately 60 serious injury/fatal collisions per year. Many of these reports are assisting municipal and county law enforcement agencies. The Crash Reconstruction Team's support in these serious crashes has improved overall traffic reporting in determining causation of the collision. Complete and extensive investigation of traffic crashes provides the first step to a successful determination of causation factors.

SHSO funded the advanced training of team members this year. Three members attended a national conference in Pennsylvania to attain updates and the most advanced information relating to crashes, investigations and prosecution. SHSO funded four weeks of training for a new member of the Crash Team to become certified to the Reconstruction level. Funding was also in place for one member to attend a week-long Human Factors class in Connecticut, and a class on utilizing Excel spreadsheets for Crash Investigation math and analytics in New Jersey. SHSO's funding allowed the Crash Team to send one member to a Crash Data Retrieval (CDR) Update Seminar to keep the Crash Team updated on the latest developments with CDR. The Team purchased four DSLR 50mm cameras with lenses to accurately capture how the human eye perceives conditions at a crash scene. This is important to determine whether visibility was a causal factor of the crash.

Due to internal State processes this project was delayed and the equipment was not able to be ordered in this federal fiscal year. It is the SHSO's understanding that the purchase order of equipment is moving forward in FFY19.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-201	Vermont State Police	116,234.92	16,857.98	\$402

## Vermont State Police In-Car Camera Project

**GOAL:** To upgrade the Vermont State Police with updated In-Car Camera systems.

### Strategies

Use of the in-car camera systems to aid and record alleged motor vehicle offenses and submit that recording in support of the prosecution for the charge.

### Project Evaluation

In FY2018, Vermont State Police was allocated funds to upgrade their 20-year-old in-car camera systems. A total of 145 in-car camera systems were purchased and installed in Vermont State Police vehicles, updating the bulk of the outdated systems.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-256	Vermont State Police In-Car Camera Project	144,000	144,000	\$402
NH18164-150	Vermont State Police In-Car Camera Project	144,000	144,000	\$164

## Work Zone Safety

**GOAL:** To decrease speed-related crashes in highway work zones.

### Strategies

To increase enforcement of speed and distracted driving laws in select work zones across the state using grant funding.

### Project Evaluation

In FFY 2018, ten County Sheriff Departments participated in work zone safety, logging 37 hours on work zone speed and distracted driving enforcement. During this enforcement period: 72 vehicles were stopped; 34 warnings were issued; 31 speeding citations were issued; and 6 other citations were issued.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-600-613	County Sheriff Departments	50,000	1,506.12	\$402

### Highway Safety Program Coordinators

**GOAL:** To ensure quality, accuracy, accountability and compliance with NHTSA Rules and Regulations, applicable State Bulletins and serve as point of contacts for the SHSO program.

#### Strategies

The program coordinators are responsible for the administration of the Impaired Driving and Occupant Protection Enforcement Programs. The tasks include, but are not limited to, application review, programmatic and site monitoring, technical assistance, review of monthly and quarterly reports and review grant data.

The program coordinators also support the statewide Traffic Records Program, including application review, programmatic and site monitoring, technical assistance, review of monthly and quarterly reports and review of grant data. A coordinator acts as the statewide Traffic Records Programs Coordinator and is the co-chair to the Traffic Records Coordinating Committee (TRCC).

#### Project Evaluation

The Program Coordinators embarked on an aggressive site visit schedule this past fiscal year that will be continued into the next. Site visits serve multiple functions to include: reviews and assists the sub-awardees to manage their projects effectively. For the law enforcement and equipment sub-awards, each agency’s activity was reviewed for the monthly financial reporting and quarterly progress reports for each grant. The enforcement grants required tracking and submission of pertinent data and statistics documenting their enforcement hours, contact numbers, citations, arrests, patrol activity, etc. Site monitoring visits are conducted on a biannual basis for all Law Enforcement Agencies.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-290	HS Program Coordinators	120,000	84,936.22	\$402

### Speed Enforcement

**GOAL:** To maintain a strong law enforcement presence for deterrence and high visibility associated with aggressive speed enforcement. The statistical goal is to maintain the five-year average of 21 Speeding-Related Fatalities from 2011 - 2015 through December 31, 2018.

#### Strategies

Crash location maps and other data will be used to target areas and roadways for enforcement of Vermont’s major routes, consistent with the Evidence-Based Traffic Safety Enforcement Program.

#### Project Evaluation

The VSP implemented Operation STRIVE (Safe Travel on Roadways In Vermont Everyday) over the summer months and Operation Safe Corridors on four interstate corridor locations. The deployment of speed trailers in high speed crash locations throughout the state had a measured utility.

The integration of speed enforcement strategies to identify impaired drivers and occupant protection in DUI mobilization patrols, as well as Operation Combined Accident Reduction Effort (C.A.R.E.) over the holiday periods was also utilized.

Strive Speed ENF VSP 2016	Total
Dollars Spent	\$215,000.00
Hours Patrolled	3225.60
Vehicles Stopped – Patrol	5014
Contacts – Patrol	5014
Checkpoints	9
Hours at Activity – CP	25
Vehicles Stopped – CP	336
Contacts – CP	336
Warnings	3098 (Total MV Warnings)
<b>Tickets</b>	
Child Passenger (CPO)	66
Safety Belt	55
Speed	1515
PED	75
OSC	46
Other	26
<b>DUI</b>	
Alco (Hand Held) Given	19

Strive Speed ENF VSP 2016	Total
Alco Refused	N/A
IR (Evidentiary) Given	10
IR Refused	N/A
<b>Arrests</b>	
Impaired driving arrests – Patrol	8
.02 Violations	0
Impaired driving arrests – CP	1
Minor Alcohol Possession (PMB)	N/A
DD Encountered	N/A

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-130	Vermont State Police	215,000	213,052.38	\$402

## Community Educational Programs

### Local Law Enforcement Community Education Programs

**GOAL:** To increase driver knowledge and awareness of occupant protection, impaired, distracted, drowsy and aggressive driving, and locally identified highway safety issues for bicyclists and pedestrians.

#### Strategies

To provide funding and resources to local law enforcement agencies to implement education programs focused on:

1. Traffic safety awareness to reduce speed, aggressive, distracted and impaired driving;
2. Increasing seat belt use; and
3. Other traffic safety issues identified in their local communities.

#### Project Evaluation

In 2018 local law enforcement agencies, including the Essex, Orange, and Windham County Sheriffs' Departments, and the Milton, Northfield, Randolph and Shelburne Police Departments, continued several successful, interactive community education activities with local driver education classes, youth bike

## Operations and Safety Bureau

safety rodeos, and community safety days, as well as texting and driver safety awareness events. The Orange County Sheriff's Department and the Northfield Police Department have continued to include other highway safety partners such as the Youth Safety Council of Vermont's Turn Off Texting program and the Vermont Department of Health's Child Passenger Safety program. Both departments continue to use social media tools such as Facebook and Twitter to publicize educational events. This has proven to be an effective outreach tool for the local communities.

Some of the law enforcement agencies that were approved for funding struggled to complete their objectives, primarily due to staffing shortages. For example, the Randolph Police Department lost every member of the department due to retirements and resignations, and the department has ceased operations.

Combined, the above listed law enforcement agencies participated in 125 driver education classes, 19 child passenger safety events, 5 bicycle and/or pedestrian safety events, 8 other driver safety awareness events, and conducted approximately 650 post-event surveys to measure the effectiveness of the programs.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-410	Essex County Sheriff Dept.	5,000	1,528.63	\$402
NH18402-411	Northfield Police Department	7,000	11,277.61	\$402
NH18402-412	Orange County Sheriff Dept.	6,000	5,442.24	\$402
NH18402-413	Milton Police Department	4,000	4,000	\$402
NH18402-427	Windham County Sheriff	5,000	4,574.99	\$402
NH18402-415	Shelburne Police Department	10,500	9,999.99	\$402

### Local Motion Safe Streets Coalition

**GOAL:** To increase awareness of traffic safety laws and local ordinances regarding pedestrians, bicyclists and motorists; and to improve bicyclist, pedestrian and motorist behavior.

#### Strategies

To provide funding, resources and support to further enhance community education, outreach activities, public messaging and school and college campus educational events.

#### Project Evaluation

For FFY 2018, Local Motion reached and exceeded the majority of their education and outreach goals. This included bike safety presentations and outreach events designed for college students that had over 200 young adults participating, over 10,000 children trained in bike safety skills and over 900 helmets distributed to youth/teens/young adults. In addition, over 39,000 safety informational brochures were distributed state-wide.

It has been recognized that parent education is a “habit building” tool for youth, and they continue to expand their distribution opportunities as community partnerships continue to grow and move forward. Local Motion recognized that parent/child education isn’t enough, and other audiences need to be targeted as well. Over 30 law enforcement officers were trained in strategies for using law enforcement to improve walk-bike safety, and more than 200 bike lights were distributed to high-risk groups, such as nighttime riders without lights and college students. A series of adult programming is in place, called “Everyday Bicycling”, which educates adults on how to ride bicycles safely while on our shared roadways. This program has a community engagement platform, which has already accelerated the capacity of the organization to coordinate community groups statewide, identify potential safety ambassadors, and strengthen the network of safe streets partners. Local Motion has already leveraged this platform to create an engagement tool for South Burlington, Enosburg Falls, Rutland, Shelburne and Middlebury. This tool has also increased engagement in our safety outreach and provided an excellent vector for distributing safety materials.

2018 Local Motion Safe Streets Coalition	
Number of grade-school students in school and rec programs trained in Bike Smart	10,836
Number of hours of Bike Smart training	68,585
Number of towns receiving Safe Streets programming/materials	56
Number of counties receiving Safe Streets programming/materials	13

## Operations and Safety Bureau

Number of community events organized/participated in	130
Number of ambassadors in state-wide online network	238
Number of counties in state-wide ambassador network	14
Number of helmets distributed to youth & teens	828
Number of helmets distributed to young adults	145
All helmets distributed	973
Reflective Gear	5755
Bike Lights	221
Safety Brochures Distributed	39,845
Public Education Signage Deployed Statewide	219
Police Officers Trained in Bicyclist Safety Enforcement	30

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-416	Local Motion	90,000	86,561.54	\$402

### Vermont State Police Educational Program

**GOAL:** To increase driver knowledge and awareness of occupant protection, impaired and distracted driving and locally identified highway safety issues.

#### Strategies

To provide funding, resources and support to the Vermont State Police to aid in their educational efforts focused on the Critical and Significant Emphasis Areas outlined in the Vermont SHSP.

#### Project Evaluation

Vermont State Police administered interactive presentations at schools (age and audience specific) and at community events to reach a broader public audience. In FFY18 teen drivers were targeted in education classes with an emphasis on alcohol and drug impairment, speeding, distracted driving, and occupant protection. The interactive presentation is built by the respective agency, which may include a PowerPoint, rollover demo, mock crashes,

## Operations and Safety Bureau

impaired vision goggles, distributable safety brochures, materials and other highway safety presentations. Evaluation tools such as pre-and post-surveys are used.

The Vermont State Police participated in several public speaking traffic safety events during the year. Events were held for Car Seat Safety Schools, Drivers Ed classes, Lake Monsters Games and the Champlain Valley Fair. The grant was also used as part of the “Drug Impaired Training for Educational Professionals” program. Events were evaluated by the participating troopers to assess the effectiveness of the project.

Grant funds supported the purchase of educational messaging materials for these events, which included the message “Choices Matter.” Other items distributed were brochures, highway safety coloring books, reflective strips for pedestrians/bicyclist, and handbooks.

During the 2017-2018 fiscal year, the funds for the 405E (Distracted Driving) grant covered salaries for those who worked events specific to distracted driving. It is estimated that at least 12,000 people were educated and/or engaged by the State Police’s distracted driving message through interaction, displays, pamphlets, and other handouts specific to the message of distracted driving. Reflective self-adhesive strips were purchased from this grant in an effort to help our pedestrians be seen by all, especially those that may be driving while distracted.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405D-028	Vermont State Police	10,000	9,150.80	\$405(d)
NH18402-418	Vermont State Police	10,000	9,506.92	\$402
NH18405E-004	Vermont State Police	10,000	7,406.57	\$405(e)

## Community Justice Network for Vermont (CJNVT) Safe Driving Program

**GOAL:** To increase knowledge and awareness of the lifelong impact of impaired driving fatalities and injuries.

### Strategies

To provide funding to the CJNVT to implement a six-hour behavior-change curriculum (including live/video presentations by those harmed because of DUI crashes) provided to offenders with driving-related infractions.

### Project Evaluation

One new site was fully trained in 2018, and in Rutland County, Safe Driving facilitation has transitioned to a new agency. We continue to support the work of the Community Justice Centers' delivery of the Safe Driving curriculum in Addison, Franklin-Grand Isle, Washington, Orleans, Chittenden, Windham, Bennington, Lamoille, Windsor, Rutland and Caledonia Counties. There has been innovation in class activities and speakers that includes the addition of an offender speaker on the first day of the class in three locations. We plan to expand this to other sites after reviewing the effectiveness on evaluations as participants relate to "someone in their shoes" and by hearing how tragedy happened in a second.

The program manager, with the assistance of two coordinators, has continued to support the program facilitators to deliver a quality program by visiting, training and problem-solving with them. There was a three-hour training provided to Chittenden County court personnel as attorneys and judges wanted to be more familiar with the program. CJNVT will provide information to other courts in the state and offer a similar training. CJNVT conducted a state-wide training in April 2018 for facilitators to share activities and improve program quality. Several outcomes from this meeting have been adopted by facilitators state-wide, including a victim speaker outreach strategy and support.

CJNVT has phased in a standard fee for the program so the Safe Driver program is universally available in Vermont and so there is not a geographic disparity in fees charged. A memo was sent and shared by Probation and Parole to all field offices, so the information is shared to clients. The class fee that is collected does not come to CJNVT-the funds are retained at the community justice center that delivers the class to cover the cost of space, payment to facilitators and materials.

## Operations and Safety Bureau

The annual Red Ribbon Ceremony was held at the Statehouse in December in commemoration of those impacted by impaired throughout the year. This event was attended by state officials, Law Enforcement, the SHSO staff, Safe Driving facilitators and volunteers, victim speakers and school groups.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-425	Community Justice Network of Vermont	17,000	16,969.38	\$402

### Youth Safety Council of Vermont (YSC)

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

#### Strategies

Provide funding, resources and support for the YSC to utilize the DMV “Turn off Texting” curriculum with a golf-cart and mobile classroom/driving simulator. ‘TOT’ is an educational interactive demonstration on-site at teen drivers’ education classes statewide.

#### Project Evaluation

Priority activities for FFY2018 included the following:

- › During the FFY18 grant, the Turn Off Texting (TOT) course was scheduled at 62 sites across Vermont during the grant term. The program is increasingly well received, in demand and provides great media opportunities to help create awareness for the driving public.
- › The TOT program conducts regular surveys during its training. In FFY 2017, a total of 1,347 students participated in the demonstration. Surveys are given before and just after the intervention to measure the effectiveness of the program in changing students’ awareness and behavior; analysis of the survey responses follows the conclusion of the grant cycle.
- › During this period, the YSCVT continued a mid-winter TOT presentation that was not weather dependent, using a mobile classroom and advanced driving simulator that traveled to high schools. The program continued to be received positively by driver educators and the demand exceeds YSCVT capacity.

2018 YSC of Vermont	
Number of TOT sites conducted	62
Total TOT student contacts	1,347

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18405E-000	YSC	93,089	83674.36	\$405(e)
NH18402-428	YSC	35,000	0	\$402

### Workplace Traffic Safety Program

**GOAL:** To improve knowledge and awareness of safe driving through employer/workplace education.

#### Strategies

To implement the Project RoadSafe program.

#### Project Evaluation

Associated General Contractors (AGC) reported involving more than 3,200 people of all ages in various RoadSafe activities. This activity ranged from participation in trade shows and conferences (600+) to workplace safety trainings (600+) to classroom driver training safety presentations (1200+). RoadSafe was also involved in several other activities to, include; Regional Planning Commission forums, the Drivers Education Summit presented by the Vermont State Department of Motor Vehicles Division, as well as several at company safety day events.

AGC continues their work with the National Safety Councils course, "Alive@25." This course was offered at a special Safety Summit at Mt. Abraham Union High School in Bristol, VT, as four, one-hour defensive driving classes for more than 60 students. In addition, AGC staff conducted the four- hour course, "DDC-4 defensive driving", with more than 60 employees from several different companies successfully completing this course.

AGC Staff participated in the annual rotation of statewide safety conferences for the public and private trade and business sectors providing driver safety materials and several driver safety mini-training

## Operations and Safety Bureau

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

Project RoadSafe continues data review collaboration with Workers Compensation and Safety Division of the Vermont Dept. of Labor. Project RoadSafe has presented its program to approximately 1000 people through driver safety training, conference attendance and networking. Student evaluations and tests were given from a few classes that were taught and can be provided upon request.

As this program continues SHSO will be requesting presentation evaluations as a method of assessing the effectiveness of the program and where, if anywhere, changes in the presentation are needed.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-419	Associated General Contractors of Vermont	90,000	87,203.23	\$402

## Community Programs Coordinator

**GOAL:** To ensure quality, accuracy, accountability and compliance with NHTSA Rules and Regulations, applicable State Bulletins and serve as point of contacts for the program.

### Strategies

The program coordinators are responsible for the administration of highway safety Education Programs. The tasks include, but are not limited to, application review, programmatic and site monitoring, technical assistance, review of monthly and quarterly reports and review grant data.

### Project Evaluation

The Program Coordinators embarked on an aggressive site visit schedule this past fiscal year that will be continued into the next. Site visits served multiple functions to include: document review, equipment inventory, financial review, and record keeping. This was successful and well received by our law enforcement partners. The coordinators also participated in various trainings to enhance job related skills and continued to find ways to gather and analyze data.

## Operations and Safety Bureau

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-400	Community Programs Coordinator Employee	58,100	58,008.28	\$402

### DUI Court Judicial Education Relating to Highway Safety Strategies (Pilot)

**GOAL:** Provide training relating the recognized countermeasures against DUI to Judicial officers at annual Criminal Law Day. Send 4-6 judicial officers to out of state training offered by the National Judicial College relating to recognized countermeasures against DUI.

#### Strategies

Provide dedicated funding to the Court Administrator's Office to support attendance at out of state programs (to include tuition, reimbursement for travel expenses and miscellaneous expenses such as meals, baggage fees, taxis, shuttles, etc.) for 4-6 judges on the same topics.

#### Project Evaluation

We held our annual Criminal Law Day in April 2018. Topics included Drug Recognition Expert/Evaluator Panel and 24/7 Sobriety. Evaluation results from this program were favorable. The most important things learned:

- How Drug Enforcement Experts use their field experience to evaluate impairment
- To be prepared and stay informed, as this will be a lesson in an evolving situation in the courtroom
- What to look for in dealing with expert issues around drug intoxication

Additionally, we sent 4 judicial officers to "Drugged Driving Essentials," a program by the National Judicial College in Reno, NV

Project Number(s)	Partners	Budget	Expended	Source
NH18405D-034	Court Administrators Office	26,236	14,737.65	\$405(d)

### Teen Driver Educator Summit

**GOAL:** To provide continuing education for Vermont’s school based and private driving school instructors.

#### Strategies

To provide funding, resources and support for presentations, workshops and demonstrations available to enhance teen driver education instruction. Driver Educators will be given strategies as to how to present the importance of occupant restraint usage, not driving impaired, and reducing speed and aggressive behavior when operating or as a passenger in a motor vehicle.

#### Project Evaluation

The sixth annual Teen Driver Education Summer Summit, “SHARING THE ROAD TO DRIVER WELLNESS”, was held on August 9th, 2018 at the Holiday Inn in Rutland. This summer conference was a collaboration between the SHSO and the Department of Motor Vehicles. The training was designed to provide a full day of professional development credit to enhance the skills of all Vermont driver educators. Approximately 65 participants attended. The Director of the Department of Motor Vehicles Enforcement Unit gave a legislative update. The day included an Internationally known driver educator, Fred Mottola, from the National Institute of Driver Behavior providing a two-part presentation on “A New Model of GDL and Driver Education That Begins Before Driving.” Professor Mottola also provided an outdoor activity with the skid monster called, “Can You Pass a Ten Second Test”? Other outdoor activities involved a Roll Over Safety Belt Convincer demonstration by Kevin Geno from the Rutland County Sheriff’s Department as well as a CDL simulator for all to try. The afternoon presentations involved “Roadside Saliva Testing” by LT. John Flannigan from the Vermont State Police and another nationally known educator, trainer, consultant, musician and author Monte Selby, doing a presentation entitled, “What New Drivers, Hit Songs, and Good Choices Have in Common”. Other presentations were entitled, “Making a Difference: Strategies for Teaching International Adult Students” and a DMV Question and Answer period with a DMV supervisor and examiner from the Rutland DMV office.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-417	Various Vendors	4,000	3,856.64	\$402

### Law Enforcement & State and Local Partners Highway Safety Training Programs

**GOAL:** To provide financial resources to enable highway safety partners to attend in-state and out-of-state trainings which promote NHTSA’s traffic safety priorities.

#### Strategies

To provide an alternative funding source to law enforcement officers to attend supplemental trainings that are consistent with NHTSA’s traffic safety priorities.

#### Project Evaluation

The SHSO elected not to deploy funds in this project and elected not pursue this project in the 2019 HSP.

Project Number(s)	Partners	Budget	Expended	Source
NH18402-422	Agency of Transportation	5,000	0	\$402
NH18405D-030	Agency of Transportation	7,500	0	\$405(d)

### Lifesavers Highway Heroes Awards (Renamed Governor’s Highway Safety Awards)

**GOAL:** To provide recognition to those individuals and organizations that provided support, guidance and leadership in highway safety.

#### Strategies

SHSO hosts an annual awards ceremony that recognizes those individuals and organizations displaying extra effort and energy promoting the SHSO Highway Safety priorities during the past year. The gathering encourages networking and relationship-building between diverse highway safety advocates.

#### Project Evaluation

In 2018 the annual “Lifesavers Highway Heroes Awards” were rebranded as the “Governor’s Highway Safety Awards.” These awards were presented at the VHSA Annual Meeting. These award recipients

## Operations and Safety Bureau

were chosen utilizing a defined criterion. The Governor's Highway Safety Awards were given in the categories of Enforcement, Education, and Emergency Services.

Project Number(s)	Subgrantee(s)	Budget	Expended	Source
NH18402-421	Various Vendors	1,000	1,000	\$402

### Attitude Survey

**GOAL:** To sample self-reported media message awareness, attitudes and behavior about traffic safety topics.

#### Strategies

To survey and analyze public attitudes and knowledge of highway safety.

#### Project Evaluation

The Center for Research & Public Policy (CRPP) conducted a comprehensive online survey from July 20, 2018 – August 6, 2018 and presented the results in September of 2018. The survey was conducted among licensed adult drivers throughout the State of Vermont. The survey was designed to provide resident input on law enforcement, personal driving behavior and awareness of the SHSO messages.

For tracking purposes, the Vermont Agency of Transportation and CRPP utilized similar questions posed in the 2010-2017 surveys. Questions on pedestrian activity/concerns, child passengers, personal driving behaviors and concern for personal safety were slightly modified in 2018. New in 2018, support or opposition as measured for a new concept of automated speed enforcement systems on active roadways.

<https://ghsp.vermont.gov/sites/ghsp/files/documents/2018%20GHSP%20Attitude%20Survey%20Report.pdf>

# Operations and Safety Bureau

Vermont Agency of Transportation  
Governor's Highway Safety Program  
Cross-Tabulations  
August 2018

Core Questions- Q35: Age	Composite	18-39	40-59	60+
Q1: Chances of getting arrested while operating a motor vehicle impaired ( <i>Very or somewhat likely</i> )	68.6	70.2	66.7	69.3
Q2: Chances of ticket when: not wearing seat belt ( <i>Very or somewhat likely</i> )	56.6	62.8	53.8	46.7
Q3: Chances of ticket when: driving over speed limit ( <i>Very or somewhat likely</i> )	74.0	80.0	71.4	64.0
Q4: Chances of ticket when: using hand held phone to talk or text ( <i>Very or somewhat likely</i> )	65.2	72.1	61.9	54.7
Q5: Read, seen or heard of: drunk driving enforcement initiatives ( <i>Yes</i> )	69.0	74.4	64.8	65.3
Q6: Read, seen or heard of: drug impaired driving enforcement ( <i>Yes</i> )	62.4	67.4	60.0	54.7
Q7: Read, seen or heard of: seat belt enforcement ( <i>Yes</i> )	69.0	72.1	69.5	58.7
Q8: Read, seen or heard of: motorcycle safety ( <i>Yes</i> )	44.8	48.8	43.8	36.0
Q11: Awareness of law against using hand-held device while operating vehicle ( <i>Very or somewhat aware</i> )	97.8	97.7	97.6	98.7
Q13: Concern for safety when walking near active roadway ( <i>Very or somewhat concerned</i> )	73.4	68.8	78.1	73.3
Q15: Good idea to place rear facing infant seat in front of airbag ( <i>Yes</i> )	3.6	2.8	3.8	5.3
Q16: Operated a vehicle w/in two hours of drinking 2 or more alcoholic beverages ( <i>Yes</i> )	10.2	9.3	12.9	5.3
Q17: Operated a vehicle after too much to drink ( <i>Yes</i> )	1.4	1.9	1.4	0.0
Q18: Frequency of using seat belt while operating vehicle during the day ( <i>Always or frequently</i> )	95.2	92.6	97.6	96.0
Q19: Frequency of using seat belt while operating vehicle at night ( <i>Always or frequently</i> )	94.8	92.1	96.7	97.3
Q20: Frequency of driving faster than 40mph on 30mph road ( <i>Never</i> )	31.4	26.5	35.7	33.3
Q21: Frequency of driving faster than 75mph on 65mph road ( <i>Never</i> )	32.6	23.7	37.6	44.0
Q22: Support for 'automated speed enforcement system' ( <i>Strongly or somewhat support</i> )	63.0	60.9	60.0	77.3
Q23: Frequency of driving while using e-communication device ( <i>Frequently, occasionally, rarely</i> )	44.2	54.4	40.0	26.7
Q23: Frequency of driving while using e-communication device ( <i>Never</i> )	55.4	44.7	60.0	73.3
Q24: How safe is it to use hands-free cell phone while driving ( <i>Very safe, 1-4</i> )	29.4	32.6	28.1	24.0
Q25: Frequency of walking while texting, talking or listening to hand-held device ( <i>Always-seldom</i> )	76.8	91.6	74.8	40.0
Q25: Frequency of walking while texting, talking or listening to hand-held device ( <i>Never</i> )	23.0	8.4	24.8	60.0
Q26: Safe to operate a motor vehicle two hours after using marijuana ( <i>Yes</i> )	17.2	23.7	14.8	5.3
Q27: Operated a motor vehicle while using marijuana in past 30 days ( <i>Yes</i> )	7.6	11.2	6.2	1.3
Q28: Operated a motor vehicle while using prescription meds in past 12 months ( <i>Yes</i> )	3.6	4.7	3.8	0.0
Q32: Concern for safety when riding bike without designated bike lane ( <i>Very or somewhat concerned</i> )	84.0	81.7	85.9	87.5
Q33: Concern for safety when riding bike in designated bike lane ( <i>Very or somewhat concerned</i> )	68.6	65.9	71.8	68.8

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-301	Center for Research and Public Policy	8,000	8,000	\$402
NH18405D-031	Center for Research and Public Policy	8,000	6,000	\$405(d)

## Paid Media

### Alcohol and Impaired Driving

#### Sports Marketing Campaign

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

#### Strategies

Provide educational information regarding the hazards of alcohol impaired driving at sporting events held across the state.

#### Evaluation

The Sports Marketing Program used the highway safety messages, “Drive Sober or Get Pulled Over” and “Choices Matter” in places where sport fans congregate. The audience was reached audibly through public address announcements, visually through venue billboard signs and website banners, and interactively by having an on-site presence at the venue to connect with fans in a personal manner, by signing a designated driver pledge.

Alliance Sports ran the campaign at the following venues at 2018: Vermont Lake Monsters Baseball in Burlington, University of Vermont Hockey in Burlington, University of Vermont Basketball in Burlington, Bear Ridge Speedway in Bradford, Devils Bow Speedway in Fair Haven, Thunder Road International Speedway in Barre, and various high schools statewide.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405D-204	Alliance Sports Marketing Creative	46,500	46,500	\$405(d)
NH18164-175	Alliance Sports Marketing	175,000	46,500	\$164

## Operations and Safety Bureau

### Strike Out Drugged Driving Campaign

**GOAL:** Broadcast “drugged” impaired driving messaging to baseball fans throughout the state of Vermont with an estimated delivery of 2,500,000 impressions. Deliver over 1,500,000 guaranteed online impressions through video and display marketing to Vermont over the course of the program.

#### Strategies

Educate Vermont residents on the dangers and consequences of “drugged” impaired driving through a multi-platform outreach and awareness campaign.

#### Project Evaluation

The contract for this project expired before the Red Sox were crowned the World Series Champions in 2018 and was not renewed.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405D-209	WEEI	97,000	0	\$405(d)

### Super Bowl Impaired Driving

**GOAL:** This campaign was aimed at reaching Vermonters encouraging them to make responsible decisions during the celebrations for the end of the Football Season and Super Bowl.

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

Campaign Dates: January 9, 2018 – February 5, 2018

Communication Channels: Television

#### Media Strategies

Utilize television as the primary medium to reach the target audience with placements made in all NFL post-season championship games including the Super bowl.

#### Media Tactics

Due to lack of resources and other commitment of funds this media was not deployed in FFY18.

## Operations and Safety Bureau

### School Bus Safety

**GOAL:** To alert all operators of motor vehicles on our highways of the dangers and consequences of driving past a school bus that is stopped and displaying flashing red lights while picking up children for school.

**Primary Target Audience:** Adults 18+

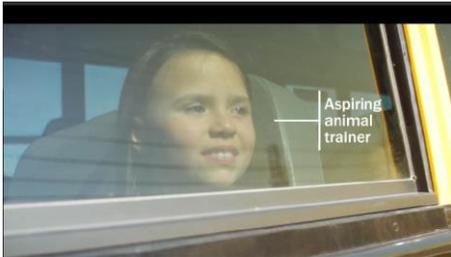
**Campaign Dates:** April 23-June 3, 2018

**Communication Channels:** Television

### Media Strategy

Reach the greatest percentage of the driving public using only television due to its massive reach.

### Media Tactics

Medium	Programming
Television	Allocated 100% of the budget to broadcast and cable. Placements were primarily in prime access, prime time and news programming including: Morning and Evening local news, Wheel of Fortune, Jeopardy, Entertainment Tonight, the Food Network, History, Bravo, HGTV, Discovery.
	
	<i>"School Bus Safety" :30</i>
<i>Est. Added Value</i>	<i>A total of 248 additional spots. Added value: \$5,480.</i>

### Target Audience Reached/Frequency of Message

Demo	Reach	Frequency
Adults 18+	85.4%	5.6

Operations and Safety Bureau

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-707	HMC Marketing Creative	37,000	25,000	\$402
NH18402-708	HMC Marketing Media Buy	50,000	39,750.54	\$402

**Holiday – Impaired Driving**

**GOAL:** Decrease DUI fatalities and educate Vermonters on the dangers of drinking & driving during the statistically high crash period during the holidays between Thanksgiving and New Year's.

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

Campaign Dates: November 20, 2017-January 7, 2018

Communication Channels: Television | Digital | Social | OOH (Out of Home)

**Media Strategy**

Utilize media that provided the greatest reach to elevate awareness of the risks and consequences of drinking and driving during the holidays.

**Media Tactics**

Medium	Programming
Television	Placed television spots on channels with high viewership of the target audience: primarily in sports & prime time programming with over 68% of the buy allocated to these dayparts. Placements included NFL, Thanksgiving Day FB, College Football, NBA and NHL games, The Voice, Walking Dead and CMA Country Music Awards.



:30 Drive Hammered Get Nailed

## Operations and Safety Bureau

<i>Est. Added Value</i>	<i>Bonus spots were negotiated based on rating point under delivery from the 2016 campaign and due to non-profit status. Amount received \$11,172 or 2992 additional spots.</i>
Digital	Purchased video ad space on YouTube and Xfinity (includes Video-on-Demand and Streaming TV) and AdDaptive (programmatic ad network). The videos also ran on Facebook as newsfeed ads in profiles matching the target audience. Some targeting included interests in concerts, parties, bars, nightclubs, drinking games, and alcoholic beverages.
Movie Theatres	Theatre ad placements were added to the buy to reach the target audience during a time frame when viewers have more free time and the weather is colder, thereby increasing audience levels. Ads ran in the pod closest to the start of the featured movie and in towns across the state where placements are possible: Barre, Burlington/South Burlington, Essex, Middlebury, Montpelier, Morrisville, Newport, Randolph, Rutland, St. Albans, Stowe and Williston.
<i>Est. Added Value</i>	<i>The buy included a 10% non-profit discount and 10% bonus placements for an estimated added value of \$550</i>

### Target Audience Reached/Frequency of Message

Demo	Reach	Frequency
Adults 18-34	94.7%	6.7

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405D-200	HMC Marketing	363,000	48,381.72	\$405(d)
NH18164-175	HMC Marketing	175,000	72,195.65	\$164

### Impaired Driving (Alcohol & Marijuana)

**GOAL:** Communicate to as many road users as possible information about the effects of driving while under the influence of alcohol, marijuana or both.

Primary Target Audience: Adults 18+

Campaign Dates: August 27 – October 31, 2018

Communication Channels: Television | Digital | Social | OOH (Out of Home)

### Media Strategy

To use a mix of media, to include Facebook and Twitter, that will provide a broad reach to various users and will communicate to target audiences outside the home.

### Media Tactics

Medium	Programming
--------	-------------

Television	Utilized television as the primary channel to reach the target audience and allocated over 50% of the budget to broadcast and cable. Placements were mostly in prime-time programming and sports – 53.7% of the buy was allocated to this daypart. Programming placements included NFL and College FB, NASCAR, MLB, American Ninja, Family Guy, the Food Network, History and Comedy channels.
------------	--



*Impaired Driving Massachusetts retag :30*

<i>Est. Added Value</i>	<i>A total of 536 additional spot placements. Added value: \$5,360. Note: Due to this campaign running prior to general elections, added value</i>
-------------------------	--

## Operations and Safety Bureau

*was difficult to obtain; additional spots were all from cable. Future buys will make up for this deficient with broadcast.*

**Digital** To further expand reach of the target audience, placements were made on Facebook and Instagram newsfeeds as well as YouTube. Ads were targeted towards those who had an affinity to “weed” and “alcohol.” Xfinity.com was used to reach those who are watching television content on VOD (video on demand), connected TV (through AppleTV, Roku, Xbox) and streaming TV.

*Est. Added Value* *Added value is more difficult to obtain when using digital channels*

**OOH (Out of Home)** A new media channel was used for this campaign that reached Vermonters when using their motor vehicles: Gas Station TV. One out of every four people at the pump saw the ad (25% Share of Voice). Due to positive feedback, movie theatres were included in the outreach. Ads ran in the break closest to the start of the featured movie primarily in the more populated areas of Vermont: Barre, Burlington/South Burlington, Essex, Middlebury, Montpelier, Morrisville, Newport, Randolph, Rutland, St. Albans, Stowe and Williston.

*Est. Added Value* Gas Station TV provided 25% bonus placements due to non-profit status. Theatres provided discounted rates due to non-profit status, 10% discount and additional exposure at an estimated value of \$15,102.

### Target Audience Reached/Frequency of Message

Demo	Reach	Frequency
Adults 18+	84.1%	5.7

## Operations and Safety Bureau

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405D-200	HMC Marketing	363,000	49,991.24	\$405(d)
NH18410-100	HMC Marketing	80,158.91	49,991.24	\$410

### Prescription Drug Impaired Driving

Goal: To reach road users through a targeted media plan delivering messaging that drugs (specifically prescription drugs) and alcohol users should not drive impaired.

Primary Target Audience: Adults 50+

#### Media Strategy

Educate operators on the dangers of prescription medication and drug impaired operation.

#### Media Tactics

Due to lack of resources and other commitment of funds this media was not deployed in FFY18.

#### Media Tactics

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405D-200	HMC Marketing Media Buy	363,000	0	\$405D

### Alcohol Impaired Driving

**GOAL:** Reach the target audience encouraging them to abstain from drinking and driving with the ultimate objective of reducing DUI fatalities

Primary Target Audience: Adults 18+

Campaign Dates: September 17 – October 14, 2018

Communication Channels: Television | Digital | Social

### Media Strategy

To use a mix of media channels with a broad reach supported by popular digital channels including social media.

### Media Tactics

Medium	Programming
--------	-------------

Television	Utilized television as the primary channel to reach the target audience and allocated over 70% of the budget to broadcast and cable. Placements were mostly in prime-time programming and sports – 65% of the buy was allocated to this daypart. Programming placements included NFL and College FB, UFC, MLB Playoffs, Walking Dead and Big Brother.
------------	---



“Drive Hammered Get Nailed” :30

<i>Est. Added Value</i>	<i>A total of 112 additional spot placements. Added value: \$1,120 Note: Due to this campaign running prior to general elections, added value was more difficult to obtain. Future buys will make up for this deficient.</i>
-------------------------	--

Digital	To further expand, reach placements were made on Facebook, Instagram and YouTube targeted by geo (statewide), demographics (male & female), age, interest (alcohol, television, entertainment,
---------	--

## Operations and Safety Bureau

nightlife, food, movies, music, etc.). Xfinity.com was used to reach those who are watching television content on VOD (video on demand), connected TV (through AppleTV, Roku, Xbox devices) and streaming TV.

*Est. Added Value*     *Added value is difficult to obtain when using digital channels*

### Target Audience Reached/Frequency of Message

Demo	Reach	Frequency
Adults 18+	74.9%	3

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18410-000	HMC Marketing	80,158.91	29,970.35	\$410

### Occupant Protection - National *Click It or Ticket May Mobilization*

**GOAL:** To communicate to the target audience the benefits of seat belt use through paid media channels associated with the target audience.

Primary Target Audience:

- › 18-34-year-old men who are less likely to use seat belts
  - › Pickup truck driving, rural Vermonters
  - › Vermont statewide with specific emphasis on the Northeast Kingdom and the New Hampshire/Vermont border
- Campaign Parameters: May – June 2018  
 Communication Channels: Television | Internet

### Media Strategies

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

### Media Tactics

Due to lack of resources and other commitment of funds this media was not deployed in FFY18.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405B-001	HMC Marketing	25,000	0	\$405(b)

## Operations and Safety Bureau

### National Click It or Ticket Thanksgiving Holiday

**GOAL:** To educate the target audience to use their seat belts through paid media channels used by the target audience.

Primary Target Audience:

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

Campaign Parameters: November 2017

Communication Channels: Television | Internet

#### Media Strategy

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

#### Media Tactics

Due to lack of resources and other commitment of funds this media was not deployed in FFY18.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-601	HMC CIOT Thanksgiving	62,000	0	\$402
NH18402-602	HMC May	80,000	0	\$402

### Speed and Aggressive Driving Media Buy

**Goal:** Develop new :30 radio spot (may run on Pandora)

#### Media Strategy

Develop a broadcast and/or digital (Pandora) radio spot campaign that will reach at least 60% with a frequency three times which is measured through Nielsen and Arbitron Surveys.

#### Media Tactics

Due to lack of resources and other commitment of funds this media was not deployed in FFY18.

## Operations and Safety Bureau

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-600	HMC Marketing Creative	180,000	0	\$402

### Distracted Driving Media Buy

Goal: The purpose of this campaign was to educate the motoring public about the dangers posed by distracted driving.

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

Communication Channels: Radio | Television | Internet

### Media Strategy

The media plan should incorporate the most relevant communication channels to gain the greatest media penetration toward the motoring public.

### Project Evaluation

The State of Vermont was not eligible for the Distracted Driving 405(e) funds due to the State not having a minimum fine of at least \$25.00 for operators under the age of 18 utilizing a hands-free device while operating a motor vehicle on a public highway.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18405E-001	HMC Marketing Media Buy	115,000	0	\$402

### Public Information and Educational Material

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

### Strategies

Developing pertinent highway safety educational materials for public distribution.

## Operations and Safety Bureau

### Project Evaluation

The SHSO did not have a need during this fiscal year for highway safety materials for public distribution. Therefore, no funds were expended.

Project Number(s)	Sub grantee(s)	Budget	Expended	Source
NH18402-605	Various Vendors	3,000	0	\$402
NH18405D-208	Various Vendors	5,000	0	\$405(d)

## Planning and Administration

### SHSO Planning and Administration

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

#### Strategies

Conduct business guided by all applicable rules, regulations, laws and statutes. Provide highway safety guidance and assistance to all appropriate traffic safety partners in the state.

#### Project Evaluation

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

Project Number(s)	Project	Budget	Expended	Source
NH18402-000	SHSO Chief (Flynn)	100,000	69,664.72	\$402
NH18402-000	SHSO Deputy Chief (Laflamme)	65,000	51,116.68	\$402
NH18402-000	Administrative Services Manager (Record)	60,000	44,967.98	\$402
NH18402-000	Program Coordinator (Noyes)		6,282.65	\$402
NH18402-000	Operating Expenses	5,000	4,022.15	\$402
NH18402-000	GHSA Dues	5,000	2,260.50	\$402
NH18402-001	EGMS	133,961	96,808.80	\$402
NH18164-001	EGMS	73,458	52,137.54	\$164