Highway Safety Plan

Annual Report | 2024

VERMONT

Table of Contents

1 Introduction 1

Strategic Partners 2
Organization and Staffing 2
Problem Identification 3
Younger Drivers 3
Vulnerable Users 4
Distracted Driving 4
Impaired Driving (Drug and Alcohol) 4
Motorcycle Safety 5
Occupant Protection 5
Planning and Administration 6
Police Enforcement Services 7
Racial Profiling Data Collection 7
Traffic Records 7
Media 7
Public Participation and Engagement 8
Project 1: Educational Outreach Materials in Multiple Languages 8
Project 2: Engagement at Events/Fairs 8
Project 3: Public Meetings 9
Equity 10

2 Performance Data 13

Target Summary 13
Core Performance Measures Detail 16
Measure C-1: Number of Traffic Fatalities 16
Measure C-2: Serious Injuries 19
Measure C-3: Fatalities per 100 Million VMT 21
Measure C-4: Unrestrained Fatalities 23
Measure C-5: Alcohol-Involved Fatalities 25
Measure C-6: Speed-Related Fatalities 27
Measure C-7: Motorcyclist Fatalities 29
Measure C-8: Un-helmeted Motorcyclist Fatalities 31
Measure C-9: Fatalities Involving a Younger (≤20 Years Old) Driver 33
Measure C-10: Pedestrian Fatalities 35
Measure C-11: Bicycle Fatalities 37
Measure C-12: Distracted Driving Serious Bodily Injury (SBI) Crashes 39
Measure C-13: Impaired (Drugs and/or Alcohol) Fatalities 41
Measure B-1: Seat Belt Use Rate 43

Measure TR-1: Citation Uniformity 45
Measure TR-2: Electronic Citation Usage 46
Measure TR-3: Evidence Based Race Data Enforcement Reporting 47

3 Program Areas 48

Younger Drivers 48
Problem Statement 48
Performance Measures 48
Program Results 49
Planned Activities 49
Vulnerable Users 57
Problem Statement 57
Performance Measures 57
Program Results 58
Planned Activities 58
Distracted Driving 62
Problem Statement 62
Performance Measures 62
Program Results 62
Planned Activities 63
Impaired Driving (Drug and Alcohol) 67
Problem Statement 67
Performance Measures 68
Program Results 68
Planned Activities 69
Motorcycle Safety 77
Problem Statement 77
Performance Measures 77
Program Results 78
Planned Activities 78
Occupant Protection 80
Problem Statement 80
Performance Measures 80
Program Results 80
Planned Activities 81
Planning and Administration 86
Problem Statement 86
Program Results 86
Planned Activities 86
Police Enforcement Services 87
Problem Statement 87
Performance Measures 87
Program Results 88
Planned Activities 88

Racial Profiling Data Collection 94
Problem Statement 94
Performance Measures 94
Program Results 94
Planned Activities 95
Traffic Records 95
Problem Statement 95
Performance Measures 95
Program Results 96
Planned Activities 96

4 State Attitudes Survey Reports 102

Seat Belt Survey 102
Distracted Driving Survey 105

5 Mobilization Participation 111

6 Traffic Safety Enforcement Plan 117

Evidence-Based Enforcement 117
High Visibility Enforcement 119

7 Paid Media 121

Occupant Protection 122
Impaired Driving 123
Motorcycle Safety 124
Speeding and Aggressive Driving 125
Route 105 Speeding and Aggressive Driving 126
Heat Stroke Safety 127
Distracted Driving 128
Older Driver Safety 129

List of Tables

Table No.	Description	Page
Table 1-1	Strategic Partners	2
Table 1-2	Motorcycle Registrations	5
Table 1-3	New England Seat Belt Usage (Source: NHTSA and State DOTs)	6
Table 2-1	Core Performance Measure Target Summary	14
Table 2-2	Traffic Fatalities by Year	16
Table 2-3	Serious Injuries by Year	19
Table 2-4	Fatalities per 100 million VMT by Year	21
Table 2-5	Unrestrained Fatalities by Year	23
Table 2-6	Alcohol-Involved Fatalities by Year	25
Table 2-7	Speed-Related Fatalities by Year	27
Table 2-8	Motorcyclist Fatalities by Year	29
Table 2-9	Un-helmeted Motorcyclist Fatalities by Year	31
Table 2-10	Fatalities Involving a Driver Age 20 or Younger by Year	33
Table 2-11	Pedestrian Fatalities by Year	35
Table 2-12	Bicyclist Fatalities and Crashes by Year	37
Table 2-13	Distracted Driving SBI and Crashes by Year	39
Table 2-14	Impaired Fatalities	41
Table 2-15	Observed Set Belt Use Rate by Year	43
Table 2-16	Citation Uniformity	45
Table 2-17	E-Citation Adoption by Year	46
Table 3-1	Young Drivers Performance Measures	49
Table 3-2	Young Drivers Program Area Summary	49
Table 3-3	Local Law Enforcement Community Education Programs Summary	49
Table 3-4	VSP Traffic Safety Education Program Summary	50
Table 3-5	Teen Driver Educator Summit Summary	52
Table 3-6	Vermont Highway Safety Alliance Activity Summary	52

Table 3-7 Vermont Principals' Association Program Activity Summary....54
Table 3-8 Youth Safety Council Activity Summary....56
Table 3-9 Highway Safety Program Coordinator Activity Summary....56
Table 3-10 Highway Safety Summit Activity Summary....57
Table 3-11 Vulnerable Users Performance Measures....58
Table 3-12 Vulnerable Users Program Area Summary....58
Table 3-13 Road Users Group Activity Summary....58
Table 3-14 Safe Routes for All Activity Summary....61
Table 3-15 Distracted Driving Performance Measures....62
Table 3-16 Distracted Driving Program Area Summary....62
Table 3-17 DD High Visibility Enforcement Activity Summary....63
Table 3-18 Distract Driving Activity Summary....66
Table 3-19 Overall Rates of Observed Distracted Behaviors (% distracted)....66
Table 3-20 Any Distraction While Driving, by Wave and County (% Yes)....67
Table 3-21 Impaired Driving Performance Targets....68
Table 3-22 Impaired Driving Program Area Summary....68
Table 3-23 High-Visibility Alcohol Enforcement Activity Summary....69
Table 3-24 DRE Call-Out Pay Activity Summary....72
Table 3-25 Local Law Enforcement Agencies with DRE on Staff....72
Table 3-26 Vermont Police Academy Impaired Driving Training Activity Summary....73
Table 3-27 Judicial Outreach Liaison Activity Summary....74
Table 3-28 Safe Driver Program Activity Summary....74
Table 3-19 Forensic Laboratory Support Program Activity Summary....75
Table 3-30 Traffic Safety Resource Prosecutor Activity Summary....76
Table 3-31 Motorcycle Safety Performance Measures....78
Table 3-32 Motorcycle Safety Program Area Summary....78
Table 3-33 State Motorcycle Rider Education Program Summary....78
Table 3-34 State Motorcycle Rider Education Program Summary....79
Table 3-35 Occupant Protection Performance Measures....80
Table 3-36 Occupant Protection Program Area Summary....80

Table 3-37 CPS Statewide Program and Data Support Activity Summary 81
Table 3-38 Seat Belt Survey Activity Summary 82
Table 3-39 Annual Attitude Survey Activity Summary 82
Table 3-40 CIOT Activity Summary 83
Table 3-41 CIOT Mobilization Activities 84
Table 3-42 Planning and Administration Program Area Summary 86
Table 3-43 SHSO Planning and Administration Summary 86
Table 3-44 Electronic Grant Management Activity Summary 87
Table 3-45 Police Enforcement Services Performance Measures 88
Table 3-46 Police Enforcement Services Program Area Summary 88
Table 3-47 Crash Reconstruction Team Activity Summary 88
Table 3-48 Highway Safety Program Coordinator Summary 90
Table 3-49 Law Enforcement Liaisons Activity Summary 90
Table 3-50 SHARP Regional Coordinator Activity Summary 91
Table 3-51 SHARP Countywide OP/DUI/DD Enforcement Activity 92
Table 3-52 Law Enforcement Equipment Activity Summary 93
Table 3-53 Equipment Purchases Over $5,000 93
Table 3-54 Racial Profiling Data Collection Performance Measures 94
Table 3-55 Racial Profiling Data Collection Program Area Summary 94
Table 3-56 Racial Profiling Data Collection and Analysis Activity Summary 95
Table 3-57 Traffic Records Performance Measures 96
Table 3-58 Traffic Records Program Area Summary 96
Table 3-58 TRCC Program Coordinator Activity Summary 96
Table 3-60 TRCC Consultant Activity Summary 97
Table 3-61 VTrans Crash Data Reporting System Activity Summary 97
Table 3-62 SIREN Activity Summary 98
Table 3-63 Development of Geospatial Interpolation Method to Estimate Annual Average Daily Traffic on Local Roads Activity Summary 99
Table 3-64 Data Integration of Impaired Driving Systems Activity Summary 100
Table 4-1 Annual Weighted Seat Belt Use Rates 2010-2024 (% Belted) 102

Table 4-2 2023 Statewide Unweighted Survey Results (% Belted) 103
Table 4-3 2023 Statewide Unweighted Survey Results by County Groupings (% Belted) 104
Table 4-4 Overall Rates of Observed Distracted Behaviors 105
Table 4-5 Any Distraction by Site Type 106
Table 4-6 Any Distraction by County 106
Table 4-7 Any Distraction by Sex 107
Table 4-8 Any Distraction by Age 108
Table 4-9 Any Distraction by Vehicle 108
Table 4-10 Any Distraction by Time of Day 109
Table 5-1 HVE Mobilization Campaigns 111
Table 5-3 Municipal Agency Enforcement Campaign Participation 114
Table 5-4 State Police Enforcement Campaign Participation 115
Table 5-5 Sheriffs' Department Enforcement Campaign Participation 116

List of Figures

Figure No.	Description	Page
Figure 1-1	SHSO Organizational Chart	3
Figure 2-1	Drive Well Vermont Logo (https://drivewell.vermont.gov) (Source: VT State Highway Safety Office)	17
Figure 2-2	Fatalities (2017 to 2024)	18
Figure 2-3	Serious Injuries (2017 to 2024)	20
Figure 2-4	Fatalities per 100 million VMT (2017 to 2024)	22
Figure 2-5	Unrestrained Fatalities (2017 to 2024)	24
Figure 2-6	Alcohol-Involved Fatalities (2017 to 2024)	26
Figure 2-7	Speed-Related Fatalities (2017 to 2024)	28
Figure 2-8	Motorcyclist Fatalities (2017 to 2024)	30
Figure 2-9	Un-helmeted Fatalities (2017 to 2024)	32
Figure 2-10	Fatalities Involving a Driver Age 20 or Younger (2017 to 2024)	34
Figure 2-11	Pedestrian Fatalities (2017 to 2024)	36
Figure 2-12	Bicyclist Fatalities (2017 to 2024)	38
Figure 2-13	Serious Injuries Involving Distracted Driving (2017 to 2024)	40
Figure 2-14	Impaired (Drugs and/or Alcohol) Fatalities (2017 to 2024)	42
Figure 2-15	Observed Seat Belt Use (2017 to 2024)	44
Figure 2-16	Percent of Tickets Issued Electronically (2017 to 2024)	45
Figure 2-17	Percent of Agencies Having Adopted E-Citation	46
Figure 3-1	Distracted Driving HVE Activity Summary – Hours Worked by Agency	65
Figure 3-2	Impaired Driving HVE Activity Summary – Hours Worked by Agency	71
Figure 3-3	Occupant Protection HVE Activity Summary – Hours Worked by Agency	85
Figure 5-1	HVE Mobilization Campaigns 2022 - 2024	113

1

Introduction

The Vermont Triennial Highway Safety Plan (3HSP) for Federal Fiscal Years (FFY) 2024-2026 established aggressive targets for safety on Vermont highways. To meet these goals, the State planned 49 activities divided between eleven program areas. This HSP Annual Report describes each activity's purpose, progress, and outcome. This report also describes how Vermont performed against the National Highway Traffic Safety Administration (NHTSA) safety performance metrics and how the State's safety programs will be adjusted next year to rectify identified challenges.

Strategic Partners

Through the Vermont Highway Safety Alliance (VHSA), Vermont invites participation from over fifty organizations in the activities outlined in the 2023 HSP. These partners are listed in **Table 1-1**.

Table 1-1 Strategic Partners

3M	State Highway Safety Office
AAA of Northern New England	TextLess Live More
AARP Driver Safety	Town of Barre
Addison County Regional Planning Commission	Two Rivers-Ottauquechee Regional Commission
Associated General Contractors of Vermont and Project Road Safe	UVM Medical Center Injury Prevention Programs
	UVM Transportation Research Center
AT&T	Vermont Agency of Transportation
Bennington County Regional Commission	Vermont Association of Chiefs of Police
Central Vermont Regional Planning Commission	Vermont Automotive Distributors Association
Chittenden County Regional Planning Commission	Vermont Department of Health
Co-operative Insurance Companies	Vermont Department of Liquor Control
Community Justice Network of Vermont	Vermont Department of Tourism and Marketing
Enforcement and Safety Unit of the DMV	Vermont Driver and Traffic Education Association
F.R. Lafayette	Vermont Emergency Nurses Association
Federal Highway Administration	Vermont Forensic Laboratory
Federal Motor Carrier Safety Administration	Vermont Insurance Agents Association
Green Mountain Transit	Vermont Judiciary
Hallstrom Motor Sports	Vermont League of Cities and Towns
Impaired Driving Rehabilitation Program	Vermont Local Roads
Lamoille County Planning Commission	Vermont Rider Education Program
Local Motion	Vermont Sheriffs Association
Mount Ascutney Regional Commission	Vermont State Police
National Highway Traffic Safety Administration	Vermont Truck and Bus Association
Northeastern Vermont Development Association	VTrans Highway Safety Data Unit
Northwest Regional Planning Commission	VTrans Traffic Operations and Mobility
Operation Lifesaver	Windham Regional Commission
Private Driver Education Schools	Worksafe TCI
Rutland Regional Planning Commission	Youth Safety Council of Vermont

Organization and Staffing

The Vermont State Highway Safety Office (SHSO) is a unit of the Operations and Safety Bureau (OSB) at the Vermont Agency of Transportation (VTrans). In May of 2024 the SHSO was re-organized under a new section of the OSB called "The Safe Systems Section." This new organizational structure combines the SHSO with safety engineers focused on active transportation and roadway design. The SHSO is responsible for administering federal grants to

facilitate safety programs across the state. The SHSO has six full-time staff and two contracted Law Enforcement Liaisons (LELs). An organizational chart is shown in Figure 1-1.

Figure 1-1 SHSO Organizational Chart

Problem Identification

Vermont's 2024 HSP was divided into eleven program areas. Each program area was connected to a safety need identified in the 3HSP or State Strategic Highway Safety Plan (SHSP) and encompasses a set of activities.

Younger Drivers

Major crashes involving younger drivers, who are defined as drivers under the age of 21, are an area of focus for the state. Fatal crashes have fluctuated in recent years, but rates have remained at or below ten per year since 2013. The five-year average increased slightly from 7.2 to 8.0 by the end of 2024. Local and statewide law enforcement education efforts and targeted media campaigns are critical to reducing younger driver-involved fatalities.

During the 2023-2024 period, law enforcement agencies implemented community education activities focused on reducing distracted, aggressive, and impaired driving, and increasing occupant protection. These community-based events included education in local schools, high school driver's education classes, university events, summer fairs, safety programs, and other

local events. Law enforcement agencies address unique community needs based on demographics and site-specific hazards of town streets, rural roads, and state highways.

Vulnerable Users

Pedestrians and bicyclists are at a higher risk for injury and fatality compared to people traveling in a motor vehicle. The state of Vermont has implemented "road diets", share the road messaging, bike rodeos facilitated by local law enforcement, and other statewide and local initiatives by Local Motion and the Vermont Department of Health (VDH). VTrans developed the VTrans Bicycle and Pedestrian Strategic Plan (BPSP) in 2021 and identified strategies that have broadened the inclusion of bicycling and walking throughout VTrans projects and activities. A monthly partner meeting has since been established to coordinate implementation of the plan, with the partners meeting ten times in 2024.

VTrans also completed a Vulnerable Road Users Assessment under the Highway Safety Improvement Program (HSIP) in 2023, which identified trends in VRU deaths and high-risk areas within the state. These findings have been used to develop strategies and implementation recommendations for continuing the work of increasing VRU safety on Vermont roads.

There were seven VRU fatalities in 2024 (five pedestrians and two bicyclists), up from six in 2023 due to an additional bicyclist fatality.

Distracted Driving

In the age of constant distraction and handheld technology, addressing distracted and inattentive driving has become a heightened priority in Vermont. Serious bodily injury crashes related to distracted driving have been increasing in Vermont since 2015, and distraction has been noted as a contributing factor in 19 percent of fatalities and serious injuries between 2016 and 2020. A distracted driving survey and crash maps will help understand where localized problems exist, along with social media campaigns that target younger drivers. In 2024, there were three distracted driving serious bodily injury crashes. This number is likely understated as distracted driving is difficult to collect accurate data on.

Local and State law enforcement agencies working under the distracted driving grant carry out high visibility enforcement activities intended to decrease distracted driving. These activities are focused on locations that are selected based on crash data.

Impaired Driving (Drug and Alcohol)

In 2024, 52% of Vermont fatalities involved impaired drivers. Vermont is committed to using evidence-based approaches to eliminate impaired driving. This has meant adjusting the state's approach in recent years as drugs have overtaken alcohol as the leading source of impairment in fatal crashes.

Many of this year's activities focused on improving DUI-drug enforcement by training officers to detect and investigate drug impairment. The SHSO also provided support to the Department of Public Safety's forensic laboratory and the States Attorneys and Sheriffs' Traffic Safety Resource

Prosecutor (TSRP) program. In addition to enforcement, LEAs participated in educational outreach on the dangers of impaired driving at schools and community events.

The SHSO continues to find that enforcement is the most effective tool to reduce impaired driving, and the bulk of the resources in this program area were used for that purpose.

Motorcycle Safety

Motorcycle registrations have been declining in Vermont since a recent peak in 2019. In 2024 there were fewer than 24,000 motorcycle registrations in Vermont. The SHSO anecdotally believes, like in other parts of the country, that there are likely many more motorcycles and passenger motor vehicles on our roadways that are currently not registered. During and post-covid there were a number of individuals that realized you most likely would not receive a motor vehicle violation simply for being unregistered and therefore did not register their vehicle(s). The statistics in **Table 1-2** (below) confirm the anecdotal evidence as the number of motorcycle registrations declined sharply in 2020 and have not rebounded to pre-pandemic levels. While motorcycles make up only a small portion of the approximately 600,000 vehicles registered in the state, motorcyclists are among the most vulnerable road users. Motorcyclists can greatly increase their personal safety by riding within their skill level and wearing all recommended protective gear. To encourage these practices, Vermont enforces a mandatory helmet law and provides rider education courses for both two- and three-wheel motorcyclists at various skill levels.

Over the past decade, the annual number of motorcycle fatalities has hovered between 10 and 18. The fatality rate is suppressed somewhat by Vermont's short riding season and relatively few motorcyclists. The state's motorcycle safety efforts are primarily educational, including a widely available rider education course and driver awareness of motorcycles advertising and education. Motorcycle fatalities decreased to new low of six people in 2024. The SHSO and DMV engaged in an NHTSA Motorcycle Assessment in Spring of 2024 and are now implementing suggestions from the assessment team.

Table 1-2 Motorcycle Registrations

Calendar Year	2017	2018	2019	2020	2021	2022	2023	2024
Motorcycle Registrations	30,205	30,049	30,934	23,910	24,753	23,597	23,481	27,776

Occupant Protection

Vermont has a secondary seat belt law. Law enforcement officers may issue a ticket for not wearing a seat belt only when there is another citable traffic infraction. Despite this, the State's seat belt usage rate is on par with the other New England states that have primary seat belt laws, such as Rhode Island. Vermont's Seat Belt use rate is just below Connecticut's and Maine's rate which hover at 92-93 percent. In comparison, New England States with a secondary, or no adult seat belt law (NH and MA), Vermont's seat belt usage rate is 11-14 percentage points higher. The five-year (2020-2024) moving average for seat belt usage in Vermont is 89.1%, and the official rate in 2024 is 88.4%.

Vermont's percentage of unbelted fatalities remains high and currently stands at 55 percent for calendar year 2024. This is the lowest rate of unbelted fatalities since 2019 (49%), with 2022 having the highest rate since then (64%). For the calculation of this percentage, only occupants in vehicles equipped with seat belts are used, so fatalities of motorcyclists, ATV occupants, pedestrians and bicyclists are excluded.

Table 1-3 New England Seat Belt Usage (Source: NHTSA and State DOTs)

New England State	Adult Seat Belt Law	2023	2024
Connecticut	Primary Law	93.5%	95.0%
Massachusetts	Secondary Law	80.4%	84.4%
Maine	Primary Law	94.5%	93.8%
New Hampshire	No Adult Law	77.9%	78.2%
Rhode Island	Primary Law	89.1%	90.5%
Vermont	Secondary Law	88.9%	88.4%

Seat belt usage is measured though direct observations conducted by Preusser Research Group.

To reach higher levels of seat belt use, Vermont has identified specific demographics and locations throughout the state with lower belt use. For example, 18 to 34-year-old males are one targeted demographic, which has been reached through media campaigns and driver education programs. In 2002, the seat belt use rate in Vermont was around 68%. Since Vermont started participating in Click It or Ticket mobilizations (now called the "Buckle Up VT" campaign), the seat belt use rate has increased by 22 percentage points.

The occupant protection program also addresses child car seat restraint and best practices for proper use. Between 2019 and 2023, at least seven children under the age of 10 in Vermont sustained a serious injury in a crash due to no or improper restraint use, which also contributed to two fatalities in the same time period. Vermont uses educational programs by trained technicians to teach parents and caregivers about proper restraint use and offer services to inspect and properly install car seats at a variety of events. In July of 2024 the Vermont Legislature modified the car seat law to include provisions that are in line with NHTSA recommendations. The SHSO has worked with partners to develop an Occupant Protection brochure and other materials to support this educational effort.

Planning and Administration

The SHSO awards federal highway safety grant funds to contractors to administer and evaluate programming that improves oversight of the highway safety program. The SHSO has four full-time employees (Administrator, Deputy Administrator, Financial Manager II and Media/Outreach Manager) who provide guidance, oversight, and monitor compliance for subgrantees. The SHSO's programs are federally funded through the NHTSA. The SHSO plans safety programs for each year, analyzing data, identifying problems, defining emphasis areas, and setting targets. The mission of the SHSO is to achieve progress "Towards Zero Deaths" by reducing the number of crashes, injuries and fatalities on Vermont's roads and to provide highway safety data and fact-based information to the public.

Police Enforcement Services

Capable crash investigations are a necessity for accurate safety data and for prosecution when criminal behavior contributes to crashes. Responding agencies must have adequate training and the necessary resources to investigate regardless of where a crash occurs in Vermont. To this end, the SHSO coordinates between agencies through its two law enforcement liaisons (LELs), who provide law enforcement expertise and support training in topics like crash reconstruction to ensure a consistently high investigation standard statewide. LELs also provide media support for NHTSA campaigns and highway safety messaging throughout the year.

Racial Profiling Data Collection

Vermont law enforcement agencies are required by state statute to collect and report race data of the subjects of motor vehicle traffic stops. Statute requires that this information be publicly accessible. This information is used to track racial disparities in motor vehicle stops and for law enforcement training. Vermont has struggled to collect this data uniformly and comprehensively. Training for officers on race data collection is needed so that this data can become more reliable and usable.

Traffic Records

Vermont's Traffic Records program aims to improve the timeliness, accuracy, and completeness of crash and citation data. This data is critical for identification of problem areas for safety planning and other uses. VTrans, in collaboration with the Traffic Records Coordinating Committee (TRCC), maintains a database of vehicle fatalities and injuries. This program area includes projects that improve ease of crash reporting, EMS run reporting, and the e-Citation project. Vermont had a Traffic Records Assessment in FY2022 to review and evaluate the traffic records data systems, and the deficiencies it identified were used to guide the work of the TRCC consultant in 2023 and 2024.

Media

In addition to the ten program areas, VTrans retains qualified, experienced marketing firms to design and execute advertising campaigns on behalf of the SHSO. These firms add value by working with VTrans to create persuasive, compelling media and by placing campaigns on appropriate advertising channels for the targeted demographics. Media campaigns address various road safety areas, including impaired and distracted driving, young drivers, and safety for motorcycle operators. The SHSO has a dedicated public outreach manager who oversees all highway safety media efforts. The SHSO outreach manager works closely with the VTrans Public Information Officer (PIO), Transportation Management Center, and the Data Unit to deploy messaging.

Public Participation and Engagement

Project 1: Educational Outreach Materials in Multiple Languages

Data-Based Community Identification: Through partnerships, data analysis, and SHSO in-house surveys, there was a need identified for highway safety educational materials to be created/printed in different languages. Data showed there was a need for these materials in many areas overrepresented in crash data, including Rutland County, Windham County, and Chittenden County, as well as statewide.

Project Details: The SHSO created Highway Safety educational materials to cover Impaired Driving and Distracted Driving. Based on the input from partners, these were translated into 4 other languages, including Spanish, French Canadian, Arabic, and Dari. The SHSO continues to expand the highway safety materials to provide to underserved populations across the state.

Engagement Tactic: Creating and providing educational materials in multiple languages to reenforce enduring educational understandings and to bring highway safety education to new Americans.

Outcomes: 30,000 pamphlets were printed and continue to be distributed to Law Enforcement and Education grantees. Current work is underway distribute them to DMV locations and potential tourist centers across the state.

Project 2: Engagement at Events/Fairs

Data Identification of Community: Underserved and overrepresented areas as seen in crash data are a focus for increased engagement. Overrepresented areas include data-identified older driver communities as documented in the VT Strategic Highway Safety Plan.

Project Details: SHSO staff attended and tabled at the Vermont Highway Safety Alliance's (VHSA) booth at the Champlain Valley Fair as well as the Vermont Lake Monsters games.

Engagement Tactic: The SHSO was able to utilize partnerships to increase community engagement at these events. The Chaplain Valley Fair table was staffed by employees from VTrans, Vermont State Police, County Sheriff's Departments, Vermont Department of Health, private volunteers, and other excellent partners. The SHSO made contact with thousands of people over the 10-day fair, offering resources and receiving input from the public. This event is a great opportunity for volunteers to get in touch with many Vermonters who may not be able to attend other community engagement events – this gives the SHSO the opportunity to meet Vermonters "where they are," which is incredibly beneficial.

Outcomes: One of the SHSO's new projects, the Yellow Dot Program, which is run by the Vermont Department of Health, was soft launched at this fair. The reception from the target market of underserved, elderly Vermonters was a massive success. While it's difficult to identify the exact number of people engaged, there was an overwhelming response in taking the

materials to join the Yellow Dot program. These are community members who the SHSO would otherwise have a difficult time reaching.

Project 3: Public Meetings

Example: Swanton Public Meeting

Why Did We Engage

- Swanton is identified as an underserved community. In particular, the Village (which is a smaller portion of the census tract that includes the town of Swanton) is a higher-poverty area.
- Understanding traffic safety concerns within the community, especially in the context of a small town with high levels of pass-through traffic and multiple upcoming closures that could exacerbate these safety concerns, was the primary goal of the outreach performed.

Concerns Expressed by the Public

- They see exceptionally high through traffic for a village center at 11,000 vehicles/day, with 15% of those being trucks. There is concern about shifting that to local detours during construction.
- A one-way alternating closure for bridge cleaning was tried this year and quickly gridlocked the village.
- If Robin Hood Drive gets detour traffic, need to enhance ped safety – so many people crossing that road at different points to get on sidewalk (which is on west side). Painted crosswalks, flashing beacons.
- Bridge closure will lengthen emergency response times. Easier on police than fire (more maneuverable vehicles). Fire has agreements with the town of Alburg to serve areas west of bridge during closure.
- Detour roads are not high-speed roads. Worried about enforcement. Police chief echoed that and said it will be difficult to do enforcement on River Street, for example, because it is so narrow that pulling someone over effectively shuts down the road. Guardrail up to edge of lane – no shoulders.
- Concerned about wear on town roads during detour, especially from tri-axle chip trucks coming from New York State. Have had issues before with River Road eroding into river.
- Rail crossings in very poor condition along detour route.
- Tractor trailers flip over on VT-78 a couple times per year. Will be even worse on Beebe Road. It's posted 30 mph but 40-50 is the norm, people will go off road.3
- Worried about what would happen if the North Hero drawbridge were stuck again as recently happened – would funnel even more traffic through Swanton and potentially the detour route.

- Heard from multiple people about speeding, especially on Route 7. Chief confirmed that they usually see 100+ mph wherever they put speed carts. Worst speeding is at commute times which coincide with shift change for police – not usually doing enforcement in that 5-8 pm window.
- Specific mention of using GHSO money for coordinated enforcement – but Chief says they rarely or never have another agency show up at these details. These are volunteer overtime shifts.
- Discussion of whether Village can/should absorb cost for blue lights or contracted enforcement during closure.
- Concern that detour roads are so narrow that trucks/school buses passing each other will take mirrors out. Has happened before.

Key Behavioral Themes Heard

- Speed concerns supported by data – speed carts are being regularly rotated.
- Enforcement is scarce – only three officers on day shift, two on night. Worst speeding is during shift change, and it's hard to get participation from other agencies for high-visibility enforcement.
- They have to move a lot of (impatient) traffic through town during closures – hard to get respect for signs/road conditions/etc.

Outcomes: Due to the information collected at this meeting, the SHSO requested the VTPA give their "Choices Matter" presentation on road safety to high schools and career centers in this area. The SHSO also launched a geo-targeted media campaign on VT Route 105 to target speeding and aggressive driving, distracted driving, impaired driving, occupant protection, and work zone safety.

Equity

New measures were implemented by the Vermont SHSO in 2023 and 2024 to make the state's highway safety efforts more equitable and meet the requirements of the Infrastructure Investments and Jobs Act (IIJA). Within the grant application process, this included the SHSO sharing equity data with FFY 24 grant applicants to assist in the identification of underserved communities, and the addition of three new questions in the education grant application on how grant funds would be used to support those communities. Applicants were asked to consider data on poverty rates, health indicators, race and ethnicity, languages spoken at home, disabilities, means of transportation, and health insurance. The SHSO also established equity criteria to prioritize funds for underserved regions and overrepresented populations, and the following funded projects were included in the FFY 24 Annual Grant Application: expanding community collaboration with the accessibility of educational materials by offering them in

additional languages, working on a program for implementing speed radar feedback signs in underserved communities, funding consultants for community engagement and young driver engagement, and providing child car seats and seat checks in areas with a high social vulnerability index (SVI).

To guide public representation and participation for current programs, the SHSO utilized the VTrans Data Unit to identify underserved and affected communities and populations in the state by census tract. Counties identified for ongoing engagement based on high SVI scores in multiple census tracts include Chittenden, Franklin, Orleans, Rutland, Windham, and Windsor. Five census tracts were identified as transportation disadvantaged (as defined by USDOT) in the counties of Chittenden (three), Washington (one), and Rutland (one). Younger drivers are overrepresented in serious crashes and were identified as a focus for engagement and outreach, particularly in Orange County (newer education project with Randolph PD), where several towns have high rates of fatalities and serious injuries and moderately high social vulnerability indices.

In addition to data analysis and community identification, outreach and engagement remains a priority, and the SHSO worked with Regional Planning Commissions (RPCs) and the VTrans Transportation Equity Framework Committee to connect locally with stakeholders and community leaders with access to residents of underserved communities. Collaboration with the Vermont Principals Association, the VTrans Operations and Safety Bureau Public Outreach Manager, and contracted consultants has also increased engagement with community organizations and events. VTrans has established a committee to develop a transportation equity framework scheduled to be finalized in FY 25, which will inform the Agency's community engagement plan.

In 2024, the SHSO engaged with attendees of multiple public events to gather feedback on road safety issues. These events occurred throughout the state, including in areas identified as underserved, and provided childcare, disability accommodations, and interpreter services. Through these public meetings, VTrans is able to engage with diverse groups of people, including those who rely on public transportation, those who use a bicycle as their primary form of transportation, people with mobility issues, transportation-related workers including crossing guards, and new residents navigating the Vermont transportation landscape for the first time. Data gathered at these meetings about common safety concerns directly impacts transportation projects and planning in the state and informs the SHSO's and partners' approach to addressing highway safety for all users. Key concerns that are frequently heard at this event include increased speeding and aggressive driving and lack of enforcement to discourage these behaviors, as well as inadequate infrastructure for bicyclists and pedestrians. Specific actions being taken to address these issues are discussed in the Vulnerable Users and Police Enforcement Services Program Areas in Section 4 of this document. Further steps taken to advance equity within individual activities during this grant cycle are described in each activities Performance summary.

The lead agency for data collection and analysis to ensure transparency and identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities for Vermont is the Department of Public Safety (DPS) and the Criminal Justice Training Council. The SHSO resides in the Vermont Agency of Transportation, and therefore does not have direct

oversight of the activities for enforcement policy and does not directly fund these efforts. However, the State passed Act No. 106 VT (H.635) in 2022 requiring the Executive Director of Racial Equity, the Commissioner of Motor Vehicles, and the Commissioner of Public Safety to jointly examine all motor vehicle violations for the purpose of making recommendations on whether or not statutes should be repealed, modified, or limited to secondary enforcement. At the time of its introduction, it was made expressly clear the bill's intent was to reduce traffic enforcement disparities among motorists. Secondary Enforcement of Minor Traffic Offenses Act 106 of 2022 established a working group whose purpose was to assess which traffic violations under the state traffic laws can be reduced to "secondary offenses." The legislative history of the bill demonstrates that the express purpose of its introduction was to reduce inequity in traffic stops. The Executive Director and Commissioners jointly were tasked with providing a final report to the House and Senate Committees on Judiciary and on Transportation dated December 22, 2023, which is available here.

2

Performance Data

This section provides a summary of crash, fatality, and serious injury data for 2024 and their alignment to targeted values.

Target Summary

Table 2-1 lists the thirteen crash performance measures, one behavioral measure, and three activity measures against which Vermont's HSP is evaluated. Progress in 2023 and 2024 is compared against target values and any adjustments made are highlighted.

Table 2-1 Core Performance Measure Target Summary

Performance Measure	Assessment of Results in Achieving Performance Targets for FFY24 and FFY23								
	FFY 2024 (Five Year Moving Average)					FFY 2023 (Five Year Moving Average)			
	Target Period	Target Year(s)	Target Value FFY24 HSP	Data Source/ FFY24 Progress Results*	On Track to Meet FFY24 Target (in progress)	Target Year(s)	Target Value FFY23 HSP	Data Source/ FFY23 Progress Results	On Track to Meet FFY23 Target (in progress)
C-1) Total Traffic Fatalities	5 year	2022-2026	65.8	FARS & VTrans/ 68	No	2019-2023	65	FARS & VTrans/ 65.6	No
C-2) Serious Injuries in Traffic Crashes	5 year	2022-2026	265.4	FARS & VTrans/ 279.4	No	2019-2023	258	FARS & VTrans/ 266.8	No
C-3) Fatalities/100 Million VMT	5 year	2022-2026	0.9632	Available Mid-2025	TBD	2019-2023	0.965	VTrans/ 0.962	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2022-2026	27.2	FARS & VTrans/ 25.6	Yes	2019-2023	27.2	FARS & VTrans/ 24.8	Yes
C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and above (FARS)	5 year	2022-2026	16	FARS & VTrans/ 18.2	No	2019-2023	15.8	FARS & VTrans/ 15.8	Yes
C-6) Speeding-Related Fatalities	5 year	2022-2026	22	FARS & VTrans/ 22.2	No	2019-2023	26	FARS & VTrans/ 21.2	Yes
C-7) Motorcyclist Fatalities (FARS)	5 year	2022-2026	10.4	FARS & VTrans/ 12.8	No	2019-2023	11.6	FARS & VTrans/ 12.6	No
C-8) Un-helmeted Motorcyclist Fatalities	5 year	2022-2026	1.4	FARS & VTrans/ 1.8	No	2019-2023	1	FARS & VTrans/ 1.8	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 year	2022-2026	7.6	FARS & VTrans/ 8.2	No	2019-2023	6.8	FARS & VTrans/ 7.2	No

Performance Measure	Assessment of Results in Achieving Performance Targets for FFY24 and FFY23								
	FFY 2024 (Five Year Moving Average)					FFY 2023 (Five Year Moving Average)			
	Target Period	Target Year(s)	Target Value FFY24 HSP	Data Source/ FFY24 Progress Results*	On Track to Meet FFY24 Target (in progress)	Target Year(s)	Target Value FFY23 HSP	Data Source/ FFY23 Progress Results	On Track to Meet FFY23 Target (in progress)
C-10) Pedestrian Fatalities	5 year	2022-2026	6	FARS & VTrans/ 6.8	No	2019-2023	6.6	FARS & VTrans/ 6.2	Yes
C-11) Bicyclist Fatalities	5 year	2022-2026	0.4	FARS & VTrans/ 1.0	No	2019-2023	0	FARS & VTrans/ 0.8	No
C-12) Distracted Driving Serious Bodily Injury Crashes	5 year	2022-2026	9	VTrans/ 6.8	Yes	2019-2023	9.4	VTrans/ 8.6	Yes
C13) Number of Impaired (Alcohol and Drugs) Fatalities	5 year	2022-2026	35.6	FARS & VTrans/ 38.4	No	2019-2023	32	FARS & VTrans/ 36.8	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	5 year	2022-2026	90.6%	State Survey/ 88.4%	No	2023 (Annual)	90%	State Survey/ 88.9%	No
Additional State-defined performance metrics									
TR-1) E-Citation Uniformity	Annual	2024	41%	VTrans/ 48.6%	Yes	2023	34%	VTrans/ 44%	Yes
TR-2) E-Citation Use	Annual	2024	55%	VTrans/ 60%	Yes	2023	53%	VTrans/ 55%	Yes
TR-3) Evidence Based Race Data Enforcement Reporting	Annual	2024	99.2%	VTrans/ -	No	2023	63%	VTrans/ -	No

*While the five-year target values are given for 2022-2026, FFY24 results are calculated from 2020-2024 data.

Core Performance Measures Detail

This section discusses recent history in Vermont for each performance metric and its associated program area. Tables and figures in this chapter summarize progress towards targets for the required performance measures (thirteen crash and one behavioral) in the most recent 8-year period.

Strategies to improve performance in areas where targets were not met, and to continue progress when targets were met, are given for each performance measure below.

Measure C-1: Number of Traffic Fatalities

Goal: Achieve a five-year moving average of 65.8 traffic fatalities in 2024.

Table 2-2 Traffic Fatalities by Year

Year	Total Traffic Fatalities	5 Year Moving Average
2017	69	60.4
2018	68	60.0
2019	47	60.6
2020	62	61.6
2021	74	64.0
2022	76	65.4
2023	69	65.6
2024*	58	68

* 2024 numbers as of 1/16/2025

Vermont **did not meet** the performance target for fatalities in 2024, with a five-year average of 68. Crash fatalities in Vermont are the lowest they've been since 2019, continuing the downward trend observed last year; however, because the significantly lower number of fatalities recorded in 2019 is no longer included in the five-year average, this metric has increased despite the decrease in fatalities in 2024. Speed, impairment, and unbuckled occupants continue to be primary factors in fatal crashes. To continue lowering fatalities and achieve the targeted five-year average, Vermont will continue implementing strategies that have been found effective and developing new strategies to address fatal crashes, including in the following areas:

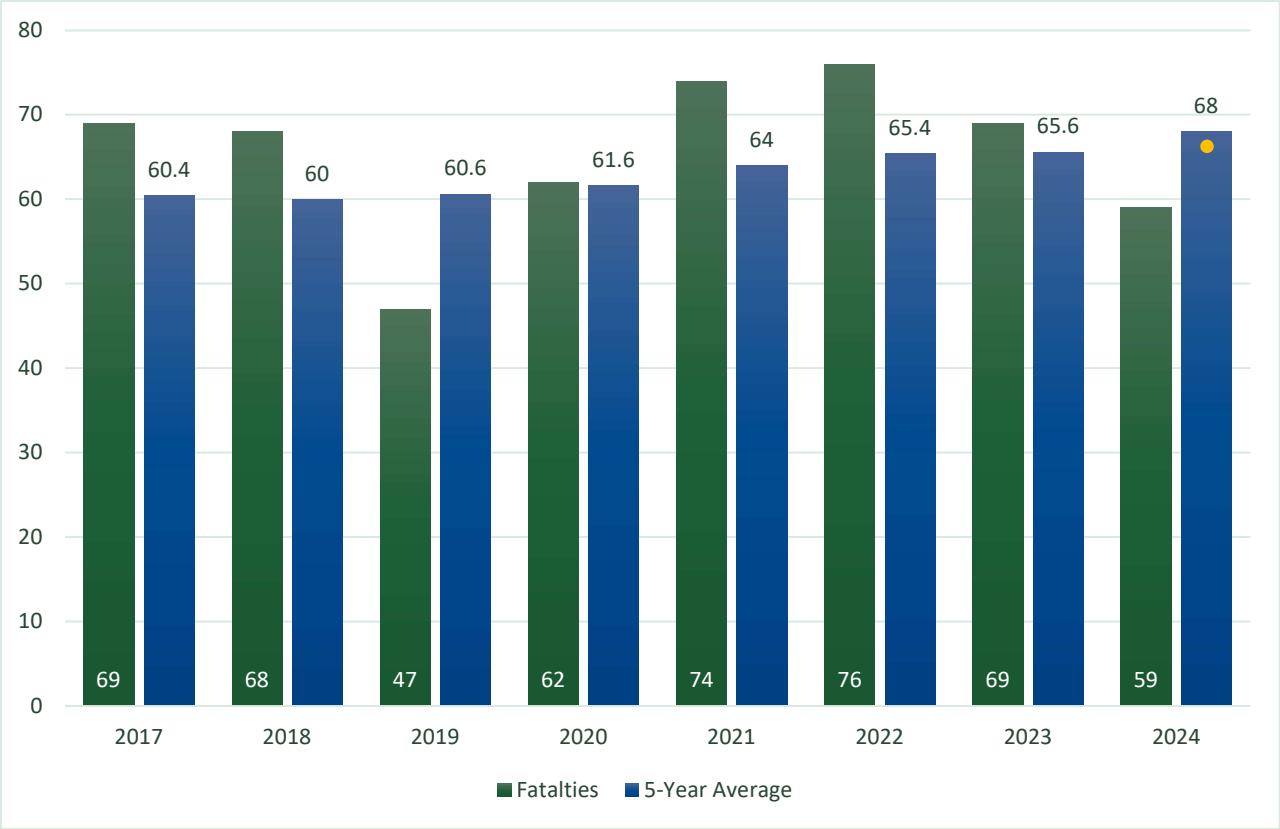
1. Impaired Driving
   Contributing factor in approximately 56 percent of fatalities in 2024
   - Sustain use of the Drive Well Vermont media campaign for impaired driving
   - Increase the number of Drug Recognition Experts (DRE)
   - Support the Drug Impairment Training for Educational Professionals (DITEP) in FY24.

- Work with the Vermont Forensic Laboratory to upgrade all DataMaster breath testing instruments statewide

2. Speed
   Contributing factor in 37 percent of fatalities in 2024
   - Continue support for the legislative appointed working group recommendations for the speed camera pilot program in Vermont work and school zones
   - Hold recurring Traffic Committee meetings to coordinate between law enforcement and VTrans
   - Continue the use of targeted media campaigns in areas with high rates of speeding and aggressive driving
3. Young Drivers
   Involved in 15 percent of fatalities in 2024
   - Continue research in a pilot program for underserved youth to supplement driver education costs
   - Support driver educators and other partners performing outreach to younger drivers
4. Older Drivers
   Involved in 11 percent of fatalities in 2024
   - Sustain use of targeted media campaigns
   - Continue to fund and support "Yellow Dot" mature driving program through the VDH
5. Law Enforcement Coordination
   Enhancing coordination between law enforcement agencies will strengthen enforcement, outreach, and education efforts
   - Continue working with Law Enforcement Liaisons and SHARP programs to facilitate communication between partners
   - Implementation of a law enforcement roundtable event for sharing ideas and strategies
6. Improper or No Belt Use
   Involved in 55 percent of fatalities (of people in vehicles equipped with seat belts) in 2024
   - Sustain use of targeted media campaigns
   - Continue education and enforcement campaigns

Figure 2-1 Drive Well Vermont Logo (https://drivewell.vermont.gov) (Source: VT State Highway Safety Office)

Figure 2-2 Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-2: Serious Injuries

Goal: Achieve a five-year moving average of 258 serious injuries in 2024.

Table 2-3 Serious Injuries by Year

Year	Serious Injuries	5 Year Moving Average
2017	255	294
2018	257	283.8
2019	263	278.4
2020	236	266.2
2021	282	258.6
2022	289	265.4
2023	302	274.4
2024*	288	279.4

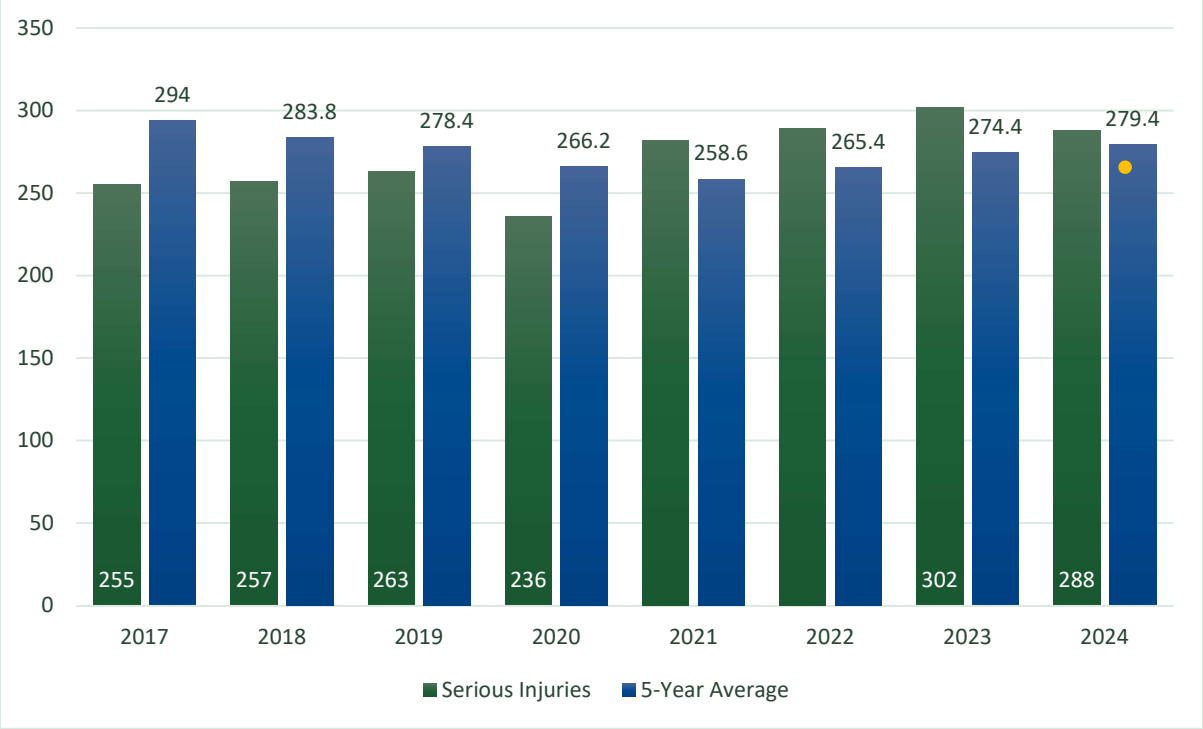
* 2024 numbers as of 1/16/2025

Vermont **did not meet** the performance target for serious injuries in 2024. Serious injuries had been increasing since 2020, but were lower this year than in 2021-2023. Vermont will continue implementing a multi-pronged approach of education and enforcement addressing speed, impairment, and occupant protection. The following strategies will continue to be a focus for the SHSO in 2025 to further reduce the number of serious injuries:

1. Sustain partnerships between enforcement agencies, engineers, educators, and emergency responders.
2. Support crash reconstruction to help reduce the time crash investigators spend collecting data at the scene. Also aid in a quicker reopening of roadways at crash scenes and production of accurate forensic evidence for prosecutions related to crashes.
3. Deploy the Drive Well Vermont media campaign for impaired driving, seatbelts, distracted driving, motorcycle safety and speeding.
4. Review and respond to recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.
5. Conduct an assessment facilitated and approved by the Vermont DMV.
6. Increase funding for pedestrian and bicycle safety including the Safe Routes to School program.
7. Continue collaboration with highway safety partners to include a Safety Summit.
8. Foster and sustain a safety culture around emergency vehicles and emergency response.

9. Incorporate parts of the Safe System approach to mitigate serious injury risk and foster mutually reinforcing approaches to create safer roads, safer speeds, safer vehicles, safer users and effective post-crash care.

Figure 2-3 Serious Injuries (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-3: Fatalities per 100 Million VMT

Goal: Achieve a five-year moving average of 0.9632 fatalities per 100 million vehicle miles traveled (VMT) in 2024.

Table 2-4 Fatalities per 100 million VMT by Year

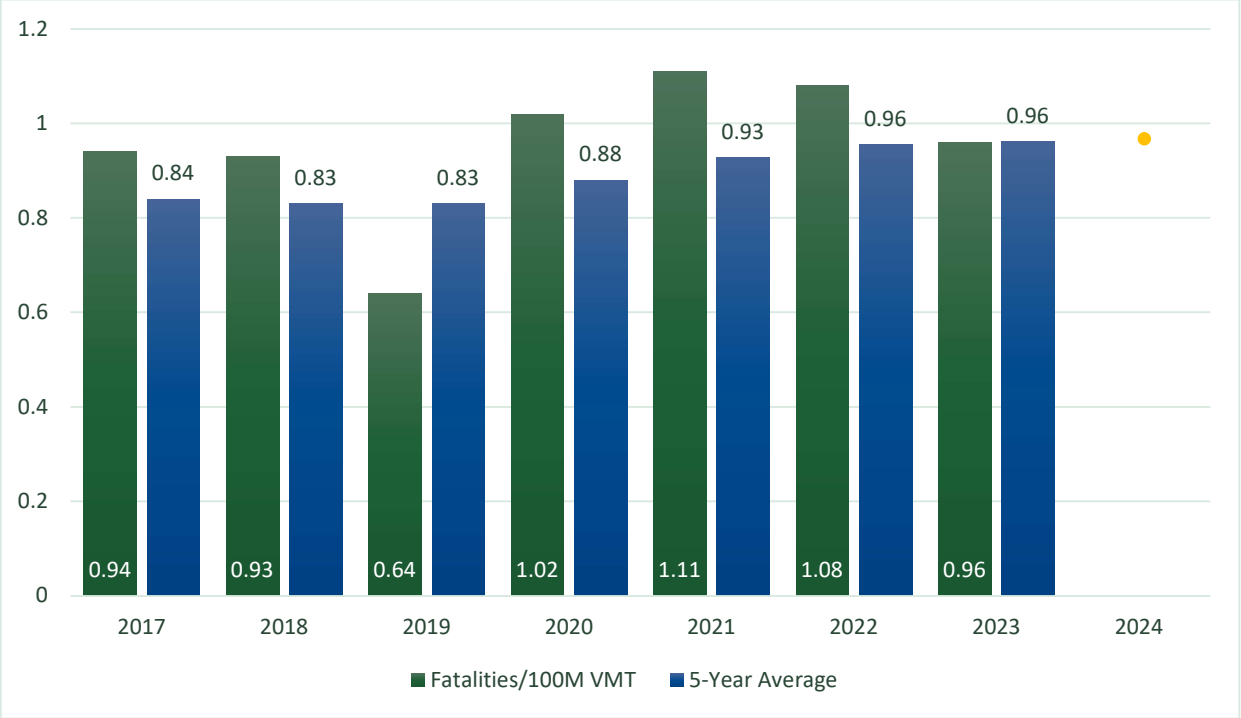
Year	Fatalities per 100 Million VMT	5 Year Moving Average
2017	0.94	0.84
2018	0.93	0.83
2019	0.64	0.83
2020	1.02	0.88
2021	1.11	0.93
2022	1.08	0.96
2023	0.96	0.96
2024	*Data not available until Summer 2025*	--

Calculations to determine whether Vermont met the stated target remain in progress due to the unavailability of 2024 VMT data. The 2019-2023 average of 0.96 fatalities per 100 million vehicle miles traveled reflects the most recent data available. This measure will be calculated in June 2025, when 2024 VMT data is received.

Fatalities in Vermont were lower in 2024 than in 2023. Still, the SHSO anticipates that performance measure C-3 will not be met. Anticipating that the target will likely not be met, the next HSP will be adjusted based on this year's data to target high-risk groups and implement the most effective strategies. Continued strategies will include:

1. Use Drive Well Vermont media campaigns to target leading contributing factors to fatal crashes.
2. Participate in a New England Summer Speed Campaign focused on local and rural roads.
3. Work with law enforcement liaisons to increase the level of participation in national and local high visibility enforcement mobilization.

Figure 2-4 Fatalities per 100 million VMT (2017 to 2024)



Source: FARS, VTrans Crash Database, VTrans Highway Safety Data (VMT)

Measure C-4: Unrestrained Fatalities

Goal: Achieve a five-year average of 27.2 unrestrained fatalities in 2024.

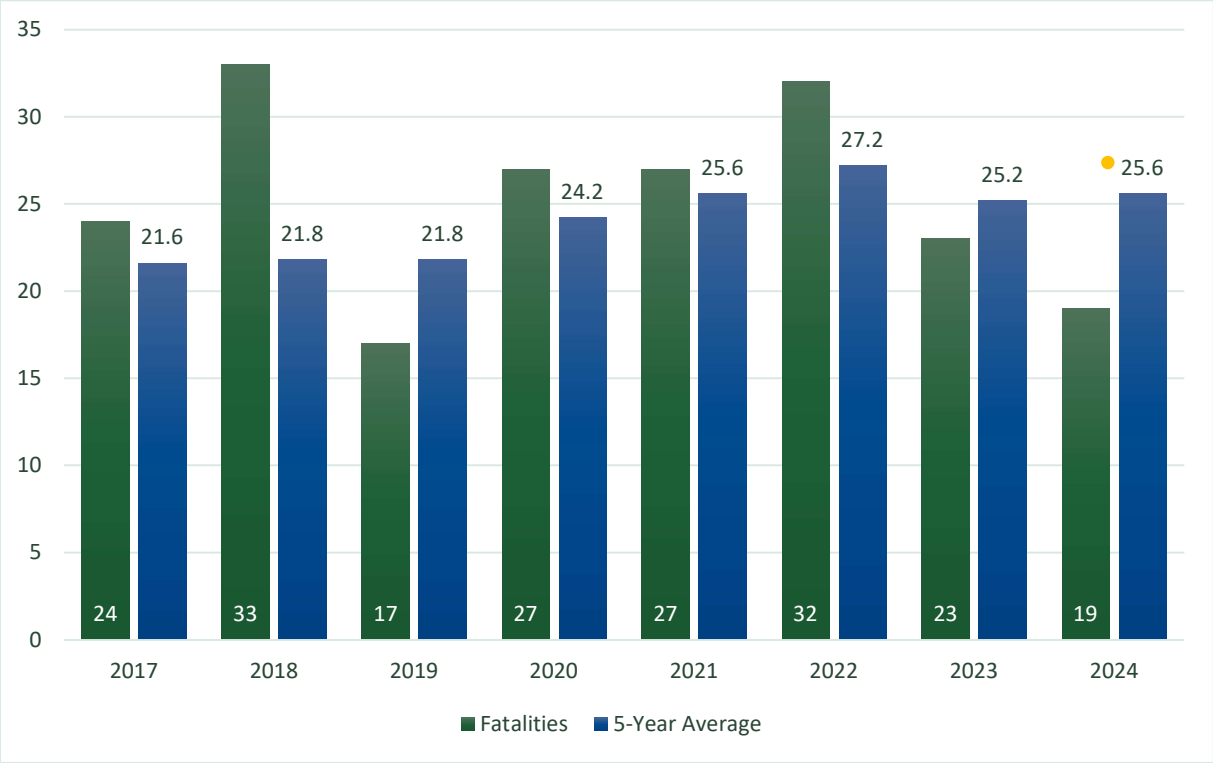
Table 2-5 Unrestrained Fatalities by Year

Year	Unrestrained Fatalities	5 Year Moving Average
2017	24	21.6
2018	33	21.8
2019	17	21.8
2020	27	24.2
2021	27	25.6
2022	32	27.2
2023	23	25.2
2024*	19	25.6

* 2024 numbers as of 1/16/2025

Vermont **met** this target in 2024. Unrestrained fatalities have continued to decrease, reaching their lowest level since 2019. The five-year average was below the target of 27.2 despite a slight increase from 2023 due to no longer including the 2019 low.

Figure 2-5 Unrestrained Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database.

Measure C-5: Alcohol-Involved Fatalities

Goal: Achieve a five-year average of 16 fatalities involving a driver or motorcycle operator with a blood alcohol content ≥ 0.08 in 2024.

Table 2-6 Alcohol-Involved Fatalities by Year

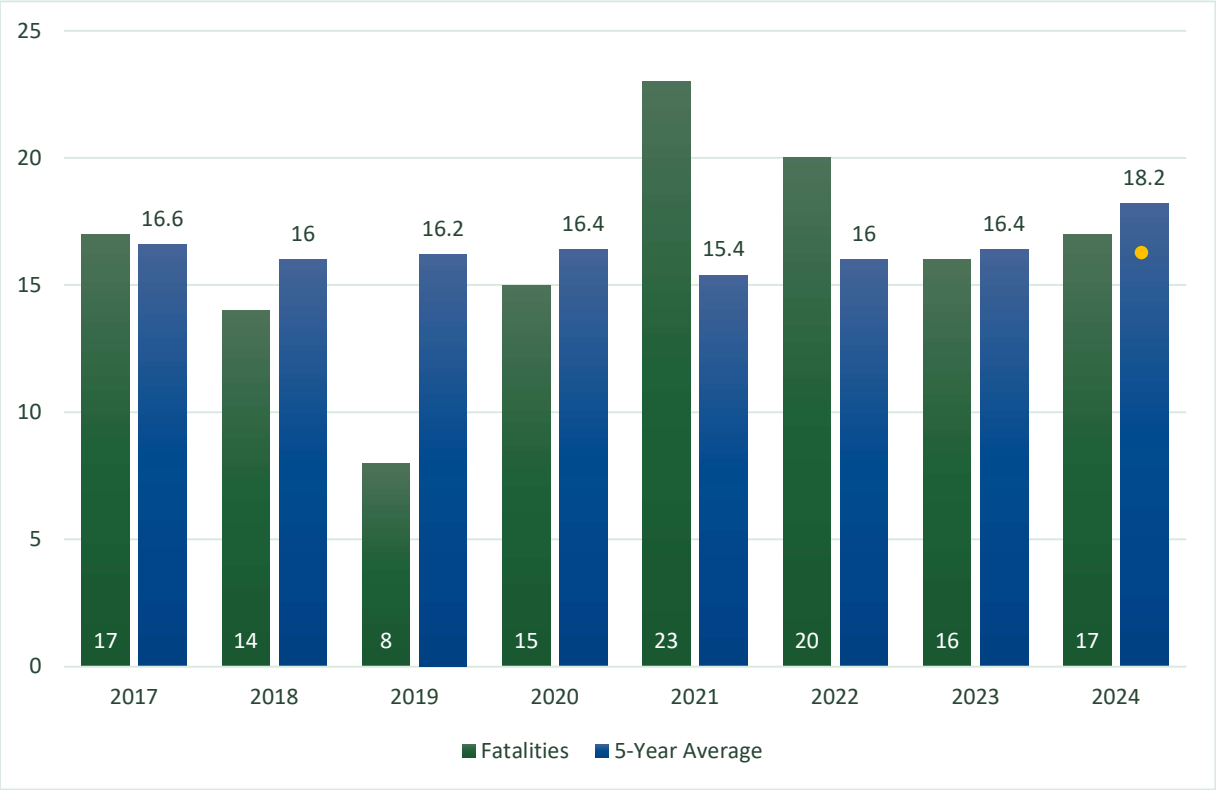
Year	Alcohol Involved Fatalities	5 Year Moving Average
2017	17	16.6
2018	14	16.0
2019	8	16.2
2020	15	16.4
2021	23	15.4
2022	20	16.0
2023	16	16.4
2024*	17	18.2

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. Despite a slight increase from 2023, the number of alcohol-involved fatalities remained lower than in 2021 and 2022. The five-year average was again affected by the exclusion of 2019 data and rose significantly. The State will continue enforcement and prevention efforts in to reduce alcohol-involved fatalities. These will include:

1. Work with Vermont Forensic Laboratory to replace the data master terminals statewide.
2. Disseminate a safety brochure on impaired driving as a tool and resource for partners to distribute.
3. Use the Drive Well Vermont advertising campaign focused on impaired driving.
4. Provide Drug Impaired Training for Education Professionals (DITEP).
5. Host an ARIDE, DRE, and SFST assessment with NHTSA in summer 2025.
6. Develop and draft an Impaired Driving Data Integration project.

Figure 2-6 Alcohol-Involved Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-6: Speed-Related Fatalities

Goal: Achieve a five-year average of 22 speed-related fatalities in 2024.

Table 2-7 Speed-Related Fatalities by Year

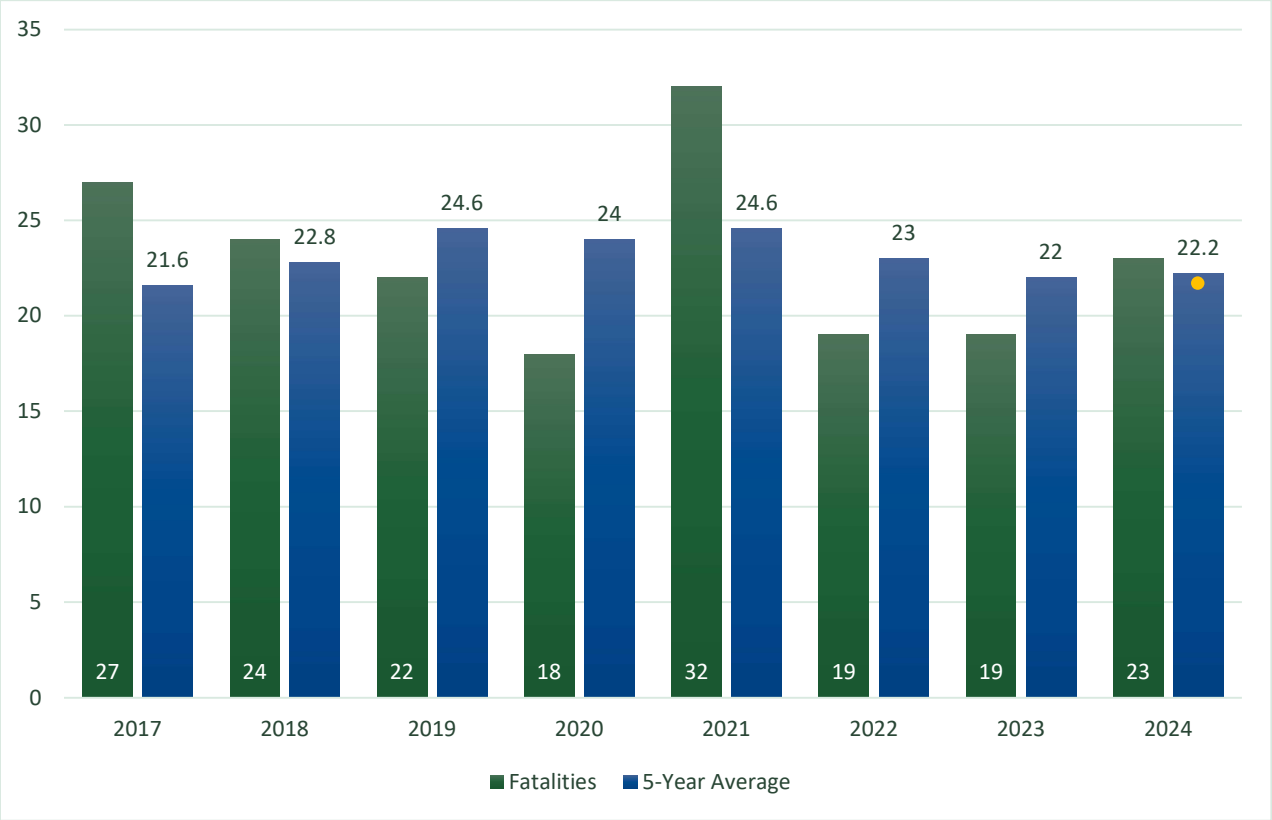
Year	Speed Related Fatalities	5 Year Moving Average
2017	27	21.6
2018	24	22.8
2019	22	24.6
2020	18	24
2021	32	24.6
2022	19	23.0
2023	19	22.0
2024*	23	22.2

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. The number of speed-related fatalities this year was above rates in 2020, 2022, and 2023, but below the spike seen in 2021. The State will continue enforcement, education, and messaging efforts to meet this target in 2025. Efforts will include:

1. Use the Drive Well Vermont advertising campaign focused on speeding, including the campaign specifically targeting drivers on VT Route 105.
2. Support the coordination of High Visibility Enforcement campaigns statewide to deter speeding.

Figure 2-7 Speed-Related Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-7: Motorcyclist Fatalities

Goal: Achieve a five-year average of 10.4 motorcyclist fatalities in 2024.

Table 2-8 Motorcyclist Fatalities by Year

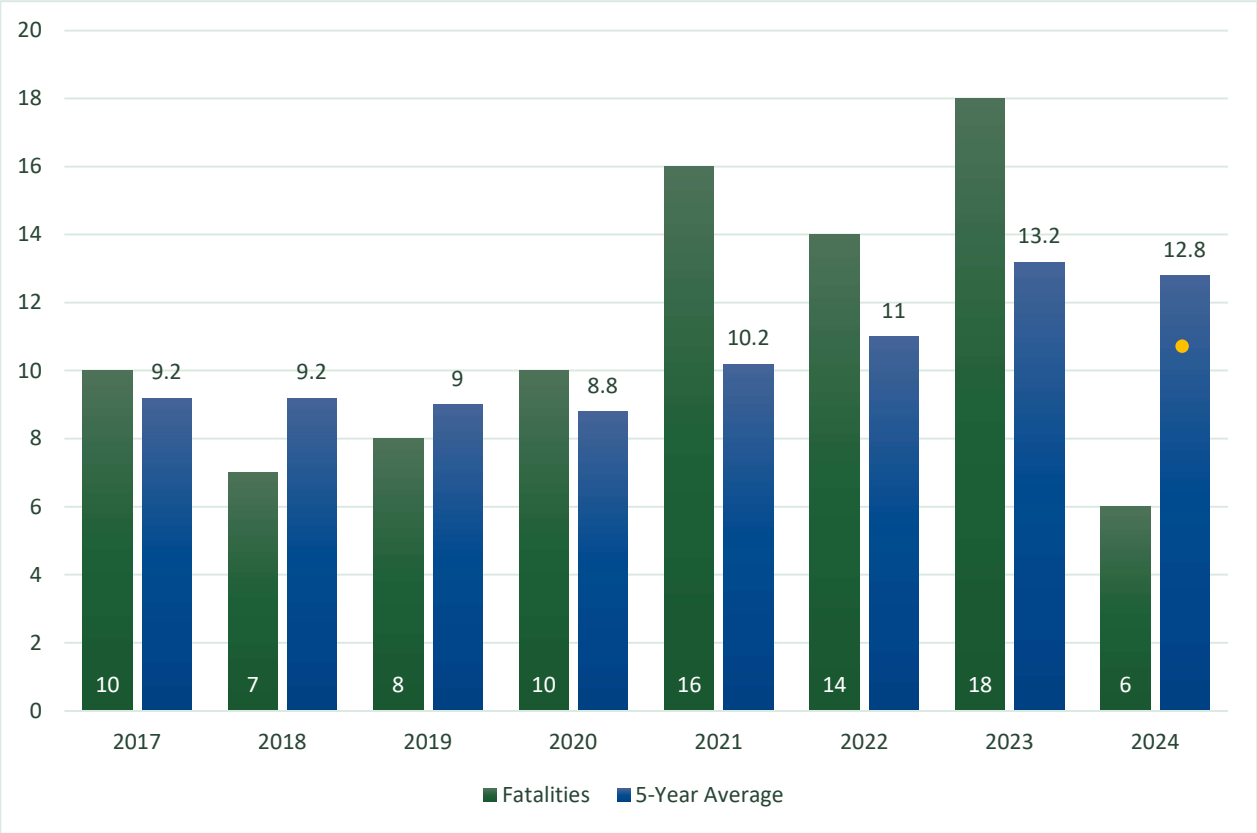
Year	Motorcyclist Fatalities	5 Year Moving Average
2017	10	9.2
2018	7	9.2
2019	8	9.0
2020	10	8.8
2021	16	10.2
2022	14	11
2023	18	13.2
2024*	6	12.8

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. Despite seeing fewer than half the motorcyclist fatalities of 2023 in 2024, the high rates recorded in 2021-2023 have contributed to a high five-year average. Vermont will continue its motorcycle-focused programs, including the motorcycle rider education program. Additional efforts will include:

1. Use the Drive Well Vermont media campaigns on motorcycle safety and helmet use.
2. Review and implement recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.
3. Educate riders on the importance of visibility and safe equipment.
4. Perform outreach to drivers on the importance of sharing the road with riders on two (or three) wheels.

Figure 2-8 Motorcyclist Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-8: Un-helmeted Motorcyclist Fatalities

Goal: Achieve a five-year average of 1.4 un-helmeted motorcyclist fatalities in 2024.

Table 2-9 Un-helmeted Motorcyclist Fatalities by Year

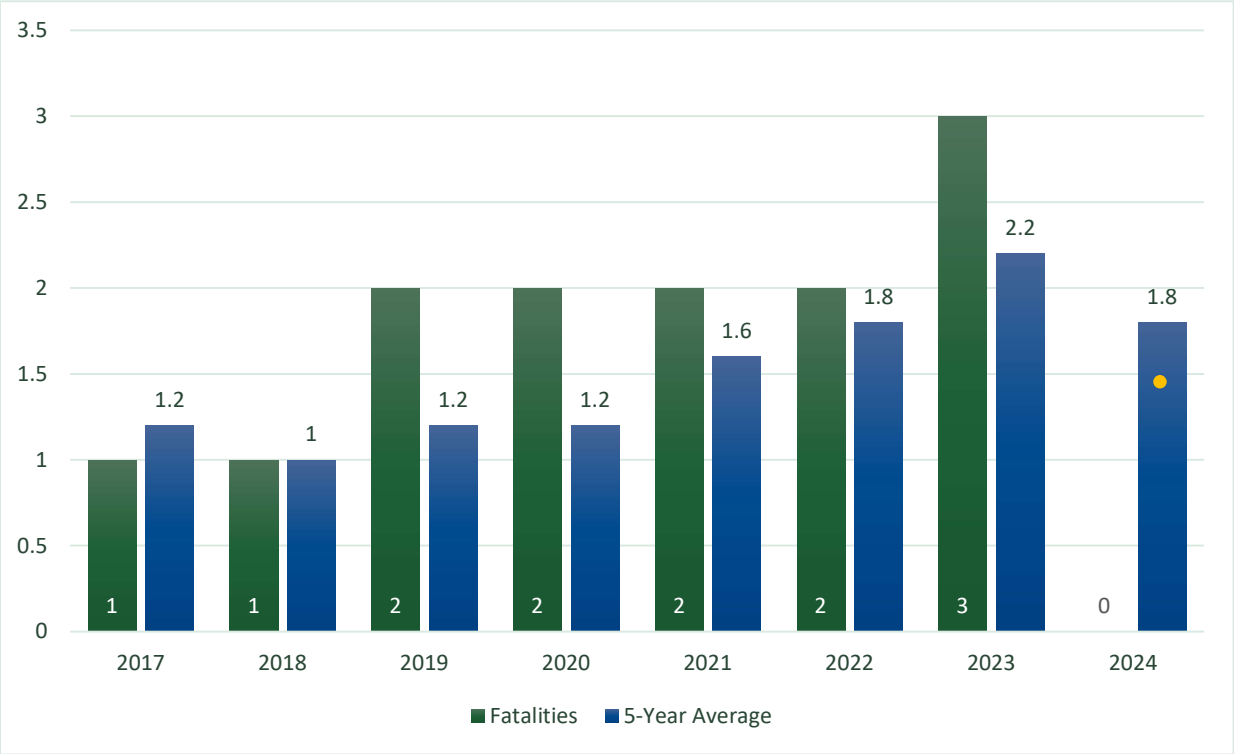
Year	Un helmeted Motorcyclist Fatalities	5 Year Moving Average
2017	1	1.2
2018	1	1.0
2019	2	1.2
2020	2	1.2
2021	2	1.6
2022	2	1.8
2023	3	2.2
2024*	0	1.8

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. Vermont has done well against this measure for many years, consistently staying at or below two un-helmeted fatalities per year since 2007. Enforcement, education, and community norms in Vermont have kept this number so low that a motorcycle fatality being un-helmeted is the exception. Efforts to keep this number at zero will include:

1. Use the Drive Well Vermont media campaigns for motorcycle safety and helmet/safety gear use.
2. Review and implement recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.

Figure 2-9 Un-helmeted Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-9: Fatalities Involving a Younger (≤20 Years Old) Driver

Goal: Achieve a five-year average of 7.6 fatalities involving a younger driver in 2024.

Table 2-10 Fatalities Involving a Driver Age 20 or Younger by Year

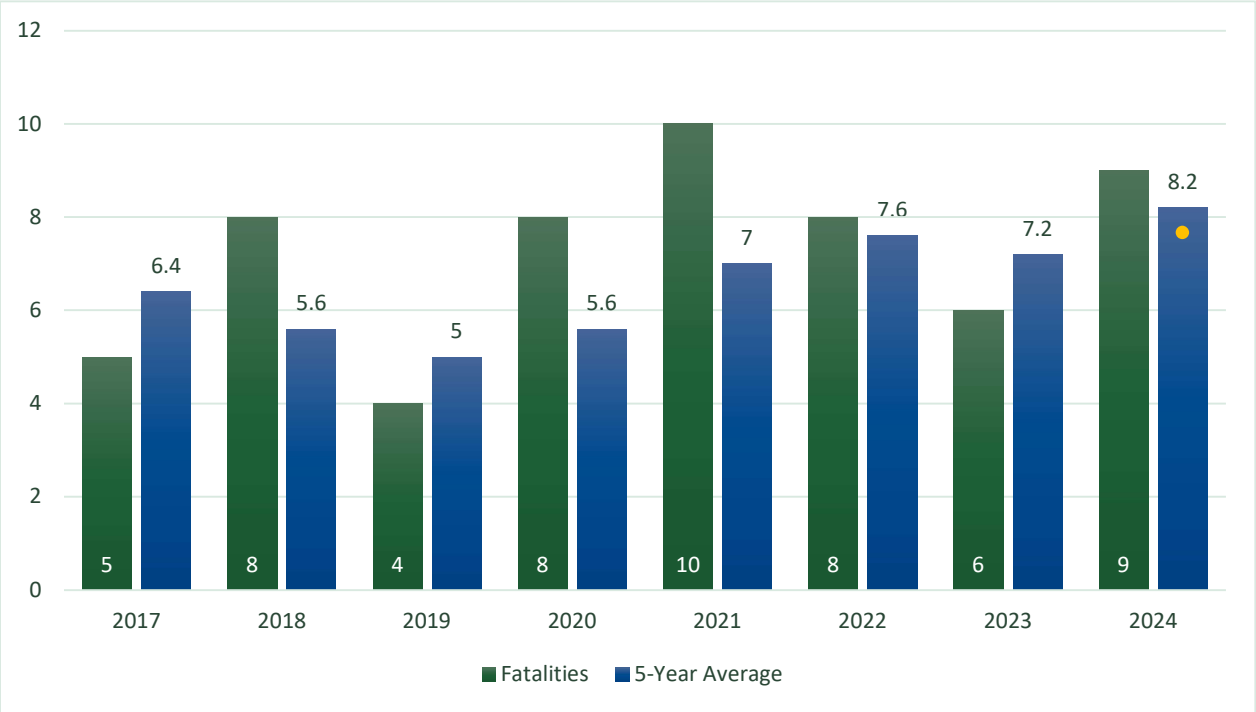
Year	Fatalities Involving an ≤20 Driver	5 Year Moving Average
2017	5	6.4
2018	8	5.6
2019	4	5.0
2020	8	5.6
2021	10	7.0
2022	8	8
2023	6	7.2
2024*	9	8.2

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. The rate of fatalities involving a younger driver was similar this year to 2020-2022 values, with a slight increase from 2023 and more than double the fatalities seen in 2019, leading to an increased five-year average. Vermont will continue addressing this issue through targeted education and engagement, with partners including law enforcement agencies, the Vermont Principals Association, the Department of Education, and educators of teen drivers, in addition to Drive Well Vermont media campaigns. Additional efforts will include:

1. Continued work with the Vermont Principals Association to bring powerful victim testimony, demonstrations, and education on distracted driving, speeding and seat belt use to the high schools and middle schools across the state.
2. Continued involvement with and support for Vermont Driver Educators, their annual conference, and outreach to new and young drivers.
3. Expansion of simulators in public schools for hands-on driver education.

Figure 2-10 Fatalities Involving a Driver Age 20 or Younger (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-10: Pedestrian Fatalities

Goal: Achieve a five-year average of 6 pedestrian fatalities in 2024.

Table 2-11 Pedestrian Fatalities by Year

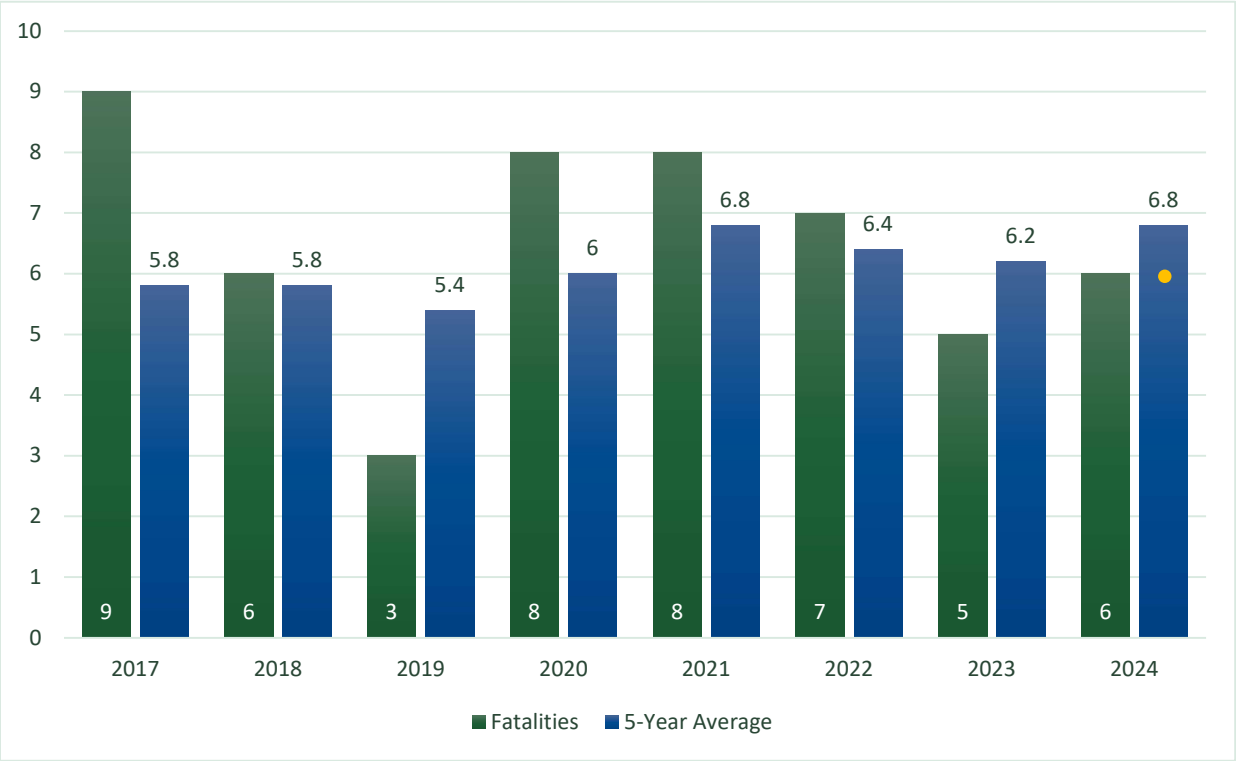
Year	Pedestrian Fatalities	5 Year Moving Average
2017	9	5.8
2018	6	5.8
2019	3	5.4
2020	8	6.0
2021	8	6.8
2022	6	6.4
2023	5	6.2
2024*	6	6.8

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this target in 2024. The same number of pedestrian fatalities were recorded in 2024 as in 2022, a slight increase from 2023. The SHSO will continue its efforts to reduce the pedestrian fatality rate through increased funding for pedestrian and bicycle safety, including continued support and funding for:

1. Local Motion Safe Routes for All and Safe Routes to School.
2. Vermont Department of Health "Watch for Me" campaigns for pedestrian safety.
3. The newly formed Active Transportation Team at VTrans.

Figure 2-11 Pedestrian Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-11: Bicycle Fatalities

Goal: Achieve a five-year average of 0.4 bicycle fatalities in 2024.

Table 2-12 Bicyclist Fatalities and Crashes by Year

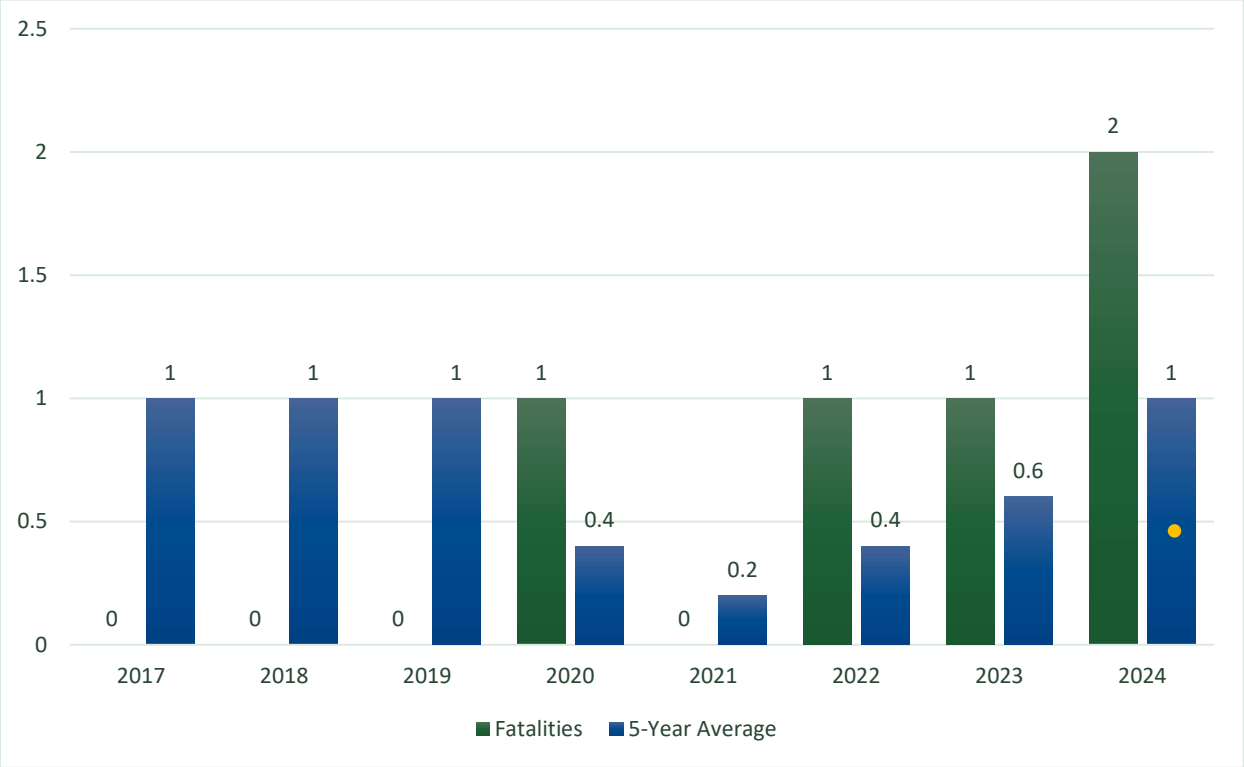
Year	Bicyclist Fatalities	5 Year Moving Average
2017	0	1
2018	0	1
2019	0	1
2020	1	0.4
2021	0	0.2
2022	1	0.4
2023	1	0.6
2024*	2	1.0

* 2024 numbers as of 1/16/2025
Bicycle crashes include only those involving a motor vehicle.

Vermont **did not meet** this target in 2024. The two bicyclist deaths seen this year make it the worst year since 2015, during which there were four bicyclist fatalities. Vermont will continue efforts to return to zero bicyclist deaths with education and training through the Vermont Department of Health, Local Motion, and work with the many advocacy groups throughout the state. Efforts include:

1. Local Motion Bike Smart Program.
2. Vermont Department of Health "Watch for Me" campaigns for bicycle safety.
3. The newly formed Active Transportation team at VTrans.
4. Development of a Share the Road PSA.

Figure 2-12 Bicyclist Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-12: Distracted Driving Serious Bodily Injury (SBI) Crashes

Goal: Achieve a five-year average of 9 Distracted Driving serious bodily injury crashes in 2024.

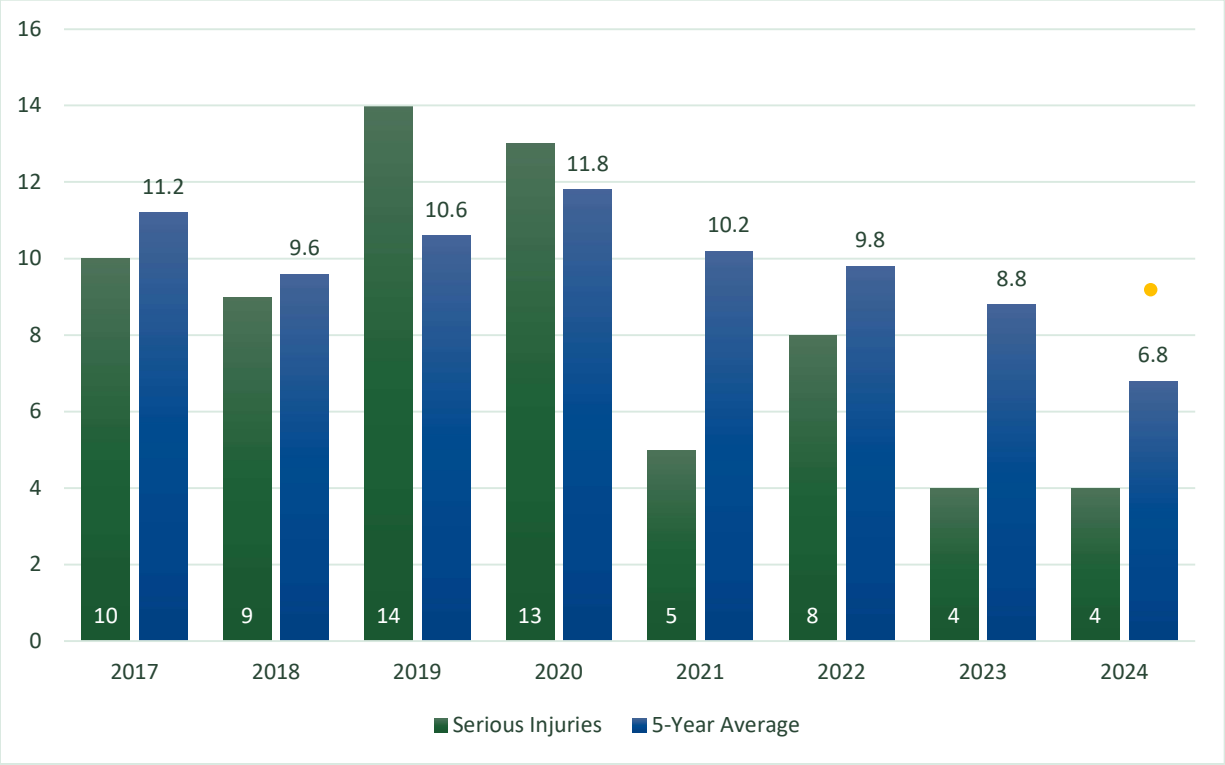
Table 2-13 Distracted Driving SBI and Crashes by Year

Year	Distracted Driving SBI	5 Year Moving Average
2017	10	11.2
2018	9	9.6
2019	14	10.6
2020	13	11.8
2021	5	10.2
2022	8	9.8
2023	4	8.8
2024*	4	6.8

* 2024 numbers as of 1/16/2025

Vermont **met** this target in 2024. Distracted driving SBI crashes have decreased since 2019, and Vermont will work to continue this trend with sustained education and outreach efforts, Drive Well Vermont media campaigns on distracted driving, and assessing and responding to this year's distracted driving survey.

Figure 2-13 Serious Injuries Involving Distracted Driving (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure C-13: Impaired (Drugs and/or Alcohol) Fatalities

Goal: Achieve a five-year average of 35.6 impaired (drugs and/or alcohol) fatalities in 2024.

Table 2-14 Impaired Fatalities

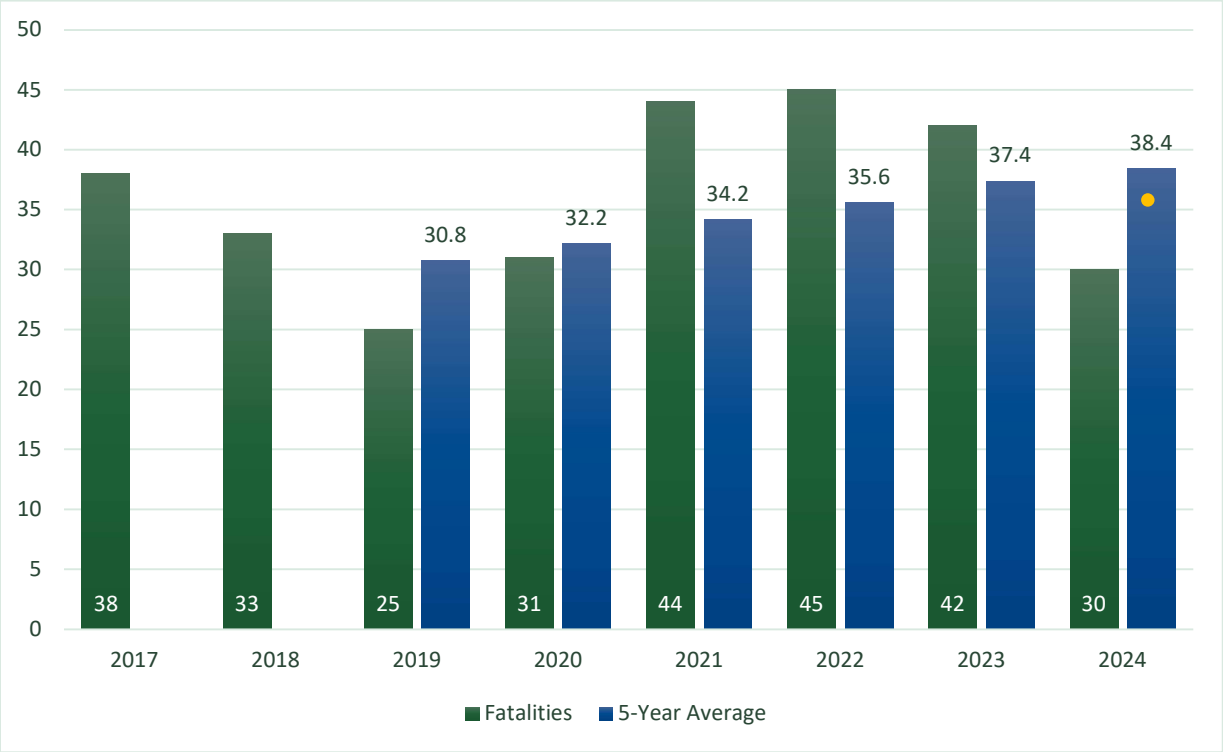
Year	Impaired (Drugs and/or Alcohol) Fatalities	5 Year Moving Average
2017	38	--
2018	33	--
2019	25	30.8
2020	31	32.2
2021	44	34.2
2022	45	35.6
2023	42	37.4
2024*	30	38.4

* 2024 numbers as of 1/16/2025

Vermont **did not meet** this goal in 2024. While there was a significant decrease from 2023 in fatalities involving an impaired operator, the 2019 low was surpassed, leading to a higher five-year average. Vermont will continue its prevention and enforcement efforts performed with law enforcement agencies and DRE/DITEP training, the Vermont Forensic Laboratory, and the Drive Well Vermont media campaign, in addition to numerous outreach events. Efforts include:

1. Use the Drive Well Vermont media campaign for impaired driving.
2. Increase the number of Drug Recognition Experts (DRE).
3. Support Drug Impairment Training for Educational Professionals (DITEP) in FY24.
4. Work with the Vermont Forensic Laboratory to upgrade all DataMaster breath testing instruments statewide.
5. Host an ARIDE, DRE, and SFST assessment with NHTSA in Vermont during the summer of 2025.
6. Develop and draft an Impaired Driving Data Integration project.

Figure 2-14 Impaired (Drugs and/or Alcohol) Fatalities (2017 to 2024)



Source: FARS and VTrans Crash Database

Measure B-1: Seat Belt Use Rate

Goal: Achieve a five-year average passenger vehicle front seat outboard occupant seat belt use rate of 90.6 percent in 2024.

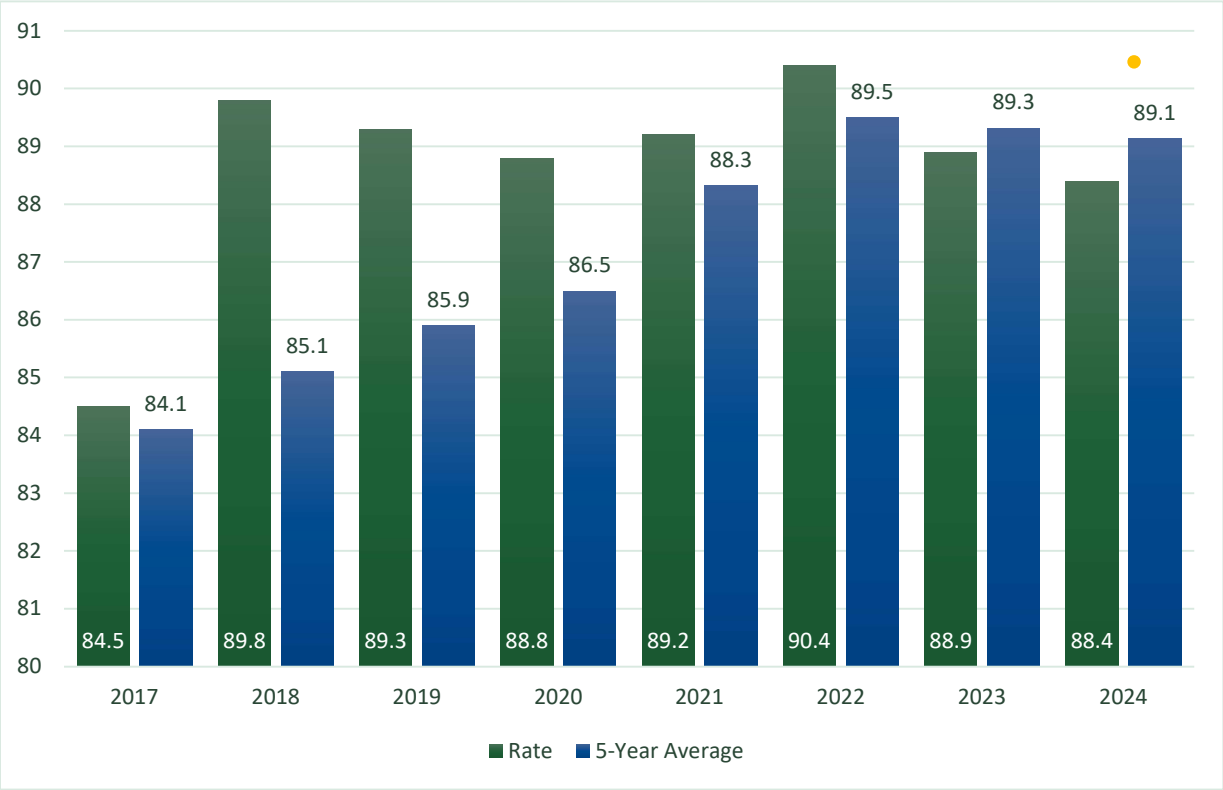
Table 2-15 Observed Set Belt Use Rate by Year

Year	Seat Belt Use Rate	5 Year Moving Average
2017	84.5%	84.1%
2018	89.8%	85.1%
2019	89.3%	85.9%
2020	88.8%	86.5%
2021	89.2%	88.3%
2022	90.4%	89.5%
2023	88.9%	89.3%
2024	88.4%	89.1%

Vermont **did not meet** this target in 2024, and the slight decline in seat belt use rate observed in 2023 continued in 2024. The upcoming HSP will continue promoting strategies to increase this number, including education and enforcement mobilizations, Drive Well Vermont media campaigns, and statewide outreach. Efforts include:

1. Review and implement recommendations from the 2022 Occupant Protection Assessment.
2. Use the Drive Well Vermont Occupant Protection message and of occupant protection enforcement.
3. Collaborate with bordering states and provinces for seat belt awareness and enforcement.
4. Increase outreach and education to middle schools on seat belt safety.

Figure 2-15 Observed Seat Belt Use (2017 to 2024)



Source: VTrans Annual Seat Belt Surveys, 2017 to 2024

Measure TR-1: Citation Uniformity

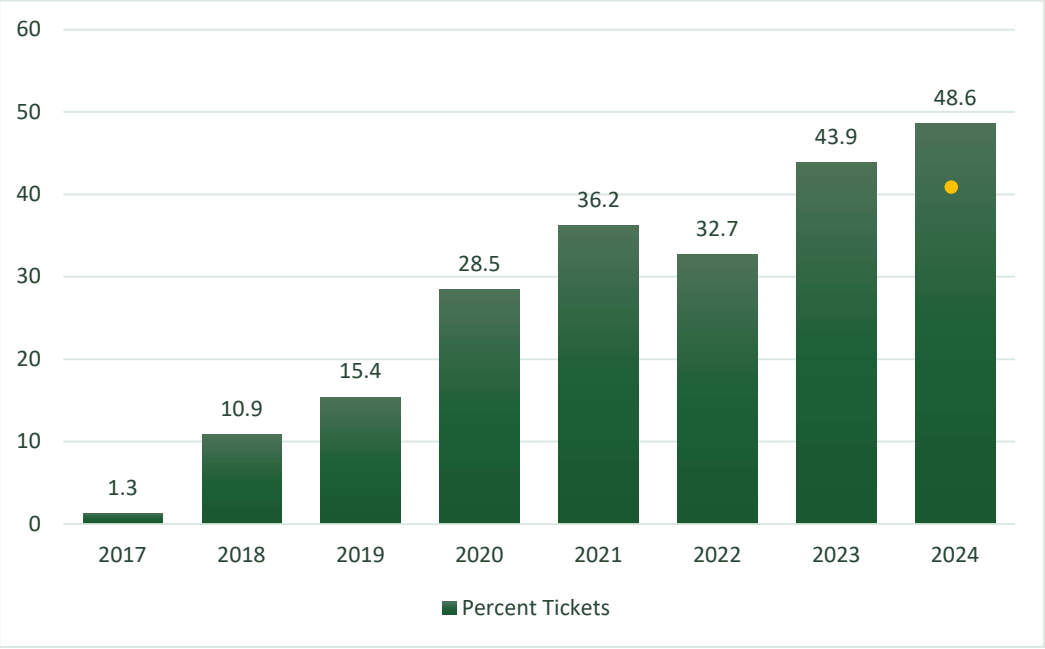
Goal: Record at least 41% of citations issued in Vermont from April 1, 2023 – March 31, 2024 electronically.

Table 2-16 Citation Uniformity

Year	Paper Citations Issued	Electronic Citations Issued	% Electronic
2017	94,908	1,218	1.3%
2018	95,198	11,687	10.9%
2019	84,755	15,427	15.4%
2020	53,256	21,269	28.5%
2021	41,240	23,377	36.2%
2022	23,823	11,578	32.7%
2023	21,373	16,743	43.9%
2024	20,167	19,092	48.6%

During the FFY 2024 grant year, Vermont **met** this target. Usage during the next grant year is expected to increase. Over half of law enforcement agencies in Vermont are equipped to issue citations electronically, but even within those agencies some officers are only equipped with paper citations. Based on this year's e-citation data, the upcoming HSP will be adjusted to include more effective strategies.

Figure 2-16 Percent of Tickets Issued Electronically (2017 to 2024)



Measure TR-2: Electronic Citation Usage

Goal: By the end of 2024, 55% of Vermont law enforcement agencies will have adopted e-Citation.

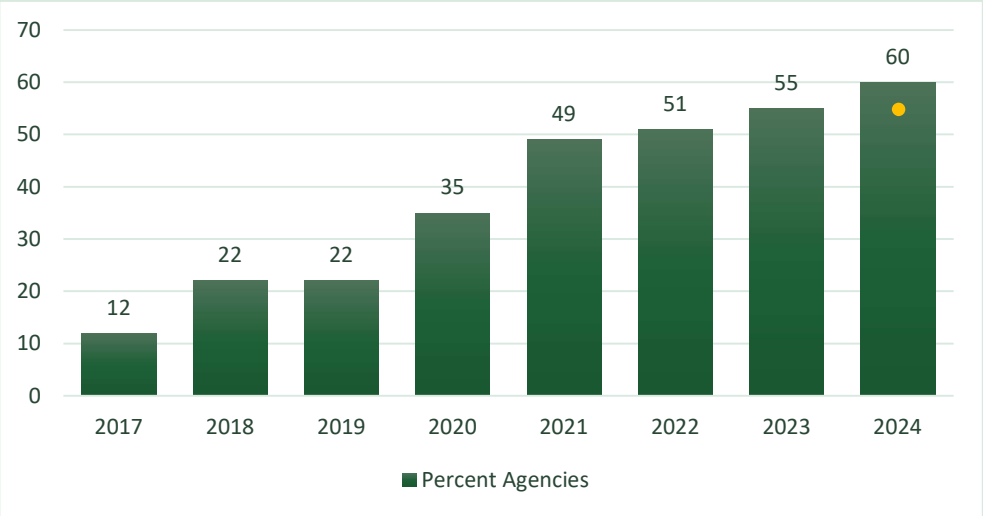
Table 2-17 E-Citation Adoption by Year

Year	Agencies Using e Citation (as of March 31st)	Agencies Using e Citation (%)
2017	11	12%
2018	21	22%
2019	21	22%
2020	34	35%
2021*	47	49%
2022*	46	51%
2023	47	55%
2024	48	60%

* From 2021 to 2022, the number of police agencies in Vermont counted for this metric changed from 95 to 90. In 2024, the number changed to 80.

Vermont **met** this target in 2024. For the 2024 count, the number of agencies counted for this metric decreased to exclude agencies that do not issue traffic-related tickets (such as Parks and Recreation Departments and Forest Departments). The threshold for agencies to have "adopted" e-citation is to issue a minimum of five e-tickets, and some agencies that issued all or some of their tickets electronically did not meet this threshold due to a low number of total tickets issued. The SHSO will continue allowing e-citation equipment to be requested through the OP/DUI grants in order to continue deploying e-citation to more agencies, and it is anticipated that the number of agencies adopting e-citation will continue to grow in 2025.

Figure 2-17 Percent of Agencies Having Adopted E-Citation



Measure TR-3: Evidence Based Race Data Enforcement Reporting

Goal: Administer an Evidence-Based Race Data Enforcement Reporting training course to 99.2% of Vermont police officers in 2024.

Due to the contractor needing more time to complete work for the FY 2022 grant cycle, the VCJC was not able to renew their contract to take up the project that was proposed for the FY 2023 1906 Racial Profiling Data Collection grant. No project was proposed for this grant in 2024.

There was no work done during the 2022-2024 grant periods in relation to this performance measures. This performance measure was not tracked.

3

Program Areas

This chapter details the activities and projects that were funded for each program area and a summary on year-end outcomes. Each section consists of a Problem Statement, Performance Measures and Targets, Activity Performance Results, and Project Descriptions.

Younger Drivers

Problem Statement

Local and statewide law enforcement education efforts, high visibility enforcement, and targeted media campaigns are critical to reducing fatal crashes involving young drivers. Young drivers can be risk takers, and speeding, impairment, and distracted driving present increased danger to all road users.

During the 2023-2024 period, law enforcement agencies implemented community education activities focused on reducing distracted, aggressive, and impaired driving, and increasing occupant protection. These community-based events included education in local schools, high school driver's education classes, university events, summer fairs, safety programs, and other community events. Law enforcement agencies address unique local community needs based on demographics, and the specific hazards of town streets, rural roads, and state highways.

Performance Measures

Table 3-1 summarizes the performance measures and targets for younger drivers identified in the 2024-2026 3HSP.

Table 3-1 Young Drivers Performance Measures

Performance Targets	Performance Measures
Maintain the five-year (2018-2022) average of 7.6 drivers age 20 and younger involved in fatal crashes for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 7.2 to 8.2 in 2024.

Program Results

Table 3-2 summarizes the activities pursued under the Younger Drivers program area in FFY 2024.

Table 3-2 Young Drivers Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-204-211	State and Local Law Enforcement	$344,555.50	$123,248.72
NH24402-400	VTrans Staff	$125,000	$99,579.25
NH24402-402	Department of Motor Vehicles	$15,680	$1,062.50
NH24402-403	Vermont Highway Safety Alliance	$127,795	$85,192.17
NH24402-404	Vermont Principal's Association	$454,250	$449,250.00
NH24402-406	Youth Safety Council	$35,981	$0.00
NH24405E-301	VTrans	$40,000	$31,160.90
	TOTAL	**$1,143,262.00**	**$789,493.54**

Planned Activities

Local Law Enforcement Community Education Programs

Table 3-3 Local Law Enforcement Community Education Programs Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Chittenden CSD	Section 402PT	$79,500	$35,688.97	Complete
Milton PD	Section 402PT	$24,121	$16,653.65	Complete
Randolph PD	Section 402PT	$13,896	$10,382.90	Complete
Rutland CSD	Section 402PT	$28,700	$11,614.65	Complete
Bennington CSD	Section 402PT	$12,335	$0.00	Not Completed
Montpelier PD	Section 402PT	$5,726	$0.00	Not Completed
Windham CSD	Section 402PT	$80,000	$28,566.35	Complete

Description

Local law enforcement agencies received funding under this program to implement local education programs to increase community awareness of traffic safety. Grantees bring their programs to local schools, driver education classes, university events, fairs, and other community events. Grantees employ peer reviewed curricula on distracted, aggressive, impaired, and drowsy driving as well as proper occupant protection.

Performance

In FFY 2024, five local law enforcement agencies participated, including the County Sheriff's Departments (CSDs) of Chittenden (with Franklin), Rutland, and Windham counties, and the Milton and Randolph Police Departments (PDs). This program did not deploy in the City of Montpelier or in Bennington County during this cycle. The five LEAs participated in a combined total of over 200 driver education classes, including several classes presented specifically for Afghan refugees and New Americans with an interpreter present. The SHSO has also created materials that are written in multiple languages for partner use. Dozens of child seat safety classes and events were held, with over 350 seat checks performed by Chittenden and Franklin CSDs alone. In addition to meeting teachers at the Driver Educator Conference, officers interacted with the general public at local events including county fairs, sporting events, the Burlington Kids Weekend, National Night Out, and the Vermont Pregnancy and Baby Expo.

The roll-over car and "fatal vision" goggles were used to educate students and event attendees on the importance of seat belts and sober driving. Press events were held focusing on highway safety and seat belt use. A goal for the next grant cycle is to hold the annual Bike Rodeo in Milton, which didn't happen this year due to staffing shortages. The LEAs participating in this program also participated in high visibility patrols and enforcement efforts.

Vermont State Police Traffic Safety Education Program

Table 3-4 VSP Traffic Safety Education Program Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Dept. of Public Safety	Section 402PT	$112,612.50	$20,342.20	Complete

Description

The Vermont State Police (VSP) provides safe driving education to Vermont communities. This includes giving presentations to teen driver education classes, particularly in jurisdictions where VSP is the primary law enforcement agency. Presentations are also offered to businesses and community groups. Alcohol and drug education is a primary focus, along with speeding, distracted driving, occupant protection, and motorcycle safety. VSP regularly evaluates feedback and effectiveness through attendee surveys. The VSP's FFY 2024 plan emphasized the model of education -> enforcement -> education and encouraging all members of the public to be ambassadors of crash deterrence.

Performance

During the 2024 grant period, multiple safe driving classes were provided to high school student drivers and new arrivals to the US, including events for the Afghan Alliance and Ethiopian Community Development Center. Additionally, several corporations employing drivers received safe driving classes, and a Safe Winter Driving Course was made available to first year medical students at the University of Vermont who do not have experience driving in winter weather.

Traffic Education Details (TEDs) were conducted at the local level, with individual barracks conducting saturation patrols focused on a specific traffic safety issue identified in their jurisdiction, ranging from tailgating to texting while driving. During TEDs, troopers explain the traffic safety issue to every driver they make contact with at a traffic stop, whether or not a ticket is issued.

The VSP also had a presence at the Champlain Valley Fair, distributing educational materials and engaging with attendees. A crash-damaged vehicle whose driver was wearing a seat belt and was uninjured in the crash was on display to start conversations about the importance of seat belts. Several Safety Checkpoints were conducted this year, an increase from last year, and a Safety Checkpoint Supervisor class was taught by the VPA. This multi-pronged approach to educating drivers through formal classes, enforcement, and informal outreach proved effective, and the VSP is evaluating strategies to continue effectively engaging stakeholders and the public on traffic safety in FFY 2025 despite reduced staffing levels.

High school students from SADD engaged in a Battle of the Belts at the May 2024 Border to Border Buckle Up Vermont Press Conference.

Summer Summit for Driver Educators

Table 3-5 Teen Driver Educator Summit Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
DMV	Section 402DE	$15,680	$1,062.50	Complete

Description

The Summer Summit for Driver Educators is an annual one-day conference. The conference is hosted by the Department of Motor Vehicles (DMV) to provide professional development for driving instructors. The day-long conference includes speakers and outdoor demonstrations. The Summit provides a full day of professional development to all driver training professionals.

Performance

The 2024 Summer Summit was held on August 1st at Saint Michaels College in Colchester. Attendance was slightly higher from the previous year, with 50 people attending. Six speakers presented on topics related to traffic safety, with grant funding covering travel and expenses, the summit venue, and lunch. All licensed instructors in the state receive an invitation to attend. In future years, the DMV's Education Unit hopes to expand this program and increase attendance by providing lodging at the college for instructors travelling from further away in the state, as distance is a barrier for many who would like to attend.

Vermont Highway Safety Alliance

Table 3-6 Vermont Highway Safety Alliance Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VHSA	Section 402DE	$127,795	$85,192.17	Complete

Description

The Vermont Highway Safety Alliance (VHSA) is a membership group of private and public highway safety entities. The group coordinates educational events and performs direct outreach across the state under the leadership of a director. VHSA uses guidance from national organizations including NHTSA, to program effective campaigns. VHSA is also a central resource for reports and information disseminated through a monthly newsletter and on a website.

This activity funds the VHSA director position, participation in safety events, creation and distribution of educational materials, social media marketing, and an annual conference. The group also leverages earned media and participates in highway safety outreach opportunities offered by community partners and staff these events with members of the group. Activity focuses on Impaired Driving, Occupant Protection, Distracted Driving, Vulnerable Users, and Speed.

Performance

In 2024, the VHSA contracted with the Vermont Lake Monsters to promote safety messaging at three summer baseball games, reaching an average of 4,000 attendees per game. The outreach included four PSAs on the main billboard during game time, VHSA messaging on Lake Monsters social media and brochure content, and tabling to connect with and educate individuals on speeding, distracted driving, child passenger safety (CPS), and pedestrian safety. The VHSA also tabled for ten days at the Champlain Valley Fair, reaching a total of 14,000 participants with a CPS station, bicyclist and pedestrian outreach, and literature and items from partners including AAA and AARP. Local LEAs also staffed a rollover car to promote seatbelt use, which garnered the most engagement, in addition to utilizing DUI and Cannabis goggles to educate attendees on the dangers of impaired driving.

The VHSA performed additional outreach to the public and safety partners through their website, participation in the Vermont Driver and Traffic Safety Education Association (VDTSEA) conference, and VHSA board meetings. Other events attended in FFY 2024 included the Rutland State Fair and RAVE Car Show, the Adaptive Technology Car Show at the University of Vermont Medical Center, National Night Out, and multiple Touch a Truck events throughout the state.

The VHSA display and rollover car at the Champlain Valley Fair.

In addition to outreach, grant funds were used to develop a Three-Year Strategic Plan to help sustain and expand community outreach, build membership, and coordinate with partner organizations to implement a statewide Safe Systems approach.

Vermont Principals' Association

Table 3-7 Vermont Principals' Association Program Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTPA	Section 402DE	$454,250	$449,250	Complete

Description

The Vermont Principals' Association (VTPA) assists VTrans in the education of teen drivers in the areas of Distracted Driving, Occupant Protection, Impaired Driving, and Speed. The VTPA supports VTrans' mission of reducing teen injuries and fatalities through the creation of a school-based sports marketing campaign to provide a valuable access point to key demographics, specifically drivers age 20 or younger. Through creative education and outreach communication methods, the VTPA works to positively influence student-athletes while also reaching the students' day-to-day influencers, which include administrators, coaches, parents, and fans within the statewide VTPA community.

The VTPA is known as the VPA statewide, however, this acronym is the same as another partner within this document, The Vermont Police Academy. In order to differentiate these organizations in SHSO documents, the Principals' Association is referred to as the VTPA.

Performance

In FFY 2024, the VTPA continued contracting with Alliance Sports Marketing to educate drivers, particularly students, on traffic safety and help them develop and maintain safe driving habits. "Choices Matter" presentations were given at 27 high schools across Vermont, featuring guest speakers and activities reaching over 5,700 students and staff. Two Rule the Road events were held to connect and engage young drivers, families, educators, and law enforcement. Interactive displays were hosted at State Championship sports events and multiple PSAs and commercials were aired during event livestreams. Twitter and Instagram were also utilized to spread "Traffic Safety is a Team Sport" messaging and encourage safe driving practices when traveling to and from student athlete events.

The number of events hosted and students reached through this grant continued to grow in its third year. Student surveys conducted before and after presentations showed significant increases in the percentage of students who think impaired driving, distracted driving, and speeding are dangerous. Only about 10% of surveyed students said they never text and drive, indicating that further education is needed.

A student learns about the dangers of impaired driving at a Rule the Road event.

A VTPA banner featuring the "Traffic Safety is a Team Sport" slogan at a state championship.

Youth Safety Council – Youth Engagement Programming

Table 3-8 Youth Safety Council Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
YSC	Section 402DE	$35,981	$0.00	Not Completed

Description

The Youth Safety Council (YSC) was formed in 2005 to support youth safety programs, education, initiatives, and studies. Turn Off Texting is an educational program started by the Vermont DMV in 2009 and managed by YSC since 2011.

The YSC's Youth Engagement Programming addresses high risk behaviors among youth through hands-on demonstrations and activities. These include the Pedal Over Problems (POP) pedal cart program, which replaced the Turn Off Texting program previously offered via golf cart or simulator.

Performance

This project was not deployed in 2024 and the program is no longer running.

Highway Safety Program Coordinator

Table 3-9 Highway Safety Program Coordinator Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans Staff	Section 402DE	$125,000	$99,579.25	Complete

Description

Program coordination is provided by staff members who ensure that SHSO policies are followed, enforcement strategies are effective, and awardees are compliant with best practices. The coordinators review grant documents and ensure that financial transactions are properly filed, documented, and accurately reported. Program coordinators use the Grant Electronic Application and Reporting System (GEARS) to track sub-awards, financial invoices, progress reports and amendments. These staff members process and monitor monthly financial reimbursements, monitor performance measures, prepare applications, make recommendations for improvement, engage in program development, and arrange for training when required. Coordinators facilitate assessments for their programs and manage law enforcement contracts and annual state survey contracts. Coordinators track financial spend downs and reconcile grant fund balances with awardees at close-out. The staff members monitor sub-awardees in the office, by telephone, and through site visits.

Performance

The program coordinator managed the highway safety program for the year.

Highway Safety Summit

Table 3-10 Highway Safety Summit Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans	Section 405E	$40,000	$31,160.90	Complete

Description

This activity served as a placeholder for an in-person one day Highway Safety Summit. Staff members within the SHSO established a conference committee to assist in the coordination and planning of the theme, agenda, and speakers for the summit. The conference was planned as a venue to educate public and private partners on emerging highway safety issues. The summit was originally planned for the summer of 2023 but was postponed due to the catastrophic flooding in July and rescheduled for 2024.

Performance

The SHSO held the Highway Safety Summit on March 26th at the Killington Grand in Killington, VT. The summit included 11 speakers with a wide range of presentation topics, with sessions on testifying and prosecution, community engagement and outreach, equity, traffic records and crash data, and more. Highway safety professionals from across the state and New England were invited, and over 150 people attended the summit. The feedback received was overwhelmingly positive, and the SHSO plans to establish the Highway Safety Summit as a biannual event, with a goal of holding the next summit in late winter or early spring of 2026.

Vulnerable Users

Problem Statement

This program area encompasses activities that inform and persuade motorists, construction workers, people convicted of driving crimes, educators, police officers, local governments, and others about their role in highway safety.

While enforcement is necessarily focused on eliminating the riskiest behaviors, educational programs reinforce good habits and motivate positive behavior changes. Vermont's educational activities extend beyond drivers to groups like pedestrians and construction workers whose choices affect their and others' safety on roadways. These activities also reach people with serious driving convictions for whom enforcement alone has been an insufficient deterrent. By reaching these groups with low-cost, targeted activities, this program area adds outsize value towards Vermont's safety goals.

Performance Measures

Table 3-11 summarizes the performance measures and targets for vulnerable users identified in the 2024-2026 3HSP.

Table 3-11 Vulnerable Users Performance Measures

Performance Targets	Performance Measures
Reduce the five-year (2018-2022) average of 6.4 pedestrian fatalities to 6 for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 6.2 to 6.8 in 2024.
Maintain the five-year (2018-2022) average of 0.4 bicyclist fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 0.6 to 1.0 in 2024.

Program Results

Table 3-12 summarizes the activities pursued under the Driver Education and Behavior program area in FFY 2024.

Table 3-12 Vulnerable Users Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-405	Department of Health	$557,232	$70,544.02
NH24402-700	Local Motion	$160,625	$139,441.31
	TOTAL	**$717,857.00**	**$209,985.33**

Planned Activities

Vermont Department of Health - Road Users Group

Table 3-13 Road Users Group Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VDH	Section 402DE	$557,232	$70,544.02	Complete

Description

Through this program, the Vermont Department of Health (VDH) implements public health strategies to reduce pedestrian fatalities and serious injuries. This primarily involves educational outreach, including through a statewide program for school-aged children, and outreach on pedestrian safety to older adults, law enforcement, and local governments. The Road Users Group develops content for the Yellow Dot, older drivers, and Watch for Me VT campaigns and helps local governments identify pedestrian-focused improvements for high-risk zones.

Performance

During the 2024 grant period, the VDH Road Users Group (RUG) program successfully implemented a range of activities and strategies across the following three goals:

1. Coordination, Partnership, Expertise

   The VDH re-established connections with previous partners and engaged local leaders and statewide organizations. Key partners of the RUG program include UVM Health Center's Safe Kids gatherings, VHSA board meetings, Local Motion, and the Two Rivers Ottauquechee Regional Commission. As a part of this program, the VDH also participated in events such as the 2024 VT Walk/Bike Summit, the 2024 NY Walk, Bike, and Roll Symposium, and Vermont Medical Reserve Corps (MRC) community events throughout the state. Program members also attended various webinars and training sessions to enhance their transportation safety knowledge.

2. Community Plans

   The RUG program took multiple steps to improve its ability to enhance community planning and provide technical assistance to interested communities. This included conducting a review of the Richmond Bike/Walk trail plans, participation in a Walk Audit and analysis of past Walk Audit data, completing an inventory of currently available toolkits and resources, developing a plan for updating available materials, performing a comprehensive assessment of webpages, and updating content, data, and graphics for the VDH Transportation, Cyclist & Pedestrian, Older Driver, Safe Streets, and Watch for Me VT pages.

3. Awareness & Outreach

   Actions taken to increase community awareness of resources offered by the program included maintaining a communication plan to promote educational content via social media, promoting the Be Bright at Night initiative through the MRC, and providing educational materials at the VHSA Champlain Valley Fair table.

Key achievements of the 2024 grant period include the following:

Yellow Dot Program

The Yellow Dot Program aims to provide essential medical information to first responders after a crash to enhance response times and treatment accuracy by utilizing a specialized decal. This program was successfully launched at the Champlain Valley Fair with 229 community members engaged and 136 kits distributed, in addition to 52 online orders. The VDH developed new kits, decal design, and educational content and produced new informational materials, website content, order forms, and tracking sheets. Presentations about the Yellow Dot Program were given to the Injury Prevention Team, Traffic Alliance Team, and VHSA Board members.

Communication/Outreach Plan

The RUG program developed a comprehensive communications plan including social media outreach, educational events, and website updates to serve as a guide for marketing strategies related to road user safety. Facebook, Instagram, X, and Front Porch Forum were regularly utilized to deliver outreach content and educational materials on bicycles, pedestrians, and older driver safety.

Websites

An inventory of 13 webpages related to the RUG program were maintained, including VDH pages focused on Transportation, Cycling, Pedestrian Safety, Older Drivers, the Yellow Dot Program, Distracted Driving, and Safe Streets and Safe Routes to School pages. Resources, data, graphics, and other content were updated to include new legislation (23 VSA 4(67), 1033, and 1055) and accurately reflect the landscape for VRUs.

Be Bright at Night Medical Reserve Corps Partnership

Since launching in 2022, the Be Bright at Night Reflector Pilot Program has successfully expanded statewide. The program aims to provide free reflectors, raise awareness of road safety issues, and promote driver, pedestrian, and cyclist safety messaging. During the 2024 grant period, this program was promoted at 114 events reaching 6,837 attendees, and over 1100 reflective materials, posters, and rack cards were distributed. A new Be Bright at Night video was created and translated into 18 additional languages, reaching over 400 people from the program's webpage.

Advancing Equity

The program worked to translate material into 17 languages to expand access to highway resources, including Be Bright at Night and Watch For Me VT videos and rack cards.

Training & Expertise

A new program manager began their role in May 2024 and attended eight webinars and training sessions related to road user safety and equity. Additionally, the manager attended local and out-of-state conferences including the Vermont Walk/Bike Summit and the New York Walk, Bike, and Roll Symposium.

Healthy Vermonters 2030 Metrics

In 2024, the VDH updated the Healthy Vermonter indicators from 2020 to 2030 and recognized roadway safety as a critical public health issue that the state will continue to track and report annually. This data will be used to inform strategies to reduce disparity and improve health equity. The updated 2030 report identifies trends and gaps in highway safety and supports targeted interventions to enhance road safety and promote better health outcomes.

Presentations

The RUG program manager initiated a series of presentations during partner meetings to introduce the Yellow Dot Program, which were presented at VHSA Board Meetings, Injury Prevention Meetings, Safe Kids Partner Meetings, and the VDH Division of Emergency Preparedness, Response, and Injury Prevention Meetings.

Safe Routes for All

Table 3-14 Safe Routes for All Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Local Motion	Section 402PS	$160,625	$139,441.31	Complete

Description

Local Motion (LM) is a member-supported non-profit organization that operates a variety of programs to improve bicycle and pedestrian safety in Vermont communities. Through this grant, LM provides education, training, and technical assistance on bicycle and pedestrian safety to local governments, schools, and other non-profits.

The Safe Routes for All Network is a broad-based campaign engaging local governments and non-profits from across Vermont to provide bicycle and pedestrian education and outreach.

Performance

Safe Routes to School (SRTS) programming for FFY 2024 included encouragement events, education programming, and engineering support for schools. By the end of the grant period, 87 schools had signed up for SRTS and 88 encouragement events had been held, engaging over 7,000 individuals. Encouragement events included Fall and Winter Walk and Roll to School Month/Days and Walking Wednesdays. The Bike Smart program provided bike safety education to over 9,000 students through 41 events, with educators reporting that students who received Bike Smart training showed improvement in their bike skills. Coordination with SRTS task forces in Burlington and South Burlington addressed infrastructure safety issues around school property.

Photo source: LocalMotion.org

Safe Routes for All also held 22 education and awareness events for adult road users, including workshops for bicyclists and students in driver education classes. Technical assistance was provided to municipalities and walk/bike committees throughout the state to support improvements to safety infrastructure for cyclists and pedestrians.

Youth helmet use was identified as a problem area, and 400 helmets were distributed at no cost through Safe Routes for All programs. Educating children and adults on bicycle and pedestrian safety helps reduce unsafe road user behavior, a major factor in cyclist and pedestrian fatalities and serious injuries.

Distracted Driving

Problem Statement

Texting while driving has been illegal in Vermont since 2009. In 2014, additional laws were passed prohibiting any use of handheld electronic devices while operating a motor vehicle except in a narrow set of circumstances. In addition to these laws, funding from NHTSA has strengthened the ability of law enforcement agencies to educate the public and enforce distracted driving violations.

The SHSO and other highway safety partners agree that the number of traffic crashes attributed to Distracted Driving is grossly under-reported. Forensic examinations of cell phones after crashes are very rare, and many drivers may not self-report being distracted prior to the crash.

Performance Measures

Table 3-15 summarizes the performance measures and targets for distracted driving identified in the 2024-2026 3HSP.

Table 3-15 Distracted Driving Performance Measures

Performance Targets	Performance Measures
Reduce the five-year (2018-2022) average of 9.8 distracted driving serious bodily injury crashes to 9 for the 2022-2026 five-year period.	This target was met. The five-year average decreased from 8.8 to 6.8 in 2024.

Program Results

The following activities were pursued through the distracted driving program area in FFY 2024:

Table 3-16 Distracted Driving Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24405E-103 - 124	State and Local Law Enforcement	$707,915	$250,481.26
NH24405E-302	Preusser Research Group, Inc	$100,362	$64,600
	TOTAL	**$808,277.00**	**$315,081.26**

Planned Activities

Vermont State Police and Local LEA Distracted Driving Enforcement

Table 3-17 DD High Visibility Enforcement Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Bennington CSD	Section 405E	$7,500	$1,111	Complete
Caledonia CSD	Section 405E	$8,500	$2,386.44	Complete
Chittenden CSD	Section 405E	$200,000	$79,361.09	Complete
City of Barre	Section 405E	$9,500	$4,720.36	Complete
City of Montpelier	Section 405E	$7,500	$226.58	Complete
City of Vergennes	Section 405E	$15,000	$5,980.21	Complete
Dept. of Public Safety	Section 405E	$115,500	$36,609.87	Complete
Essex CSD	Section 405E	$10,000	$9,999.18	Complete
Rutland CSD	Section 405E	$119,360	$20,752.26	Complete
Town of Bennington	Section 405E	$34,355	$7,782.70	Complete
Town of Hardwick	Section 405E	$7,500	$4,177.95	Complete
Town of Manchester	Section 405E	$7,500	$3,563.21	Complete
Town of Morristown	Section 405E	$20,000	$1,188.44	Complete
Town of Randolph	Section 405E	$10,000	$9,503.35	Complete
Town of St. Johnsbury	Section 405E	$12,000	$0.00	Not Completed
Town of Weathersfield	Section 405E	$8,200	$5,571.95	Complete
Town of Wilmington	Section 405E	$8,000	$1,087.42	Complete
Town of Winhall	Section 405E	$7,500	$2,051.53	Complete
Town of Woodstock	Section 405E	$12,000	$8,167.71	Complete
Washington CSD	Section 405E	$25,000	$9,879.15	Complete
Windham CSD	Section 405E	$18,000	$6,192.20	Complete
Windsor CSD	Section 405E	$45,000	$30,168.66	Complete

Description

Law enforcement agencies working under the Distracted Driving grant carry out periodic waves of highly visible law enforcement activity intended to decrease distracted driving. In addition, the subrecipients are expected to conduct ongoing patrols that occur during the performance period of the grant based on their analysis of crash data, with the objective of enforcing distracted driving laws. Law enforcement agencies will focus on, but not limit their work to, targeted roadways in areas that are selected based on crash data.

Agencies will conduct ongoing and periodic supplemental traffic enforcement activities to decrease distracted driving. Enforcement strategies may include the following activities: spotter

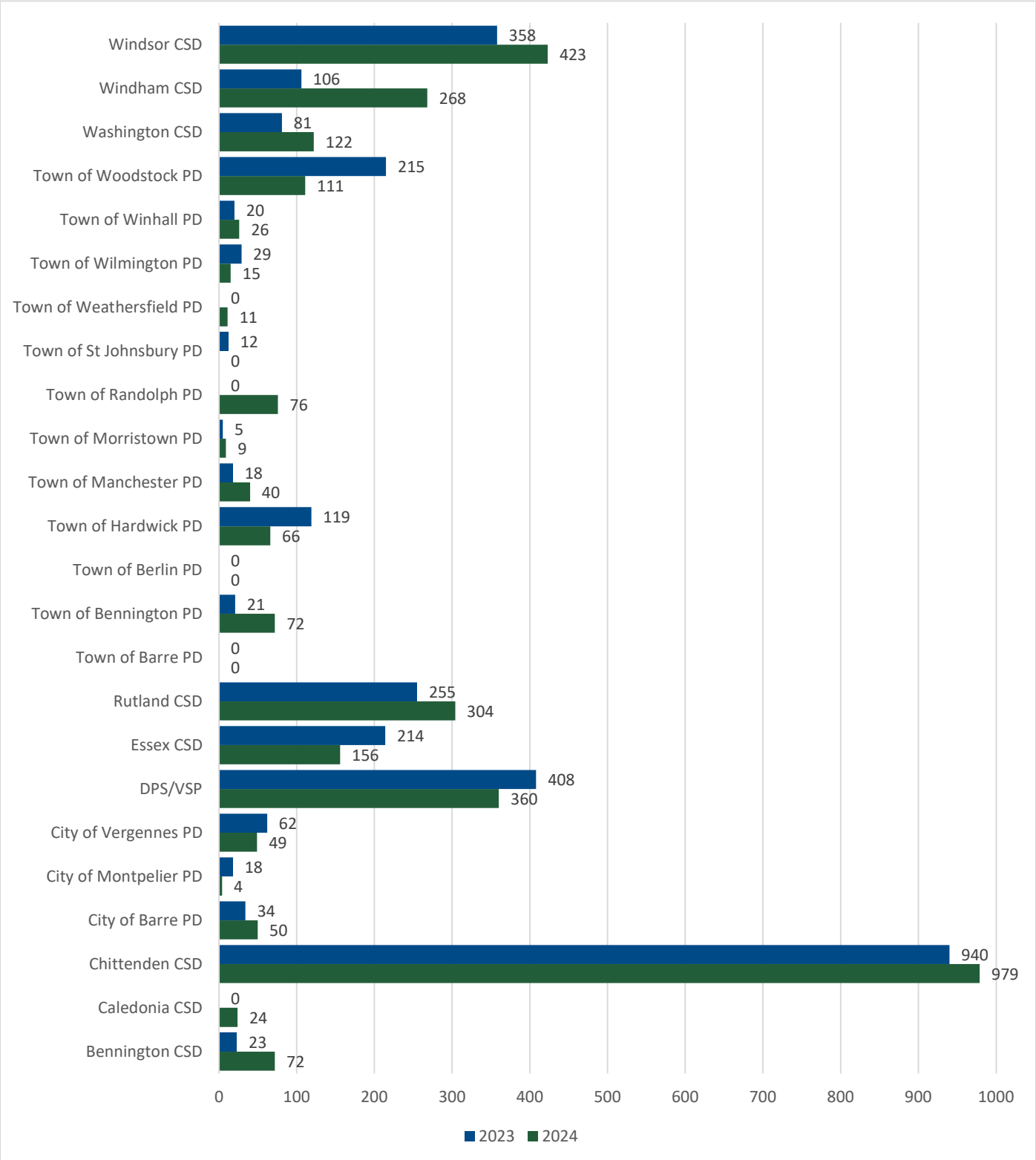
patrols, high-visibility saturation patrols, roving patrols, directed patrols and national mobilizations, focusing efforts in work zones, school zones, and areas with high crash rates.

This project also includes the regional enforcement projects found in the Occupant Protection and Impaired Driving sections of this document. These include the Rutland County Sheriff's Department, Chittenden County Sheriff's Department, Vergennes Police Department and Windham County Sheriff's Department.

Performance

Under this grant in the 2024 grant period, 19 LEAs performed a combined total of over 3,000 hours of enforcement. The NHTSA Distracted Driving campaign alone had a total of 1,905 hours with 42 participating agencies, nearly double the number of enforcement hours from 2023 despite having two fewer participating agencies. Over 1,600 contacts were made and 140 tickets were issued for hand-held device violations during the national campaign alone. A total of 3,237 hours of Distracted Driving enforcement were performed under this grant in 2024. Each LEA used local data to identify high risk areas or demographics for distracted driving to target during enforcement activities, and many engaged in outreach to educate their populations. In addition to the Put the Phone Away or Pay national campaign, local campaigns were conducted, and the April 8th eclipse was a focus for State Police as Vermont saw a significant amount of traffic for the event. Many LEAs look forward to continuing and increasing their work under this grant in FFY 2025.

Figure 3-1 Distracted Driving HVE Activity Summary – Hours Worked by Agency



Annual Distracted Driving Survey

Table 3-18 Distract Driving Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Preusser Research Group, Inc	Section 405E FLEX	$100,362	$64,600	Complete

Description

The vendor oversees a Distracted Driving observational survey to evaluate the use of handheld devices, Bluetooth, or the manipulation of a device on Vermont roadways. The vendor also compiles and analyzes the survey data. With this data, the vendor provides comprehensive narrative reports summarizing all activities undertaken for the observation surveys, identifying any differences among regions, vehicle types, days of the week, types of distraction, times of day, and age or gender of drivers. The Distracted Driving survey is a statewide survey and is administered and reported in a similar methodology to the NHTSA Uniform Criteria for State Observational Surveys. Additionally, the vendor conducts some observation in school and work zones to understand the frequency of distraction in those locations relative to other locations.

Performance

Preusser Research Group was contracted by VTrans to perform the distracted driving survey. Observational data on distracted driving behaviors was collected from over 10,000 vehicles across 84 sites throughout the state in April of 2024, including in 12 of the 14 counties, and in work and school zones. Since the survey began in 2021, data has been collected on nearly 40,000 vehicles.

Tables 3-19 and 3-20 below summarize results from this year's and previous surveys. See Section 4 for additional details on the 2024 Distracted Driving Survey.

Table 3-19 Overall Rates of Observed Distracted Behaviors (% distracted)

Behavior*	October 2021	April 2022	April 2023	April 2024
Handheld	1.5%	1.6%	1.8%	3.1%
Hands-free	1.4%	0.9%	1.5%	1.2%
Manipulation Observed	4.5%	3.8%	3.3%	2.9%
Manipulation incl. Probable	7.7%	6.7%	6.0%	6.0%
Any Distraction Observed	7.2%	5.6%	5.7%	6.0%
Any incl. Probable	10.1%	8.4%	8.4%	8.7%

**Note than an individual driver can be coded as performing more than one distracted behavior.*

Table 3-20 Any Distraction While Driving, by Wave and County (% Yes)

County	Any Distraction			Distraction incl. Probable			Total Observed		
	2022	2023	2024	2022	2023	2024	2022	2023	2024
Addison	5.1%	5.6%	6.6%	9.7%	11.1%	11.2%	227	325	242
Bennington	5.7%	11.0%	9.5%	8.2%	11.0%	9.5%	414	453	328
Caledonia	4.1%	5.5%	4.2%	9.3%	11.4%	7.9%	332	447	505
Chittenden	4.7%	6.0%	5.5%	8.4%	9.6%	10.0%	1540	1307	1646
Franklin	7.4%	5.6%	4.4%	9.3%	8.5%	7.5%	1048	1297	1454
Lamoille	4.0%	3.8%	2.5%	6.5%	4.9%	6.6%	77	81	121
Orange	10.1%	6.1%	9.1%	14.4%	16.2%	15.2%	104	37	33
Orleans	3.0%	3.5%	6.0%	5.9%	8.8%	7.9%	136	182	252
Rutland	5.7%	6.0%	9.2%	8.0%	6.6%	9.4%	852	980	785
Washington	5.0%	5.1%	4.8%	9.2%	8.4%	7.7%	796	973	1017
Windham	5.7%	4.6%	4.5%	8.6%	7.0%	5.0%	292	1000	202
Windsor	4.5%	4.6%	7.9%	5.9%	6.7%	8.6%	542	756	659

Impaired Driving (Drug and Alcohol)

Problem Statement

More than half of all crash fatalities in Vermont involved an impaired operator in 2024. Drugged driving now leads drunk driving in fatal crashes, with most drug-impaired drivers testing positive for Delta-9 THC (marijuana). In 2024, four fatal crashes involved operators suspected of driving under the influence of alcohol only, 10 involved operators suspected of driving under the influence of drugs only, and 13 involved operators suspected of driving under the influence of both alcohol and drugs. Active cannabis/Delta 9 THC was confirmed in 17 fatal crash cases. The shift towards drugged driving has necessitated greater resources for enforcing DUI-drug laws, such as increased officer training, additional DREs, and expanded forensic laboratory capacity.

Enforcement campaigns remain the primary strategy to reduce impaired driving. Law enforcement agencies across the state participate in national campaigns. Alcohol-impaired fatalities have generally decreased in the past four years, from 23 in 2021, to 20 in 2022, 16 in 2023, and 17 in 2024. Fatalities involving drugs and/or alcohol have also decreased in the past three years, from 45 in 2022, to 42 in 2023, and 30 in 2024. The five-year average for alcohol-impaired fatalities has changed little in the last eight years, reflecting a persistent problem. Vermont continues to support data-driven enforcement, providing law enforcement with crash and arrest data analyses to focus enforcement times and locations.

Performance Measures

Table 3-22 summarizes the performance measures and targets for impaired driving identified in the 2024-2026 3HSP.

Table 3-21 Impaired Driving Performance Targets

Performance Targets	Performance Measures
Maintain the five-year (2018-2022) average of 16 fatalities involving an alcohol-impaired driver or motorcycle operator for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 16.4 to 18.2 in 2024.
Maintain the five-year (2018-2022) average of 35.6 impaired (drugs and alcohol) fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 37.4 to 38.4 in 2024.

Program Results

The following activities were pursued through the impaired driving program area in FFY 2024:

Table 3-22 Impaired Driving Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24164-101-124	State and Local Law Enforcement	$780,270.50	$322,415.78
NH24402-401	Addison County Restorative Justice	$33,947	$19,261.48
NH24405D-012-016	State and Local Law Enforcement	$221,227	$67,882.70
NH24405D-017	Vermont Criminal Justice Council	$384,900	$278,306.82
NH24405D-018	Department of Public Safety	$629,719.60	$473,868.94
NH24405D-019	Traffic Safety Resource Prosecutor	$384,997	$218,325.99
NH24405D-020	State Judicial Outreach Liaison	$85,000	$0.00
NH24405E-300	Traffic Safety Resource Prosecutor	$100,000	$43,651.92
	TOTAL	**$2,620,060.60**	**$1,423,713.63**

Planned Activities

High-Visibility Alcohol Enforcement

Table 3-23 High-Visibility Alcohol Enforcement Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Bennington CSD	Section 164AL	$11,000	$3,857.89	Complete
Chittenden CSD	Section 164AL	$152,500	$54,241.86	Complete
City of Barre	Section 164AL	$15,000	$5,131.14	Complete
City of Montpelier	Section 164AL	$5,000	$235.59	Complete
City of Vergennes	Section 164AL	$35,000	$17,815.57	Complete
Dept. of Motor Vehicles	Section 164AL	$6,970.50	$244.46	Complete
Dept. of Public Safety	Section 164AL	$115,500	$18,687.17	Complete
Essex CSD	Section 164AL	$8,000	$6,835.75	Complete
Rutland CSD	Section 164AL	$141,300	$81,553.55	Complete
Town of Barre	Section 164AL	$8,000	$661.34	Complete
Town of Bennington	Section 164AL	$19,500	$4,936.35	Complete
Town of Berlin	Section 164AL	$10,500	$5,041.60	Complete
Town of Hardwick	Section 164AL	$8,000	$2,490.25	Complete
Town of Manchester	Section 164AL	$13,000	$3,785.24	Complete
Town of Morristown	Section 164AL	$10,000	$2,652.05	Complete
Town of Randolph	Section 164AL	$14,400	$14,400.00	Complete
Town of St. Johnsbury	Section 164AL	$12,000	$0.00	Not Completed
Town of Weathersfield	Section 164AL	$9,850	$7,050.28	Complete
Town of Wilmington	Section 164AL	$6,700	$3,783.66	Complete
Town of Winhall	Section 164AL	$10,000	$0.00	Not Completed
Town of Woodstock	Section 164AL	$10,650	$4,734.44	Complete
Washington CSD	Section 164AL	$57,400	$36,530.74	Complete
Windham CSD	Section 164AL	$60,000	$25,322.44	Complete
Windsor CSD	Section 164AL	$40,000	$22,424.41	Complete

Description

During national mobilizations, participating agencies work cooperatively with nearby agencies to conduct sobriety checkpoints and saturation patrols. At times, two to three checkpoints are utilized during mobilizations of longer duration. Grantees also use funds for routine impaired driving enforcement and directed patrols. Crash and DUI arrest data are used to determine locations and times to focus enforcement.

There is also a DUI Task Force, modeled after the Click It or Ticket Task Force, in which smaller teams of specially selected officers work together. These teams target specific, data-informed geographic areas of high risk.

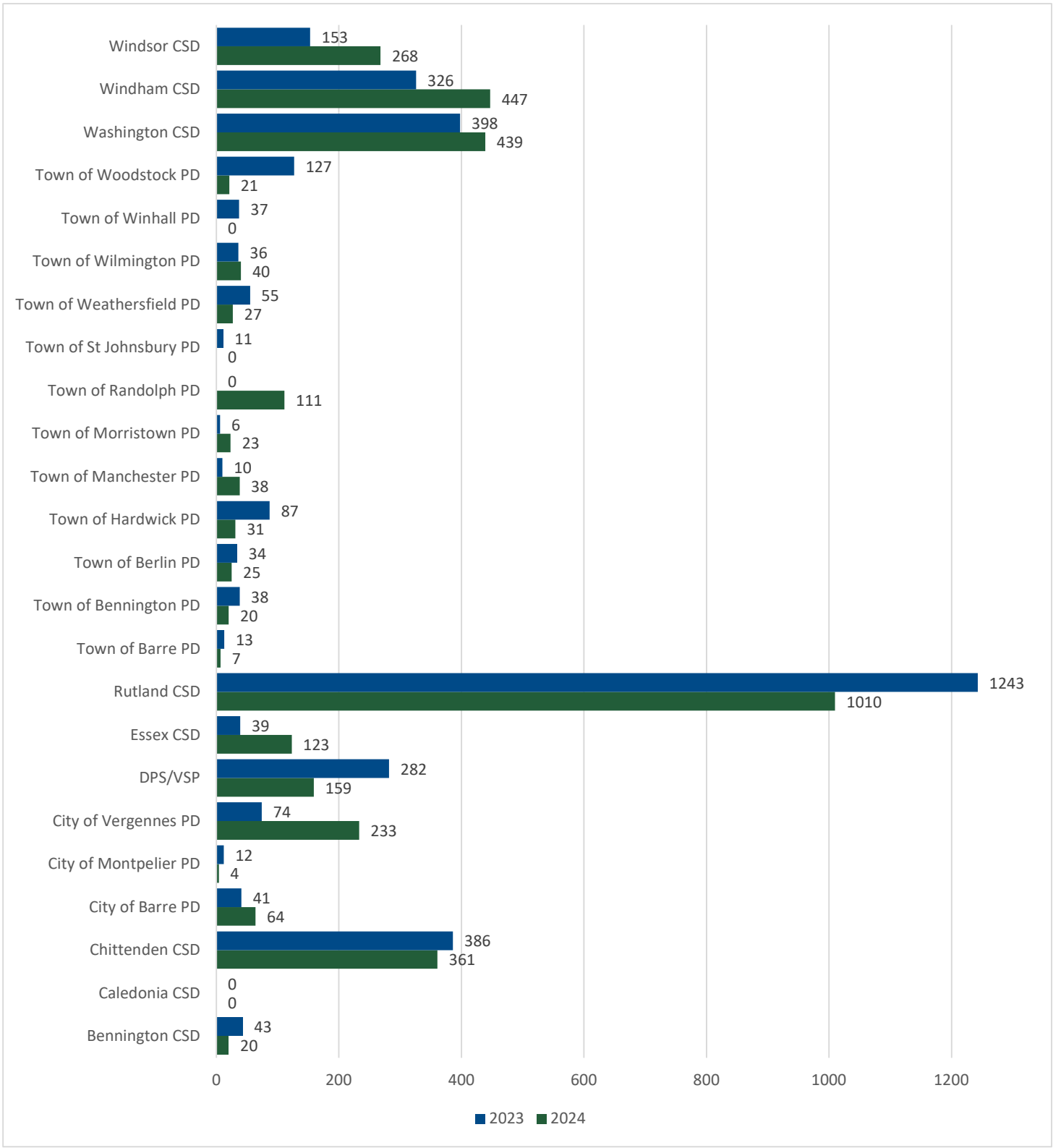
Agencies may apply for traffic safety equipment items directly related to efficiency and effectiveness of their impaired driving enforcement. This equipment includes, but is not limited to, preliminary breath testing equipment, safety checkpoint lighting and sign packages, traffic cones, and scene lighting. Agencies accepting funding from the SHSO must adopt a zero-tolerance policy on impaired driving.

Performance

44 law enforcement agencies participated in the 2024 "Drive Sober or Get Puller Over" campaign, which ran from August 16th to September 2nd. Within this campaign, they performed over 3,000 hours of patrolling, held 33 checkpoints, contacted 4,759 vehicles, and made a total of 66 DUI arrests and 70 non-DUI arrests. Participation has increased over the past three years, and DUI-alcohol arrests remain high (58 in 2022, 45 in 2023, and 49 in 2024) while DUI-drug arrests, though lower, have increased (9 in 2022, 14 in 2023, and 17 in 2024). 47 agencies participated in the 2023 December holiday Drive Sober campaign and performed 2,795 hours of patrolling, held 28 checkpoints, made 6,032 contacts, 68 DUI arrests, and 81 non-DUI arrests. This campaign has seen similar increases in participation and changes in drug/alcohol arrests as the Labor Day campaign.

Agencies focused enforcement on areas of local concern identified through experience and crash data, and on specific times like ski weekends and holidays when impaired driving is more prevalent. In addition to the Labor Day and December Holiday campaigns, some agencies also participated in the Buzzed Driving is Drunk Driving and Super Bowl campaigns.

Figure 3-2 Impaired Driving HVE Activity Summary – Hours Worked by Agency



DRE Call-Out Pay

Table 3-24 DRE Call-Out Pay Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Chittenden CSD	Section 405D	$71,545	$36,587.81	Complete
Rutland CSD	Section 405D	$64,165	$21,909.89	Complete
Dept. of Public Safety	Section 405D	$71,133	$6,284.15	Complete
Dept. of Motor Vehicles	Section 405D	$4,879	$0.00	Complete
Dept. of Liquor Control	Section 405D	$9,505	$3,100.85	Complete

Description

The Drug Recognition Expert (DRE) program is a specialty area in law enforcement that improves the identification and prosecution of drug-impaired drivers. The SHSO provides funding for overtime pay to call out DREs for evaluations statewide as needed.

Performance

The five LEAs listed above in Table 3-25 all participated in the DRE Call-Out program this year. Direct funding was provided to the Vermont State Police, the Department of Liquor Control, and the Department of Motor Vehicles. The Chittenden and Rutland County Sheriffs' Departments received pass-through funding to support the local LEAs that participated, listed in Table 3-25. 118 DRE evaluations were performed throughout the grant year, and DREs participated in annual training and recertification. Seven new DREs were trained in 2024, with a total of 43 current DREs.

Table 3-25 Local Law Enforcement Agencies with DRE on Staff

Bennington PD	Rutland PD
Brattleboro PD	Shelburne PD
Burlington PD	South Burlington PD
Colchester PD	Stowe PD
Dover PD	Vergennes PD
Essex PD	VT DMV
Hartford PD	VSP
Ludlow PD	VT DLC
Middlebury PD	Williston PD
Milton PD	Wilmington PD
Orange CSD	Winhall PD

Vermont Police Academy Impaired Driving Training Coordinator

Table 3-26 Vermont Police Academy Impaired Driving Training Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VPA	Section 405D	$384,900	$278,306.82	Complete

Description

This program supports training at the Vermont Police Academy (VPA) for the following certifications:

- DUI Detection/Standardized Field Sobriety Test (SFST)
- Advanced Roadside Impaired Driving Enforcement (ARIDE)
- Drug Recognition Expert (DRE)
- DMT Supervisor Training
- Drug Impairment Training for Educational Professionals (DITEP)

Most officers receive the 40-hour DUI/SFST training, typically at the beginning of their careers. DUI/SFST instructors train officers on proper application of SFSTs and how to properly collect evidentiary breath samples. All Vermont officers must receive the 2-day ARIDE training within three years of DUI/SFST unless they have DRE or equivalent training or a waiver. DRE is an advanced certification in identifying drug impairment.

Performance

During FFY 2024, all new Level III officers received DUI/SFST training during basic training. This training was also offered to Level II officers, as well as SFST refresher courses and a DUI Supervisor Checkpoint class. Five ARIDE courses were offered throughout the state to officers with a year or more of experience with SFSTs, in addition to an online ARIDE refresher course available at any time. DRE School and Field Certifications were held in April and May of 2024, and all DREs were offered additional training for recertification twice throughout the year. The Borkenstein Drug Course offered by Indiana University was also available twice for DREs, and seven DREs attended the International Association of Chiefs of Police (IACP) Impaired Driving and Traffic Safety Conference in San Antonio, TX.

100 officers received DUI/SFST training, 66 received ARIDE training, seven became DREs, and 51 DREs and stakeholders participated in the semi-annual DRE training. One DRE also provided DITEP training to 69 education professionals. The Training Coordinator participated in the Vermont Highway Safety Conference and attended meetings with the Traffic Records Coordinating Committee (TRCC), Vermont Highway Safety Alliance (VHSA), and Drug Evaluation and Classification Program (DECP) Oversight Committee. While the police academy lost two DRE instructors in the past year, more officers were certified as new DREs than in previous years, and neighboring states will be enlisted to help teach courses if needed to continue offering Impaired Driving programs. Additional instructors are being trained for DUI/SFST to prevent instructor burnout and expand the amount of refresher courses offered.

Judicial Outreach Liaison

Table 3-27 Judicial Outreach Liaison Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Private Firm	Section 405D	$85,000	$0.00	Not Completed

Description

The State Judicial Outreach Liaison (JOL) is responsible for promoting traffic safety priorities through the Vermont SHSO. This position was newly created in FFY 2024 to provide a versatile resource within the judicial community and support the work of the SHSO staff. This includes providing teaching, community outreach, technical assistance, mentoring, and other judicial related services to traffic safety partners throughout the state.

Performance

This activity was not deployed during this grant cycle.

Safe Driver Program

Table 3-28 Safe Driver Program Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Addison County Restorative Justice	Section 402DE	$33,947	$19,261.48	Complete

Description

The Safe Driver Program is offered across Vermont and as an in-person and online class. It is an educational program designed to teach participants about the human consequences of unsafe, impaired, and distracted driving. This class is not mandatory to have one's license reinstated, rather a choice by the offender. In this class, through discussion and interactive activities, the participants learn how unsafe driving affects them, their family, and members of their community. The Safe Driving Program aims to lower the rates of fatal crashes due to impaired or distracted driving and raise the awareness of those charged with driving offenses about their responsibility to engage in safe driving habits.

Performance

In the 2024 grant period, 47 Safe Driving Classes were held at six locations, with a total of 580 people completing the class. In partnership with the VHSA, facilitators attended the Champlain Valley Fair and interacted with hundreds of individuals, spreading awareness of the Red Ribbon Initiative. The annual Red Ribbon Ceremony to remember victims of impaired and distracted driving crashes was held on December 5th, 2023, at the Vermont Statehouse and Red Ribbon Trees were implemented at all DMV locations in the state.

A Red Ribbon Tree at a Drive Well Vermont event.

The main demographics of Safe Driving Class registrants are 31-40-year-old men with one DUI offense. The next most common offenses of registrants were careless or negligent driving, repeat DUIs, and speeding or reckless driving. Post-class surveys are taken by participants and class evaluation data is collected monthly and reviewed quarterly by the program coordinator and data and technology coordinator. The annual Facilitator Workshop was held in April and two new facilitators received training in September.

Forensic Laboratory Support Program

Table 3-19 Forensic Laboratory Support Program Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Dept. of Public Safety	Section 405D	$629,719.60	$473,868.94	Complete

Description

The Vermont Forensic Laboratory (VFL) tests blood samples for DUID (DUI-drug) cases. The VFL can perform screening tests for a range of drugs and confirmation tests for cannabinoids. When confirmation is needed for drugs other than THC, samples are sent to an outside laboratory. This grant funds routine blood testing for DUID cases, training for lab employees, purchase and maintenance of laboratory instruments and supplies (including the Intox DMT breath testing units), and contract services in addition to supporting the salary of one analyst.

Performance

Throughout FFY 2024, two analysts successfully completed spring and fall proficiency tests for drug and alcohol blood-testing. Three DMT operator classes were held and DMTs were refurbished as needed by Intox. VFL analysts reported toxicology results for approximately 600 cases from LEAs, wrote approximately 200 affidavits for DUI court cases, certified over 140

officers as DMT operators and trained approximately 60 officers as DMT supervisors. Two VFL staff members attended the Society of Forensic Toxicology Conference in Denver, CO, and one attended the International Association for Chemical Testing Conference in San Diego, CA.

This grant provided the necessary support for the VFL to continue providing high quality services statewide for forensic testing and successful prosecution of impaired driving cases.

Traffic Safety Resource Prosecutor

Table 3-30 Traffic Safety Resource Prosecutor Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State's Attorneys and Sheriffs	Section 405D	$384,997	$218,325.99	Complete
State's Attorneys and Sheriffs	Section 405E	$100,000	$43,651.92	Complete

Description

Traffic Safety Resource Prosecutors (TSRPs) work with State's Attorneys, their deputies, and Assistant Attorneys General in impaired driving prosecutions with exceptional challenges. TSRPs routinely assist or lead prosecution in drugged driving cases. TSRPs also handle prosecution of fatal crash cases and litigate the majority of Vermont appeals before the Supreme Court that involve impaired or negligent driving.

Additionally, TSRPs instruct at Vermont's DRE school and provide training to prosecutors and law enforcement on impaired driving investigations, law, and procedure.

Performance

In FFY 2024 the TSRPs continued to assist in the investigation and prosecution of impaired driving cases by providing education, guidance, training, and assistance to prosecutors, law enforcement officers, and the Vermont Forensic Laboratory. TSRPs also provide technical support for legislative initiatives within the Department of State's Attorneys and Sheriffs, and draft updates to legislation for introduction to the legislature. Assistance provided by TSRPs consists of the following:

1. Individual guidance and advice to law enforcement and prosecutors with specific questions on cases or situations and during hearings and trials, including:
    a. Conducting legal and practical research into relevant case law and supporting scientific research studies
    b. Drafting responsive legal memos and case law
    c. Performing case reviews to develop investigation and prosecution strategy, assess case strengths and weaknesses, and identify missing information necessary to successful prosecution
2. Trial performance reviews

3. Continued response to requests for Post Incident Review cases (DUI-Drug cases in which a DRE was unable to assess an operator for impairment due to unavailability or refusal) and coordination with DRE instructors for follow up throughout the prosecution of the cases
4. Insight into and analysis of proposed legislation, and correction of inconsistencies in DUI-related statutes and deficiencies in current Vermont Highway Safety law

Trainings and events were held for State's Attorneys and Sheriffs, drug recognition experts (DREs), the Vermont Police Academy, County State's Attorneys' Offices, and high schools. TSRPs also attended the Lifesavers Conference on Roadway Safety and referred all state prosecutors to weekly and monthly online DUI-related courses and trainings offered by National, Florida, and Michigan TSRPs. During this grant cycle, 24 trainings were held, and feedback from surveyed participants indicated they found the trainings very informative and useful.

In addition to providing training, the TSRPs developed a comprehensive DUI manual covering the history of Vermont's highways and highway safety laws, the science of DUI, and the statutes and legal precedents of DUI in Vermont. The manual is the culmination of two years of research and writing. A series of DUI webinars is also being created to address a decrease in trainings due to staffing shortages and a COVID-related case backlog that has reduced the amount of time available for training.

Motorcycle Safety

Problem Statement

Motorcyclists represent a small fraction of Vermont's crash fatalities each year, yet they are overrepresented relative to the number of crashes. There were 18 motorcycle fatalities in Vermont in 2023, the highest number since 2016, making it difficult to meet the five-year average performance target despite having only six motorcycle fatalities in 2024.

Rider training has been recognized as Vermont's best option to reduce fatalities. Vermont law requires motorcyclists to wear helmets, and Vermont has had between zero to two un-helmeted motorcycle fatalities per year since 2014. Rider training courses in beginner, intermediate, and experienced skill levels are made widely available with support from highway safety grants.

Performance Measures

Table 3-32 summarizes the performance measures and targets for motorcycle safety identified in the 2024-2026 3HSP.

Table 3-31 Motorcycle Safety Performance Measures

Performance Targets	Performance Measures
Maintain the 2018-2022 five-year average of 10.4 motorcyclist fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average fell from 13.2 to 12.8 in 2024.
Maintain the 2018-2022 five-year average of 1.4 un-helmeted motorcyclist fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average stayed the same at 1.8 in 2024.

Program Results

Table 3-32 lists the activity pursued under the motorcycle safety program area in FFY 2024.

Table 3-32 Motorcycle Safety Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24405F-000	Department of Motor Vehicles	$25,000	$19,409.39
NH24402-600	Department of Motor Vehicles	$6,303.39	$6,303.39
A6600-000	Department of Motor Vehicles	$6,596.61	$6,596.61
	TOTAL	**$37,900.00**	**$32,309.39**

Planned Activities

State Motorcycle Rider Education Program

Table 3-33 State Motorcycle Rider Education Program Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
DMV	Section 405F	$25,000	$19,409.39	Complete

Description

The Motorcycle Rider Education Program offers rider safety courses at seven locations across Vermont. Courses are available to new riders and to those already holding a motorcycle endorsement. Training includes exercises teaching motorcycle operation, instruction on proper riding gear (helmet, eye protection, full fingered gloves, riding jacket, pants, and over-ankle footwear), the risks of using alcohol or drugs before riding, and how to be visible to other motorists.

Performance

During the 2024 grant period, the Program Coordinator retired in early March and was replaced in June. The program lost three active instructors and several prospective instructors when the

planned RiderCoach prep in May was cancelled. Additionally, one of the seven training ranges was affected by the July floods in St. Johnsbury and was unable to be used for the rest of the year.

Despite these setbacks, over 700 new riders were trained through the program's Basic Rider Courses, and 100 more riders continued their education through the Intermediate and Advanced Rider Courses during the 2024 season. 34 active instructors and six inactive instructors were retained, and nine were recertified with updated Intermediate Rider Curriculum. An additional ten candidates are scheduled to receive training in 2025. A new training site in St. Johnsbury was approved by the Motorcycle Safety Foundation and is expected to be ready for use by May 2025. The number of available loaner helmets was also increased, with 38 new helmets purchased.

Vermont Motorcycle Safety State Assessment

Table 3-34 State Motorcycle Rider Education Program Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
DMV	Section 402MC	$6,303.39	$6,303.39	Complete
DMV	State Funding	$6,596.61	$6,596.61	Complete

Description

This assessment of Vermont's motorcycle safety program was requested by the SHSO and conducted directly with the DMV, facilitated by NHTSA headquarters and regional staff.

Performance

The Vermont Motorcycle Safety Program Assessment was conducted virtually April 15-19, 2024. Over this period, program experts and key individuals delivered briefing sand provided support materials to the Assessment Team on a wide range of topics, and the Assessment Team interviewed more than 30 panelists, with some being contacted following their presentations to provide additional information. The resulting report reviewed the current state of motorcycle safety in Vermont and made recommendations to enhance the motorcycle safety program. Specific recommendations were given for the following sections:

1. Program Management
2. Motorcycle Personal Protective Equipment
3. Motorcycle Operator Licensing
4. Motorcycle Ride Education and Training
5. Motorcycle Operation Under the Influence of Alcohol or Other Drugs
6. Legislation and Regulations
7. Law Enforcement
8. Highway Engineering
9. Motorcycle Rider Conspicuity and Motorist Awareness Programs
10. Communication Program
11. Program Evaluation and Data

For each section, the report provided guidance, detailed the current status of efforts under that section in Vermont, and identified strengths and opportunities for improvement.

Occupant Protection

Problem Statement

Unrestrained occupants consistently make up nearly two-thirds of Vermont's annual crash fatalities. As such, the enforcement of occupant protection statutes is a prominent part of Vermont's safety programming. Vermont has a secondary seat belt law that requires belt use for all occupants, including adults in the back seat. The observed seat belt use rate rose slightly in 2022 to a high of 90.4% and then decreased by 1.5 percentage points in 2023 to 88.9%, followed by a smaller decrease to 88.4% in 2024.

In addition to enforcement, Vermont uses education and free/low-cost child car seats to raise rates of occupant protection use. Vermont also collects detailed data in the annual seat belt survey to measure progress towards universal use and enable data-driven targeted enforcement.

Performance Measures

Table 3-35 summarizes the performance measures and targets for occupant protection identified in the 2024-2026 3HSP.

Table 3-35 Occupant Protection Performance Measures

Performance Targets	Performance Measures
Maintain the 2018-2022 five-year average of 27.2 unrestrained passenger vehicle occupant fatalities for the 2022-2026 five-year period.	This target was met. The five-year average rose from 25.2 to 25.6 in 2024.
Increase the statewide observed seat belt use rate of front seat outboard occupants in passenger vehicles from the 2018-2022 five-year average of 89.5% to 90.6% for the 2022-2026 five-year period.	This target was not met. The five-year average fell from 89.3% to 89.1% in 2024.

Program Results

The following activities were pursued under the Occupant Protection program area in FFY 2024:

Table 3-36 Occupant Protection Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-101-124	State and Local Law Enforcement	$862,990.50	$538,382.46

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-407	Private Firm	$15,000	$0.00
NH24405B-000	Vermont Department of Health	$249,674	$179,342.67
NH24405B-014	Preusser Research Group, Inc	$100,000	$75,350.00
NH24405D-021	Private Firm	$10,000	$0.00
	TOTAL	**$1,237,665.00**	**$793,075.13**

Planned Activities

CPS Statewide Program and Data Support

Table 3-37 CPS Statewide Program and Data Support Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Dept. of Health	Section 405B BIL	$249,674	$179,342.67	Complete

Description

The Vermont Child Passenger Safety (CPS) program, operated by the VDH Division of Emergency Preparedness, Response, and Injury Prevention, uses fitting stations, inspection events, the BeSeatSmart website, a telephone help line, and printed materials to increase community knowledge of the proper use of child restraints. The program offers certifications in car seat education, special needs restraints, and school bus restraints to car seat technicians and instructors. The program also provides child car seats at no or reduced cost to low-income families.

Performance

During the 2024 grant period, certified volunteer Child Passenger Safety Technicians (CPSTs) provided a total of 1,946 seat checks at 27 seat check events and 21 informational tabling events around the state. These included two seat check events and two tabling events specifically for New Americans and Refugees. The number of Car Seat Assistance Stations supported by the CPS program continued to increase, from 75 in FFY 2023 to 81 in FFY 2024. The number of CPSTs increased as well, from 201 to 224, with six CPS certification/renewal classes being held in four different counties throughout the grant period. An additional 11 CPSTs earned Special Needs endorsements following a Safe Travel for All Children class provided in September of 2024. The 224 certified CPSTs include 41 individuals in healthcare facilities and two employees of the US Committee for Refugees and Immigrants (USCRI).

The BeSeatSmart website was maintained and improved, with information cards in multiple languages available for download. There were over 890 downloads over the course of the grant year, and 13,100 new users accessed the website. A satisfaction survey given at mobile seat check events showed 92% of respondents rating their experience with a car seat technician as "Fantastic," and 85% having no issues with the car seat check they received.

In addition to regular CPS program activities, the Vermont Department of Health, working with partners, proposed an update to Vermont's Child Passenger Safety Law (23 VSA 1258) which was adopted by Vermont's legislature during the 2024 legislative session. The new law includes requirements for rear-facing harnesses for children up to age two, rear- or front-facing five-point harnesses for children between two and five years old, and a five-point harness or booster seat for children up to age eight. To increase awareness of this change, the CPS program participated in a joint press conference with program partners, held an education and discussion session for CPSTs, updated program materials and the BeSeatSmart website, and worked with VTrans to ensure the new Drive Well Vermont brochure was updated in alignment with the new law.

Annual Seat Belt Survey

Table 3-38 Seat Belt Survey Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Preusser Research Group, Inc.	Section 405B	$100,000	$75,350.00	Complete

Description

Following NHTSA's revised uniform criteria, a seat belt survey is completed annually. Roadside observations are collected at multiple locations in every Vermont county. The data is used to analyze year-to-year variations in seat belt use and identify geographic and demographic disparities.

Performance

Preusser Research Group was contracted by VTrans to perform the seat belt survey. Some of their report data is included in this document under occupant protection performance measure results.

For the study, the state was divided into seven county groups and 82 observation sites. A sample size of approximately 11,000 front seat occupants was observed during this study. Sites were observed in 60-minute intervals during daylight hours.

The 2024 use rate of 88.4% was slightly lower than the 2023 use rate of 88.9%, a continuation of the decrease from a high of 90.4% in 2022. The five-year average has also continued a slight downward trend, from 89.3% in 2023 to 89.1% in 2024. See Section 4 for additional details on the 2024 Seat Belt Survey.

Annual Attitude Survey

Table 3-39 Annual Attitude Survey Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
The Center for Research and Public Policy	Section 402	$15,000	$0.00	Not Completed

The Center for Research and Public Policy	Section 405D	$10,000	$0.00	Not Completed

Description

The SHSO commissioned the Center for Research and Public Policy to conduct the State Highway Attitude Survey annually beginning in FFY 2021. The survey was designed to provide resident input on enforcement of laws, awareness of media messaging, pedestrian behavior, personal behavior on Vermont roadways and bicyclist behavior. Some questions have remained the same or similar to past surveys to provide tracking analysis.

Performance

The Attitude Survey was not deployed during this grant cycle.

Click It or Ticket National Mobilizations

Table 3-40 CIOT Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Bennington CSD	Section 402	$16,500	$15,907.57	Complete
Chittenden CSD	Section 402	$217,500	$118,807.52	Complete
City of Barre	Section 402	$15,000	$7,729.05	Complete
City of Montpelier	Section 402	$5,000	$1,701.84	Complete
City of Vergennes	Section 402	$35,000	$23,752.84	Complete
Dept. of Motor Vehicles	Section 402	$6,970.50	$489.00	Complete
Dept. of Public Safety	Section 402	$115,500	$98,539.01	Complete
Essex CSD	Section 402	$8,000	$7,291.99	Complete
Rutland CSD	Section 402	$136,000	$112,211.71	Complete
Town of Barre	Section 402	$8,000	$509.55	Complete
Town of Bennington	Section 402	$50,000	$44,408.99	Complete
Town of Berlin	Section 402	$10,500	$8,868.10	Complete
Town of Hardwick	Section 402	$8,000	$0.00	Not Completed
Town of Manchester	Section 402	$13,000	$9,149.60	Complete
Town of Morristown	Section 402	$10,000	$916.79	Complete
Town of Randolph	Section 402	$11,200	$11,200.00	Complete
Town of St. Johnsbury	Section 402	$15,000	$0.00	Not Completed
Town of Weathersfield	Section 402	$9,850	$8,352.26	Complete
Town of Wilmington	Section 402	$8,400	$2,827.30	Complete
Town of Winhall	Section 402	$11,520	$10,392.49	Complete
Town of Woodstock	Section 402	$11,652	$6,006.56	Complete
Washington CSD	Section 402	$47,400	$14,739.68	Complete
Windham CSD	Section 402	$50,000	$12,501.21	Complete
Windsor CSD	Section 402	$43,000	$22,079.40	Complete

Description

Vermont law enforcement agencies (LEAs) have participated in Click It or Ticket (CIOT) national mobilizations since 2002. In 2022, Vermont began rebranding its seatbelt mobilization campaign from "Click It or Ticket" to "Buckle Up: You're Worth Every Click," which follows the same NHTSA schedule. Funding is provided to LEAs to engage in OP enforcement patrols throughout the year, including child passenger safety enforcement activities and educational events. Enforcement is targeted to areas of low seat belt usage using data from the seat belt survey and crash data. Ongoing and periodic enforcement is conducted day and night, especially from May through September, when data shows a higher rate of unbelted fatalities.

The Vermont Buckle up Task Force (previously the CIOT Task Force), made up of regional groups of officers, supplements regular patrols. Vermont continues to work collaboratively with New York, New Hampshire, and the Canadian Province of Quebec on seat belt messaging despite the discontinuation of the NHTSA Border to Border initiative.

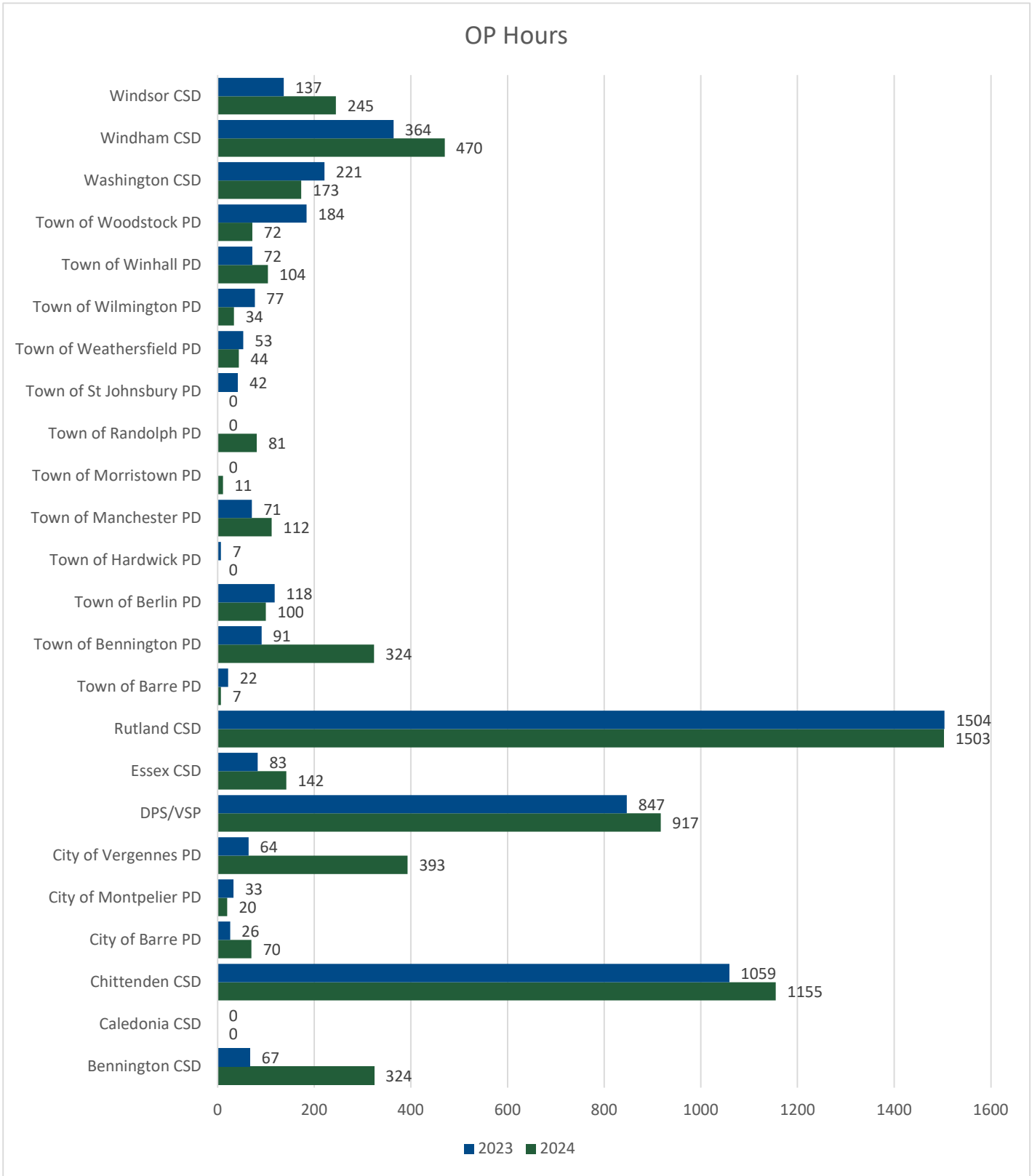
Performance

Over 50 Vermont LEAs participated in the national Click it or Ticket campaign in 2024., for a total of 3,274 enforcement hours, 1,930 tickets issued (including 150 seatbelt tickets), and 122 arrests made – all increases from the previous two years despite there being fewer participating agencies than in 2022 or 2023. The Thanksgiving campaign also had slightly lower participation this year than in previous years, with 43 agencies participating. During the Thanksgiving campaign, 790 hours were worked, 544 tickets were issued (including ten seatbelt tickets), and 50 arrests were made.

Table 3-41 CIOT Mobilization Activities

	Thanksgiving Holiday Mobilization	CIOT (Buckle Up) National Mobilization
Participating LEAs	43	51
Enforcement Hours	790	3274
Vehicles Contacted	1452	4487
Seatbelt Violation Citations	10	150
Child Passenger Safety Citations	1	23
Speed Citations	334	928
Handheld Device Use Citations	14	118
Other Tickets	185	711
Arrests for Other Motor Vehicle-Related Crimes	50	122

Figure 3-3 Occupant Protection HVE Activity Summary – Hours Worked by Agency



Planning and Administration

Problem Statement

The SHSO at VTrans is responsible for administering federal highway safety grant funds in Vermont. SHSO staff solicit applications, award grant funds, evaluate success, and monitor compliance for safety projects using federal funds. They work with state, local, and non-profit organizations that run these safety projects, providing expertise and guidance.

To administer these programs effectively, the SHSO has four staff who plan and administer all programs – Administrator, Deputy Administrator, Administrative Services Manager, and Public Outreach Manager. The activities under this program area support SHSO staff salaries, benefits, fringe, travel, training and technology to improve their efficiency. In addition, the SHSO has three employees who charge time as program coordinators outside of planning and administration funds.

Program Results

Table 3-42 summarizes the activities pursued under this area in FFY 2024:

Table 3-42 Planning and Administration Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-000 - 004	VTrans	$1,236,067	$443,307.48
NH24164-000 - 003	VTrans	$140,000	$78,788.87
	TOTAL	**$1,376,067**	**$522,096.35**

Planned Activities

SHSO Planning and Administration

Table 3-43 SHSO Planning and Administration Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
SHSO	Section 402PA	$936,067	$290,647.50	In Progress
SHSO	Section 164PA	$77,249	$78,788.87	In Progress

Description

This activity funds the management, supervision, and support services operating the traffic safety program at the Vermont SHSO. The four staff in the SHSO manage the state highway safety grant funds by providing guidance, oversight and monitoring for SHSO partners. The charges associated are salaries, benefits, fringe, travel, training, supplies, etc.

Performance

The SHSO managed the safety program for FFY 2024 at the same staff level. The SHSO also maintained Vermont's membership in the Governor's Highway Safety Association.

Electronic Grant Management – Grant Electronic Application and Reporting System (GEARS)

Table 3-44 Electronic Grant Management Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Agate	Section 402PA	$300,000	$152,659.98	In Progress
Agate	Section 164PA	$62,751	$0.00	In Progress

Description

The SHSO currently utilizes IntelliGrants, a web-based electronic grants management system through Agate/vendor SHI. The program supports efficiency in the grant process by providing multiple access points and tracking capabilities. Furthermore, it allows administrative and programmatic supervision of the program with report capability for accumulated data to be processed and analyzed. The GEARS program also provides greater access for programmatic reviews and both internal and external management review and audits.

Performance

GEARS was successfully used to manage grant reporting in FFY 2024. Grantees submitted their applications, progress reports, invoices, and supporting documentation through the GEARS website.

Police Enforcement Services

Problem Statement

The SHSO provides resources to all law enforcement agencies in the state. The SHSO has two contract Law Enforcement Liaisons (LELs) who encourage participation in national enforcement initiatives and serve as resources for local agencies. The SHSO also facilitates crash investigations by supporting the VSP Crash Reconstruction Team.

Performance Measures

Table 3-45 summarizes the performance measures and targets for police enforcement services identified in the 2024-2026 3HSP.

Table 3-45 Police Enforcement Services Performance Measures

Performance Targets	Performance Measures
Maintain the 2018-2022 five-year average of 65.8 traffic fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 65.6 to 68 in 2024.
Maintain the 2018-2022 five-year average of 265.4 serious injuries in traffic crashes for the 2022-2026 five-year period.	This target was not met. The five-year average rose from 274.4 to 279.4 in 2024.
Reduce the 2018-2022 five-year average of 23 speeding-related traffic fatalities to 22 for the 2022-2026 five-year period.	This target was not met. The five-year average increased from 22.0 to 22.2 in 2024.
Maintain the 2018-2022 five-year average of 10.4 motorcyclist fatalities for the 2022-2026 five-year period.	This target was not met. The five-year average fell from 13.2 to 12.8 in 2024.

Program Results

The following activities were pursued under the Police Enforcement Services program area in FFY 2024:

Table 3-46 Police Enforcement Services Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-125 - 128	SHARP	$350,000	$278,090.97
NH24402-200, 202, 203	Law Enforcement Liaisons	$90,000	$75,000.00
NH24402-212	Law Enforcement Agencies	$550,000	$0.00
NH24402-290	VTrans	$125,000	$71,796.95
NH24402-800	Department of Public Safety	$99,077.35	$47,916.16
NH24164-125 - 128	SHARP	$104,935	$78,885.08
NH24405D-009 - 011	Law Enforcement Liaisons	$90,000	$75,000
NH24405E-100 - 102	Law Enforcement Liaisons	$100,000	$75,000
NH24405E-125 - 128	SHARP	$166,997	$128,906.89
	TOTAL	**$1,676,009**	**$830,596.05**

Planned Activities

Crash Reconstruction Team (CRT) Support

Table 3-47 Crash Reconstruction Team Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Dept. of Public Safety	Section 402AI	$99,077.35	$47,916.16	Complete

Description

The VSP Crash Reconstruction Team (CRT) is the primary investigative unit for serious bodily injury and fatality crashes in the state of Vermont. The team responds to crashes when called by state, local, or county law enforcement. The team uses Total Station survey instruments and advanced diagramming software to perform their investigations. They also perform downloads from Event Data Recording systems and use small unmanned aircraft systems (UAS) to document crash scenes.

Certified CRT members are state troopers who have completed three levels of nationally recognized training. Their technical support with serious crash investigations improves overall reporting, particularly in identifying contributing factors. This grant funds their training, continuing education, equipment, and software purchases.

Performance

During the 2024 grant cycle, five CRT members attended two different advanced training courses: an advanced crash data retrieval (CDR) course and a motorcycle collision investigation course. Three new global navigational satellite system (GNSS) rovers and associated electronic data collectors were purchased, allowing team members to document collision scenes electronically without cellular signal. A Kia Crash Data Retrieval kit was also purchased with grant funds. Every CRT member has access to the platform Virtual Crash 4, with two members having access to Virtual Crash 5 with more advanced tools available.

Utilizing this grant to maintain members' access to up-to-date technology and ability to attend specialized training courses ensures that members remain effective in a field that is constantly evolving. The CRT was activated 74 times in the 2024 grant period, a slight decrease from the last grant cycle. This decrease was likely due to the ending of the CRT pilot program, during which a CRT member would be responsible for any fatality within VSP coverage areas, in January of 2024.

In each case of CRT activation, members utilized their expertise to assist officers, victims, and prosecutors in the case that criminal charges were warranted. The CRT is often asked to provide support for complex and dynamic collision scenes, and throughout the process assists in identifying and documenting evidence, mapping the scene, and obtaining electronic data. Once evidence and data are collected, the CRT analyzes it, distills the information, and summarizes conclusions in a report.

CRT members taught two Level III Vermont Police Academy classes, providing 96 hours of classroom instruction and teaching 98 recruits. CRT members utilize their experience in the field and training from the grant to show new officers how to perform basic collision investigations and safely manage a collision scene, as well as how to complete Vermont's Uniform Crash Report (UCR). This form collects data associated with crashes of all severities throughout the state, which is utilized at a state level for infrastructure projects, law enforcement location targeting, and policy decisions. At a federal level, this data is also used by the NHTSA to identify crash trends and assist in funding decisions. Based on student surveys, recruits who completed CRT-provided classes understood the concepts of crash evaluation and felt prepared to investigate collisions and complete UCRs.

Highway Safety Program Coordinator

Table 3-48 Highway Safety Program Coordinator Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans	Section 402 PT	$125,000	$71,796.95	Complete

Description

Program coordination is provided by VTrans staff members who ensure SHSO policies are followed, enforcement strategies are effective, and awardees are compliant with best practices. The coordinators train the applicants for the Notice of Funding Opportunity, review and score grant applications, assign performance measures to the grant agreements, and assist grantees with the execution of grant agreements. The coordinators review and approve reimbursement documents and ensure that financial transactions are properly filed, documented, and accurately reported. Program coordinators use the Grant Electronic Application and Reporting System (GEARS) to track sub-awards, financial invoices, progress reports, final reports, match, and amendments. These staff members engage in program development and arrange for training when required. Coordinators track financial spend downs and reconcile grant fund balances and prepare close-out letters with awardees. The staff members monitor sub awardees in office, by telephone, and through site visits. The program coordinators assist in the writing and update of the highway safety plan and annual report.

Performance

The SHSO managed the safety program for the year at the same staff level. Site visits were performed at the following Police and Sheriff's Departments in 2024:

Bennington PD	Rutland CSD
Bennington CSD	Windsor CSD
Berlin PD	Woodstock PD
City of Barre PD	St. Johnsbury PD

All were found to be in good or excellent standing with SHSO policies, procedures, tracking, and invoicing. Many of these agencies continue to deal with staffing shortages, sometimes leading to a department performing no or little grant work in a given year or struggling to keep up with documentation.

Law Enforcement Liaisons

Table 3-49 Law Enforcement Liaisons Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
LEL Contractor (North)	Section 405D	$40,000	$40,000	Complete
	Section 405E	$45,000	$36,000	Complete
	Section 402	$40,000	$36,000	Complete
LEL Contractor (South)	Section 405D	$40,000	$40,000	Complete

	Section 405E	$45,000	$36,000	Complete
	Section 402	$40,000	$36,000	Complete
Replacement LEL Contractor (North)	Section 405D	$10,000	$3,000	Complete
	Section 405E	$10,000	$3,000	Complete
	Section 402	$10,000	$3,000	Complete

Description

Vermont contracts with LELs to facilitate cooperation between law enforcement agencies and the SHSO. Their priorities include maintaining partnerships with the VHSA, increasing law enforcement participation in HVE campaigns, staying apprised of national campaigns, and supporting the occupant protection and impaired driving task forces. They also promote the state's DRE program and support media messaging throughout the year. Vermont has two LELs who divide coverage of the state into north and south regions.

Performance

The SHSO promoted the following campaigns in FFY 2024:

- Labor Day – Drive Sober or Get Pulled Over
- December Holidays – Drive Sober or Get Pulled Over
- Thanksgiving – Buckle Up
- Click It or Ticket
- Distracted Driving – Put the Phone Away or Pay

See Section 5 – Mobilization Participation for more detailed participation data.

The Northern Law Enforcement Liaison Contractor gave notice in early 2024 that he would not extend his contract in October. A third Liaison was hired by the SHSO in August and worked with the Northern LEL until his departure, at which point the SHSO reverted to two LELs.

SHARP Regional Coordinator

Table 3-50 SHARP Regional Coordinator Activity Summary

Rutland CSD	Section 402	$100,000	$39,422.44	Complete
	Section 164	$40,000	$23,561.24	Complete
	Section 405E	$33,997	$18,548.21	Complete
Vergennes PD	Section 402	$60,000	$59,564.27	Complete
	Section 164	$13,955	$12,681.08	Complete
	Section 405E	$40,000	$27,841.80	Complete
Chittenden CSD	Section 402	$130,000	$134,644.30	Complete
	Section 164	$40,000	$31,662.76	Complete
	Section 405E	$58,000	$54,871.68	Complete

Windham CSD	Section 402	$60,000	$44,459.96	Complete
	Section 164	$10,980	$10,980.00	Complete
	Section 405E	$35,000	$27,645.20	Complete

Description

Four counties have a Safe Highway Accident Reduction Program (SHARP): Rutland (also serving Windsor), Addison (through the City of Vergennes Police Department, Chittenden (also serving Franklin, Grand Isle, and Lamoille), and Windham counties. Each county also has a full-time certified police officer who holds the role of SHARP director and regional coordinator, to act as a point of contact for traffic safety enforcement and education activities.

Performance

In 2024, the Regional Coordinators helped to organize the national mobilizations mentioned above, as well as HVE campaigns focused on holidays and local events, such as the Women's World Cup in Killington and high school prom/homecoming dances. Coordinators participated in events and trainings including the Red Ribbon Ceremony, National Night Out, grant management training, and various state and national conferences focused on transportation safety, education, and enforcement.

Additionally, the Regional Coordinators managed SHARP press outreach through social media, local radio and newspapers, and movie theater PSAs. Several press conferences were also held for the Buckle Up campaign and other enforcement mobilizations. Public outreach included a SHARP presence at the Rutland and Champlain Valley fairs and Vermont Lake Monsters baseball games.

In addition to public input, crash data is used to identify locations for saturation patrols and checkpoints. SHARP directors coordinate between local and state LEAs, in addition to New York and New Hampshire State Police, to provide coverage during these campaigns. Table 3-53 below summarizes the enforcement activities performed under the SHARP county programs in FFY 2024 with Occupant Protection, Impaired Driving, and Distracted Driving grants.

While many Vermont LEAs continue to struggle with low staffing levels, Regional Coordinators help facilitate communication between agencies and provide additional officers where and when they are needed.

Table 3-51 SHARP Countywide OP/DUI/DD Enforcement Activity

	Rutland	Chittenden	Vergennes	Windham	TOTAL
Patrol Activity					
Hours Patrolled	2817	2495	675	567	6554
Vehicles Stopped	5008	3225	1112	673	10018
Checkpoints					
Number of Checkpoints	12	3	11	1	27
Checkpoint Hours	42	47	55	1	145

Action Taken					
Warnings	1925	1783	751	519	519
VT Traffic Violations Written					
CPS - Violations	17	14	0	0	31
Safety Belt Violation	142	18	0	0	160
Speeding Violations	2477	1164	400	123	4164
Handheld Devices Violations	182	68	23	7	280
All OSC Violations	55	41	18	5	119
Other Traffic Violations	666	393	139	32	1230
Non-DUI Actions					
Non-DUI Arrests (Speeding, DLS, and Other)	98	55	19	8	180
DUI Actions					
DUI Arrests (Patrols)	37	22	4	3	66
DUI Arrests (Checkpoint)	0	5	1	0	6
.02 Violations	0	2	0	0	2

Equipment Grants

Table 3-52 Law Enforcement Equipment Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
State and local law enforcement	402PT	$550,000	$0.00	Complete

Description

Equipment grants are need based and made to state and local law enforcement agencies to purchase essential equipment for enforcement campaigns. The most common equipment purchases were radar speed feedback signs, in-car camera systems, mobile radar or lidar units, spike strips, and smaller items such as safety vests and flares. Since seat belt violations are a secondary offense in Vermont, seat belt enforcement campaigns use speed and aggressive driving as primary offenses, requiring additional equipment.

Performance

Table 3-53 below lists all equipment purchases over $5,000 made by grantees in FY 2024.

Table 3-53 Equipment Purchases Over $5,000

Law Enforcement Partner	Grant Type	Equipment Type	Quantity	Price
Chittenden CSD	EDU-DIR	Vehicle	1	$58,898
Chittenden CSD	EDU-DIR	In-Car Camera	1	$11,390
Town of Winhall	OP/DUI	Speed Cart	2	$14,192

Windsor CSD	OP/DUI	Subscription	1	$30,000

Racial Profiling Data Collection

Problem Statement

To comply with state statute (20 V.S.A. Section 2366), the Vermont Criminal Justice Council must collect race data on traffic stops from all law enforcement agencies in the state. This data is required to be accessible to the public, meeting the eligibility requirements for Section 1906 funding.

Performance Measures

Table 3-54 summarizes the performance measures and targets for race data collection identified in the 2024-2026 3HSP.

Table 3-54 Racial Profiling Data Collection Performance Measures

Performance Targets	Performance Measures
Increase the number of Vermont law enforcement officers trained in race data enforcement reporting to 99.2% for the 2022-2026 period.	*There was no progress towards this goal in 2024.*

Program Results

The following activities were pursued under the Racial Profiling Data Collection program area in FFY 2024:

Table 3-55 Racial Profiling Data Collection Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH241906-001	Vermont Criminal Justice Council	$200,000	$0.00
	TOTAL	$200,000	$0.00

Planned Activities

Racial Profiling Data Collection and Analysis

Table 3-56 Racial Profiling Data Collection and Analysis Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VCJC	Section 1906	$200,000	$200,000	$0.00

Description

The Vermont Criminal Justice Council (VCJC) employs a data analyst to allow for continued analysis of historical stops data, including exploration of better benchmark and non-benchmark techniques for investigating disproportionality and testing relationships between driver race and traffic stop activity. The National Policing Institute (NPI) analyses this data with the goal of identifying trends, assessing data quality, informing future training, and improving the public accessibility of reported data. This includes identifying areas of improvement for data reporting. The focus of the FFY 2024 grant period was on providing the necessary technical assistance to LEAs to improve data collection, submission, and reporting.

Performance

This activity was not deployed during this grant cycle.

Traffic Records

Problem Statement

The Traffic Records program ensures accuracy and completeness in safety data for Vermont. Records must be reported in a timely manner after crashes or other incidents. The State must also maintain databases and reporting tools for law enforcement, EMS, and others to use.

Performance Measures

Table 3-57 summarizes the performance measures and targets for traffic records identified in the 2024-2026 3HSP.

Table 3-57 Traffic Records Performance Measures

Performance Targets	Performance Measures
Increase the 2018-2022 five-year average percentage of electronic citations from 24.74% to 41% for the 2022-2026 period.	This target was met. The five-year average rose to 48.6% in 2024.
Increase the 2018-2022 five-year average percentage of agencies using electronic citations from 37% to 55% for the 2022-2026 period.	This target was met. The five-year average rose to 60% in 2024.

Program Results

The following activities were pursued under the Traffic Records program area in FFY 2024:

Table 3-58 Traffic Records Program Area Summary

Activity Number	Subrecipient	Funding Granted	Funds Expended
NH24402-000	VTrans	$125,000	$59,897.45
NH24402-301	LexisNexis	$105,000	$52,500
NH24405C-700	VTrans	$200,000	$14,700
NH24405C-701	Vermont Department of Health	$256,815	$135,825.22
NH24405C-702	VTrans	$140,000	$112,652.97
NH24405D-025	Private Firm	$299,489	$0.00
NH24164-130	Private Firm	$168,898	$0.00
	TOTAL	**$1,295,202**	**$375,575.64**

Planned Activities

TRCC Program Coordinator

Table 3-58 TRCC Program Coordinator Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans	Section 402PA	$125,000	$59,897.45	Complete

Description

A member of the SHSO staff manages the Traffic Records Coordinating Committee (TRCC), law enforcement grants, and scheduled program assessments. This activity funds staff time spent on traffic records administration.

Performance

The Traffic Records Program Coordinator coordinated the 405C application and Strategic Plan with the TRCC consultant for FFY 2024, maintained meeting minutes for the TRCC, posted

documents to the TRCC SharePoint website, and coordinated with the consultant and member agencies as needed. The staff member co-chaired the TRCC with the Data Unit Manager. This project funded a portion of the SHSO program coordinator salary, benefits, fringe, travel, and training.

TRCC Consultant

Table 3-60 TRCC Consultant Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
LexisNexis	Section 402TR	$105,000	$52,500	Complete

Description

The SHSO has contracted the consultant LexisNexis Coplogic Solutions, Inc to provide TRCC support.

Performance

LexisNexis Coplogic Solutions was the selected consultant for TRCC support and began work in July 2021. LexisNexis provides support for annual planning services and the Vermont Traffic Records Assessment. Planning services include:

- TRCC Support
- Coordination and attendance at TRCC meetings
- Preparation of TRCC agendas, invitations, and PowerPoint presentations
- Coordination for sharing safety data between the state agencies and state/local police
- Assistance in monitoring of the TRCC approved statewide data improvement programs compliance
- Development of Section 405c Performance Measures
- Preparation of TRCC Project Activity Reports

VTrans Crash Data Reporting System

Table 3-61 VTrans Crash Data Reporting System Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans	Section 405C	$200,000	$14,700	In Progress

Description

This activity funds enhancements to the crash data interface. A continuation of efforts from the previous grant cycle were planned for FFY 2024, including updating the Uniform Crash Report Form (UCRF) to the newest Model Minimum Uniform Crash Criteria (MMUCC) standards and completion of a Memorandum of Understanding between VTrans and the Vermont Department

of Health (VDH) to integrate SIREN data with Web Crash. Activity also included Web Crash enhancements to help law enforcement to collect more accurate and timely data.

Performance

In the 2024 grant cycle, VTrans increased communication and training with LEAs, improving the timeliness of crash reporting by eight days. Progress continued to be made on the Roadway system, including through an increase in auto-populating queries, to improve location data accuracy. VTrans began discussions with VDH on the integration of Web Crash and SIREN, though these were set back due to a new hire late in the grant cycle. Updates to Web Crash and the UCRF were not completed this year.

SIREN

Table 3-62 SIREN Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VDH	Section 405C	$256,815	$135,825.22	Complete

Description

The Statewide Incident Reporting Network (SIREN) is Vermont's statewide system for reporting EMS patient care reports. State law requires Vermont ambulance agencies to enter care reports into the SIREN database within one business day of an EMS call.

The goal of the grant work performed under this activity is to improve data collection, quality, and timeliness of pre-hospital documentation, in addition to the identification of trends related to equity disparities.

Performance

The VDH's emergency medical services data manager is preparing to implement the transition from NEMSIS v3.5 to NEMSISv3.5.1 for the 2025 calendar year. The updates to the NEMSIS data dictionary primarily include clearer case definitions, additional field selection options, and reformatted data variables. While there are no changes specific to motor vehicle crash data-related elements, the updates will continue to improve pre-hospital documentation.

The data manager attended the annual ImageTrend Connect and NEMSIS conferences, which significantly helped improve the ability to address short- and long-term needs and future improvements to the EMS systems. Connections and partnerships enabled by these conferences have led to insights on traffic data integration, outcome data strategies, statewide trauma system developments, improvements for data completeness and timeliness, and other opportunities. Conversations are ongoing between the VDH EMS team and VTrans on how to utilize new resources shared at the NEMSIS conference to best inform crash-related injury prevention efforts. The data manager met with VTrans counterparts to identify goals for data integration and develop an action plan for system integration. Historical data has been reviewed in detail for a comprehensive understanding of the needs and goals of both agencies.

The data manager is working with VTrans partners to identify various data warehousing solutions that would allow for eventual integration between EMS SIREN data and VTrans WebCrash data. To date, various software platforms have been preliminarily identified, and since the NEMSIS conference the data manager has been in communication with ImageTrend and the NHTSA about transportation incident visualization tools and dashboards that help with real-time crash reporting. Additional work will be done in FFY 2025 to identify reliable and affordable solutions that will meet the data needs of both the VDH and VTrans.

One hospital and four accounts have been added to the ImageTrend Hospital Hub platform, providing a link to the data for agencies that deliver patients there. After the NEMSIS conference, the data manager connected with other state office officials and is developing partnerships that have led to alternative routes for attaining outcome data and statewide trauma system developments that will provide a more complete data picture.

Based on responses to a survey of all 166 licensed EMS agencies and approximately 3,500 EMS providers in the state, the EMS data team developed trainings on best practices for documentation and utilization of SIREN. These trainings are scheduled for FFY 2025, and after completing an assessment of the SIREN documentation process the data team plans to implement changes to current data fields to improve the quality, accuracy, timeliness, and efficiency of collected data. In FFY 2024, the data team provided education to all district medical advisors (DMAs) on how to utilize SIREN and are planning to provide trainings to more than 130 providers and agency administrators on how the VDH and its partners use the data they collect. The team is working with four heads of service and one DMA to develop CQI report templates that can be utilized for QA/QI at the service and district levels.

EMS practitioners are mandated to enter an electronic patient care report (ePCR) into their agency's system within one business day of an incident. Validation scores are state and national requirements that measure the completeness of data elements in ePCRs. Vermont EMS agencies averaged an ePCR validation score of 99 out of 100, up from 98.6 the previous year, and the data manager is considering raising the required score to submit a report from the current minimum of 80.

EMS providers have opportunities to contact and give feedback to the data manger throughout the year, including through monthly leadership calls and in-person regional meetings. A feedback portion of the EMS run form will also be added in 2025 so the EMS office can learn more from providers and end users on ways to continue improving the documentation and data collection process.

Development of Geospatial Interpolation Method to Estimate Annual Average Daily Traffic on Local Roads

Table 3-63 Development of Geospatial Interpolation Method to Estimate Annual Average Daily Traffic on Local Roads Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
VTrans	Section 405C	$140,000	$112,652.97	Complete

Description

The goal of this project was to develop and define a geospatial interpolation methodology for estimating Annual Average Daily Traffic (AADT) on local roads where actual count data is unavailable in order to improve data-driven safety analysis. This included assessing data sources and availability, reviewing and summarizing interpolation techniques, evaluating the effectiveness of each technique for local roads within a selected county or counties, recommending a preferred technique for use in Vermont and proposing implementation and validation plans in a final report.

Performance

A consultant team recommended three methods of geospatial interpolation through a literature review and developed models for six different roadway segmentation strata (each identified as urban or rural, paved or unpaved, and minor collector or local road). The results of the models were validated and found to perform better than the existing VTrans method. The consultant made a recommendation for VTrans to conduct statewide implementation of the method found to have the best result (Inverse Distance Weighting), or to conduct all three methods every year and select the best model based on validation results. The first approach is limited by the decreasing number of traffic counts by local agencies, which may result in insufficient data for the preferred method, while the second approach is limited by the extensive resources that would be required for its implementation.

An implementation plan was developed by the consultant for fully implementing both recommended options along with a validation process and timeline. The plan describes each required step, lists assumptions and potential challenges, and includes roles and responsibilities for execution within VTrans and with partners. Execution of the plan will improve uniformity and accuracy of AADT estimates for all non-federal aid roads in Vermont with functional classification of 6R, 7R, and 7U, which have no AADT counts.

Following the implementation process, VTrans will integrate the new data into existing products that utilize AADT, such as the intersections database, and perform any needed updates. In addition to these products, the new data will be available through the VTransparency portal and the VT Traffic Records Inventory.

Data Integration of Impaired Driving Systems

Table 3-64 Data Integration of Impaired Driving Systems Activity Summary

Subrecipient	Funding Source	Funds Approved	Funds Expended	Project Status
Private Firm	Section 405D	$299,489	$0.00	Not Completed
Private Firm	Section 164	$168,898	$0.00	Not Completed

Description

The goal of this project was the development of an impaired driving information system to assist in the integration of impaired driving data. This would be utilized to develop tools designed to

increase the probability of identifying the recidivism risk of a person convicted of driving under the influence and determine the most effective mental health or substance abuse treatment or sanction to reduce that risk.

Performance

This activity was not deployed during this grant cycle.

4

State Survey Reports

This chapter provides a summary of the results of statewide surveys completed that inform the SHSO on public attitudes towards highway safety.

Seat Belt Survey

The annual seat belt survey was conducted between May 31 and June 20, 2024, at 82 sites across Vermont. Trained observers gathered data from 8,430 vehicles and 10,570 occupants including 8,430 drivers and 2,140 passengers. Drivers accounted for 79.8 percent of persons observed. Vermont drivers and front outboard passengers had a combined weighted seat belt use of 88.4 percent. The standard error rate was 1.417 percent, below the required 2.5 percent threshold required by NHTSA. The total incidence of unknown observations was less than one percent (0.0004 percent – there were only four unknown observations in this survey) for all observations statewide, another NHTSA requirement.

Rates for 2010-2024 (all occupants, weighted) are found in Table 4-1. A considerable drop in use was observed in 2016. The 2017 use rate of 84.5 percent represents a return to a rate more consistent with those prior to 2016. The 2018 rate was much higher than any previous year's rate and that trend continued through 2022. In 2023, using a new sample of sites, the rate decreased to a level similar to the 2020/2021 rates, which has continued in 2024.

Table 4-1 Annual Weighted Seat Belt Use Rates 2010-2024 (% Belted)

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
85.2	84.7	84.2	84.9	84.1	85.0	80.4	84.5	89.8	89.3	88.8	89.2	90.4	88.9	88.4

Belt use rates for subcategories of driver, vehicle, and type of day using raw (i.e., unweighted) data are shown in Table 2. Women have significantly higher belt use than men. This was true for both drivers and passengers. Belt use rate was more than 10 percentage points higher for women drivers compared to men (X2(1) =198.76, p <.0001). For passengers, women's use rate was 12 percentage points higher than for men (X2(1) =62.70, p <.0001). Sex differences for all occupants combined was also significant: women's belt use rate overall was more than 10 percentage points higher than men's (X2(1) =254.36, p < .0001).

Driver belt use across vehicle types revealed a 16-percentage point difference between the highest use rate (cars, at 91.5%) and lowest use (pickup trucks, at 75.3%). Differences in driver seat belt use across vehicle types was highly significant (X 2(3) =330.36, p < .0001). Passenger belt use rates also showed a significant difference (X2(3) =35.44, p < .0001). For passengers, use rates were highest in vans (91.3%) and lowest in pickup trucks (79.6%).

Driver belt use was significantly higher on weekdays than on weekends (88.7% and 82.4%, respectively; X2(1) =57.60 p < .0001). Passenger belt use also showed a significant usage gap between weekdays and weekends (90.0% and 84.4%, respectively) (X2(1) =14.89, p < .0001). For all occupants combined, weekday use rate was significantly higher (+6 percentage points) than weekend use (X2(1) =69.55, p < .0001).

Table 4-2 2023 Statewide Unweighted Survey Results (% Belted)

Variable	Driver	Passenger	Total
Sex			
Male	82.3%	79.7%	82.4%
Female	93.3%	91.7%	92.8%
Vehicle Type			
Car	91.5%	89.6%	91.1%
Truck	75.3%	79.6%	76.1%
SUV	89.8%	90.3%	89.9%
Van	88.0%	91.3%	88.9%
Time of Week			
Weekday	88.7%	90.0%	88.9%
Weekend	82.4%	84.4%	82.9%

Driver and passenger belt use rates by county are presented in Table 3. The Franklin/Grand Isle County cluster had the lowest belt use both for drivers (76.4%) and passengers (80.3%). The highest belt use for both drivers and passengers was observed in the Washington/Lamoille grouping (93.4% and 94.1%, respectively). There were significant differences in belt use by county grouping among drivers (χ2(6) =314.58, p <.0001) and passengers (χ2(6) =56.84, p <.0001).

Table 4-3 2023 Statewide Unweighted Survey Results by County Groupings (% Belted)

County Grouping	Driver Use	Passenger Use	Total Use
Bennington/Addison	90.6%	92.7%	91.1%
Chittenden	92.2%	93.8%	92.4%
Franklin/Grand Isle	76.4%	80.3%	77.2%
Caledonia/Essex/Orleans	79.6%	86.1%	81.1%
Rutland	88.7%	85.3%	87.9%
Washington/Lamoille	93.4%	94.1%	93.5%
Windham/Orange/Windsor	87.5%	84.7%	86.8%
Statewide	**87.1%**	**87.9%**	**87.2%**

Vermont's current belt use rate of 88.4% represents a small (0.5 percentage point) decrease from 2023. This rate continues what was observed in 2023: belt usage below national average, and below the NHTSA-imposed target of 90 percent. Continued efforts to further raise seat belt use could include increasing enforcement, increasing awareness of driver license penalty points and fines for unbelted occupants, increasing awareness about the effectiveness of seat belt use in preventing injuries, and informing the public about the higher death rates for unbelted occupants. Populations with the lowest use rates such as males and pickup truck drivers are important target for future programming efforts.

Vermont faces several challenges in achieving seat belt use gains. The state has a largely rural population with pockets of urban areas, resulting in often large variations in use rates from county to county. In 2023, nationally, occupants in rural locations had lower seat belt use than did occupants in urban locations (NCSA, 2024). In addition, several New England states contiguous to Vermont have some of the lowest use rates nationwide. New Hampshire ranked second-to-last in belt use for 2023 (77.9%) while Massachusetts ranked fifth-to-last (80.4%). Counties in Vermont contiguous to those states are prime targets for additional media and enforcement measures particularly for those roadways and communities that straddle state lines.

Vermont also contends with a secondary law requiring that police identify another "primary" offense (e.g., speeding) to be able to stop and ticket an occupant violating the State's seat belt law. The National Center for Statistics and Analysis (NCSA, 2024) also showed that in 2023, states with a primary seat belt law continue to have higher belt use than did States with secondary laws.

The introduction of nighttime seat belt use monitoring may shed light on additional areas of focus, as nighttime belt use is typically lower than daytime belt use. For instance, FARS data for the period 2016-2020 shows that belt use by fatally injured occupants of passenger vehicles is indeed much lower in nighttime crashes (30.3% belted) than in daytime crashes (57.9% belted) in the state of Vermont.

The 2024 (88.4%) and 2023 (88.9%) use rates being lower than 2022 could be driven by a few factors. It may just be that use actually decreased in Vermont. However, the 2024/2023 sites were different from the 2022 sites due to the NHTSA mandated resampling of observation sites. It could be just the "luck of the draw" that caused sites to be in lower use road segments.

Unfortunately, there is no way to identify which of these, if either, is the actual culprit leading to a decreased seat belt use rate.

Distracted Driving Survey

The annual distracted driving survey was conducted by Preusser Research Group, Inc (PRG) in April of 2024. Three types of distracted driving behaviors related to cell phone use were coded: Talking on a handheld cell phone (HH), talking using a hands-free device (HF), and manipulating the touchscreen or keypad for any reason ("manipulation" could include texting, internet browsing, video watching, game playing, GPS, photo taking, live streams, video conferencing, app usage, etc.) One unique feature of these observations was the inclusion of "probable" manipulation as a coded behavior. Probable manipulation was coded when the phone itself could not be seen but the driver's behavior suggested that texting was taking place (e.g., repeated, quick, furtive glances to one's lap). For the purpose of data analysis, manipulation is represented in two separate categories: Manipulation Observed (MO) where the phone in hand was clearly observed, and Manipulation including Probable (MiP) which combines the observed and probable manipulations.

A general distracted variable was also created - Any Observed distraction (AO) which was coded when a driver was either talking on a handheld cell phone (HH), talking using a hands-free device (HF), or observed manipulating a phone (MO). Lastly, the most inclusive variable – Any including Probable (AiP) – was coded when a driver was observed talking on a handheld cell phone (HH) or hands-free device (HF) or observed manipulating a phone (MO) or probably manipulating a phone (MiP).

The tables below present three categories of behavior: 1) Talking on a cell phone while driving (HH, HF), 2) Manipulating a cell phone (MO, MiP), and 3) Any distraction (AO, AiP). Overall rates of distracted behaviors are presented in Table 1. The distracted behaviors will be compared across site type, county, driver sex, driver age, vehicle type, and time of day.

Binary logistic regressions were computed to examine changes in distracted behavior between the two most recent waves of observations (April 2023 and April 2024). The overall rates of talking while using a handheld device increased significantly between April 2023 and April 2024 (HH, $\chi 2$ (1) = 35.82, $p<.0001$, 95% CI [1.47, 2.14]). Other distracted behaviors did not show a significant change between 2023 and 2024 observations.

Table 4-4 Overall Rates of Observed Distracted Behaviors

Behavior*	October 2021	April 2022	April 2023	April 2024
Handheld	1.5%	1.6%	1.8%	3.1%
Hands-free	1.4%	0.9%	1.5%	1.2%
Manipulation Observed	4.5%	3.8%	3.3%	2.9%
Manipulation incl. Probable	7.7%	6.7%	6.0%	6.0%
Any Distraction Observed	7.2%	5.6%	5.7%	6.0%

Behavior*	October 2021	April 2022	April 2023	April 2024
Any incl. Probable	10.1%	8.4%	8.4%	8.7%

*Notes that an individual driver can be coded as performing more than one distracted behavior.

Distracted driving rates were compared across School Zone sites, Work Zone sites, and Other sites (i.e., all other county sites combined). Binary logistic regressions were conducted for differences over time (i.e., from April 2023 to April 2024) for School Zone sites and Other sites. Since the Work Zone sites were not all the same across the two waves of observations, these rates are reported in the tables, but work sites were not included in the Wave by Site comparisons. Binary logistic regressions were conducted for each of the behavior categories, looking at the interaction of Wave (April 2023, April 2024) by Site (School Zone, Other). A significant interaction would indicate that the change over time in one site type is different than the change in the other type of site.

Table 4-5 shows the observed rates for any distraction (AO) and any including probable (AiP). Overall, approximately 6 percent of drivers were observed using their cell phone (talking or manipulating) while driving (i.e., any distraction). Rates of any distraction did not show a significant Site X Wave interaction (AO, $\chi 2$ (1) = 0.20, NS) nor a significant effect of Wave nor Site Type.

Rates of any including probable distraction were around 9 percent, with no significant Wave x Site interaction (AiP, $\chi 2$ (1) = 0.17, NS) and no difference in rates across Site Type or Wave.

Table 4-5 Any Distraction by Site Type

Behavior	Site	October 2021	April 2022	April 2023	April 2024
Any Distraction Observed	Other	7.2%	5.4%	5.7%	5.9%
	School	7.2%	6.9%	6.6%	6.4%
	Work	7.1%	5.2%	6.3%	6.0%
Any incl. Probable	Other	10.2%	8.5%	8.5%	8.6%
	School	9.9%	9.2%	9.0%	9.3%
	Work	9.7%	7.5%	7.6%	8.6%

Distracted driving rates were compared between counties (excluding work and school zone sites). The 2024 rates for any observed distraction ranged from 2.5 percent in Lamoille County to 9.5 percent in Bennington County. The 2024 rates of any including probable distraction ranged from 5.0 percent in Windham County to 15.2 percent in Orange County. Table 4-6 shows the AO and AiP rates for each surveyed county.

Table 4-6 Any Distraction by County

County	Any Distraction			Distraction incl. Probable			Total Observed		
	2022	2023	2024	2022	2023	2024	2022	2023	2024
Addison	5.1%	5.6%	6.6%	9.7%	11.1%	11.2%	227	325	242
Bennington	5.7%	11.0%	9.5%	8.2%	11.0%	9.5%	414	453	328

County	Any Distraction			Distraction incl. Probable			Total Observed		
	2022	2023	2024	2022	2023	2024	2022	2023	2024
Caledonia	4.1%	5.5%	4.2%	9.3%	11.4%	7.9%	332	447	505
Chittenden	4.7%	6.0%	5.5%	8.4%	9.6%	10.0%	1540	1307	1646
Franklin	7.4%	5.6%	4.4%	9.3%	8.5%	7.5%	1048	1297	1454
Lamoille	4.0%	3.8%	2.5%	6.5%	4.9%	6.6%	77	81	121
Orange	10.1%	6.1%	9.1%	14.4%	16.2%	15.2%	104	37	33
Orleans	3.0%	3.5%	6.0%	5.9%	8.8%	7.9%	136	182	252
Rutland	5.7%	6.0%	9.2%	8.0%	6.6%	9.4%	852	980	785
Washington	5.0%	5.1%	4.8%	9.2%	8.4%	7.7%	796	973	1017
Windham	5.7%	4.6%	4.5%	8.6%	7.0%	5.0%	292	1000	202
Windsor	4.5%	4.6%	7.9%	5.9%	6.7%	8.6%	542	756	659

More than half (59.2%) of the drivers observed were male, 40.8 percent were female, and sex could not be determined in less than 1 percent (0.1%) of drivers (N=3) in 2024. Binary logistic regression analyses were conducted to explore distracted driving rates across waves and across sex (drivers of unknown sex were excluded from these analyses). A significant Sex x Wave interaction would indicate that the change from April 2023 to April 2024 is different across men and women.

There was no significant Sex x Wave interaction for any distraction (Table 4-7) (AO, $\chi 2$ (1) = 0.34, NS), nor was there an effect of Wave (AO Wave, $\chi 2$ (1) = 1.24, NS). Rates of any distraction were significantly higher among women than men (AO Sex, $\chi 2$ (1) =5.44, $p < .05$, 95% CI [1.03, 1.44]).

Rates of any including probable distraction showed no significant change: the Wave x Sex interaction was not significant (AiP, $\chi 2$ (1) = 0.43, NS), neither were the main effects of Wave (AiP Wave, $\chi 2$ (1) = 0.93 NS) nor Sex (AiP Sex, $\chi 2$ (1) = 3.12, NS).

Table 4-7 Any Distraction by Sex

Behavior	Sex	October 2021	April 2022	April 2023	April 2024
Any Distraction Observed	Men	6.2%	4.9%	5.5%	5.5%
	Women	8.4%	6.6%	6.2%	6.6%
Any incl. Probable	Men	9.4%	7.6%	8.2%	8.3%
	Women	10.9%	9.6%	8.7%	9.3%

More than half (60.7%) of the drivers observed were estimated to be between the ages of 25 and 59, 22.8 percent were estimated to be 60 and over, 16.5 percent were estimated to be under the age of 25, and age could not be estimated in less than 1 percent (0.01%) of drivers (N=1) in the 2024 observations. Given the small number of positive observations in some age groups, the Wave x Age interactions were not computed. Instead, each age group was analyzed separately to look at the difference from October 2021 to April 2024, using chi-square analyses.

Rates of any observed distraction are shown in Table 4-8 and ranged from 2.3 percent in the 60+ group to 9.2 percent in the under 25 group in the 2024 observations. None of the age groups showed a significant change from April 2023 to April 2024.

The 2024 rates of any distraction including probable were highest in the youngest drivers (13.9%) and lowest in the oldest drivers (3.3%). There was no significant difference in rates between 2023 and 2024.

Table 4-8 Any Distraction by Age

Behavior	Age	October 2021	April 2022	April 2023	April 2024
Any Distraction Observed	<25	12.5%	9.5%	8.9%	9.2%
	25-59	8.0%	6.1%	6.4%	6.4%
	60+	2.3%	1.3%	2.2%	2.3%
Any incl. Probable	<25	16.5%	14.8%	13.5%	13.9%
	25-59	11.0%	8.7%	9.0%	9.3%
	60+	4.1%	2.5%	3.4%	3.3%

Forty-one percent (41.2%) of vehicles observed in 2024 were passenger cars, 30.0 percent were SUVs, 24.4 percent were pick-up trucks, and 4.4 percent were vans. Given the small number of positive observations for some vehicle types, the Wave by Vehicle interactions were not computed. Instead, each age group was analyzed separately to look at the difference from October 2021 to April 2024, using chi-square analyses.

The 2024 rates of any observed distraction ranged from 5.8 percent in drivers of cars to 6.5 percent in drivers of Vans; there were no significant differences between April 2023 and April 2024.

The 2024 rates of any distraction including probable were highest in car drivers (9.2%) and lowest in SUV drivers (8.0%) with no significant changes from April 2023 to April 2024 (Table 4-9).

Table 4-9 Any Distraction by Vehicle

Behavior	Vehicle	October 2021	April 2022	April 2023	April 2024
Any Distraction Observed	Car	7.3%	5.5%	5.2%	5.8%
	Pickup	7.2%	4.8%	5.7%	6.0%
	SUV	6.9%	6.1%	6.0%	6.0%
	Van	8.2%	7.7%	10.3%	6.5%
Any incl. Probable	Car	10.8%	9.1%	8.4%	9.2%
	Pickup	9.8%	7.1%	8.1%	8.7%
	SUV	9.1%	8.3%	8.2%	8.0%
	Van	10.6%	9.5%	12.7%	9.0%

Observations took place during daytime hours. Three time periods were defined for the purposes of analyses: morning observations (start time between 6:00am and 10:25am), midday (start time

between 10:30am and 2:15pm) and late afternoon (start time between 2:25pm and 5:05pm). Distribution of observations was evenly divided across time period with approximately one-third of observations occurring in each time category (38.5% in the morning, 30.1% in midday, and 31.4% in late afternoon). Note that since each observation periods lasted 60 minutes, there is some overlap between the three time periods, for instance a "midday" start time of 2:00pm would end at 3:00pm, during the "late afternoon" category. Given the potential overlap between time periods, each period was analyzed separately and not compared to each other. Hence, chi-square analyses were computed to look at the difference from April 2023 to April 2024 for each of the morning, midday, and afternoon periods.

The 2024 rates of any observed distraction ranged from 5.6 percent in the morning to 6.5 percent in the afternoon (Table 4-10). There were no changes from April 2023 and April 2024 in distraction rates for any time period. Average rates of any distraction including probable were highest in the afternoon (10.9%) and lowest in the morning (9.5%). No significant differences between waves were observed.

Table 4-10 Any Distraction by Time of Day

Behavior	Time of Day	October 2021	April 2022	April 2023	April 2024
Any Distraction Observed	Morning	7.6%	5.4%	5.5%	5.6%
	Midday	7.2%	5.6%	6.0%	6.0%
	Afternoon	6.7%	5.9%	6.0%	6.5%
Any incl. Probable	Morning	10.9%	8.5%	8.7%	8.3%
	Midday	10.1%	8.9%	8.6%	9.2%
	Afternoon	9.2%	7.9%	7.9%	8.6%

Results in this report were derived from roadside data collected during the first four waves of scientific distracted driving observations in the state. The rate of handheld phone use increased significantly from 1.8 percent in April 2023 to 3.1 percent in April 2024. No other measures of distracted driving showed a significant change in that time period. Generally speaking, usage rate for manipulating a cell phone while driving was higher than that for talking on a phone while driving. The differences in distracted driving rates across sites were few and rather small. Distracted driving rates fluctuated somewhat between counties, with the small numbers giving way to some volatility in the data.

The April 2024 observations showed that women had higher distracted driving rates than men in two categories: hands-free use and any distraction. Older drivers (60 and older) consistently had the lowest distracted driving rates. No age group showed a change in distracted driving rates between April 2023 and April 2024.

Looking at vehicle type, drivers of vans tended to have the highest distracted driving rates, but did show a significant drop in rates of observed manipulation between 2023 and 2024. All other vehicle types (i.e., cars, SUV, and pickup trucks) show significant increases in rates of handheld phone use between 2023 and 2024. The rates by time of day fluctuated, and rates of distracted driving tended to be higher in the afternoon period.

Other than the increase in rates of handheld use (now at 3.1%), distracted driving rates did not change much from 2023 to 2024. The 2024 distracted driving rates were under 2 percent for handsfree talking; rates of observed manipulations were 2.9 percent. Even in the most inclusive categories of distracted behaviors, Vermont fares quite well, with less than 10 percent of drivers showing any distraction (including probable, which stood at 8.7% in April 2024).

5

Mobilization Participation

Vermont participated in five national mobilizations this year. Participation was still lower than in pre-pandemic mobilizations but has continued to increase, and a limited number of campaigns ran successfully.

NHTSA Enforcement Campaigns

Table 5-1 summarizes the various NHTSA enforcement campaigns that took place over FFY 2024.

Table 5-1 HVE Mobilization Campaigns

High Visibility Enforcement Mobilization Campaigns	Participating Agencies	Total Vehicles Contacted	Total Arrests	Total Tickets Issued	Total HVE Hours Worked
Buckle Up November 2023 Campaign	43	1,452	50	544	790
DUI Holiday 2023 Campaign	47	6,032	149	1,199	2,796
Distracted Driving 2024 Campaign	42	1,635	63	575	1,905
Buckle Up May 2024 Campaign	51	4,487	122	1,930	3,274
DUI Labor Day 2024 Campaign	44	4,759	136	1,525	3,004
Grand Total	**65***	**18,365**	**520**	**5,773**	**11,769**

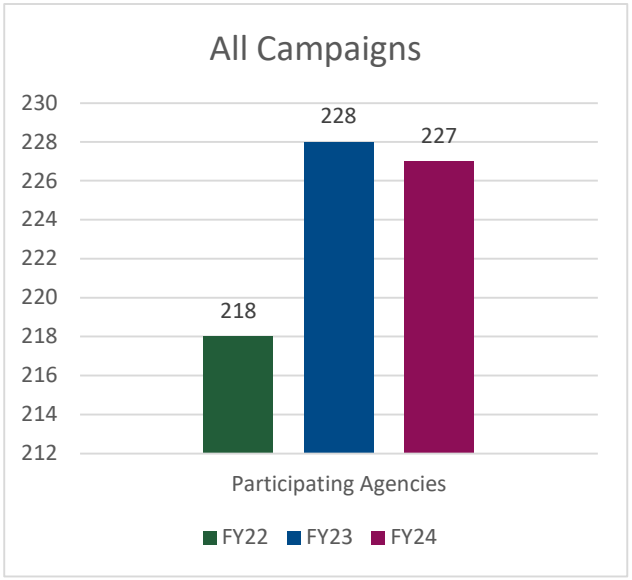
*Total agency participation includes each individual agency that participated in at least one campaign.

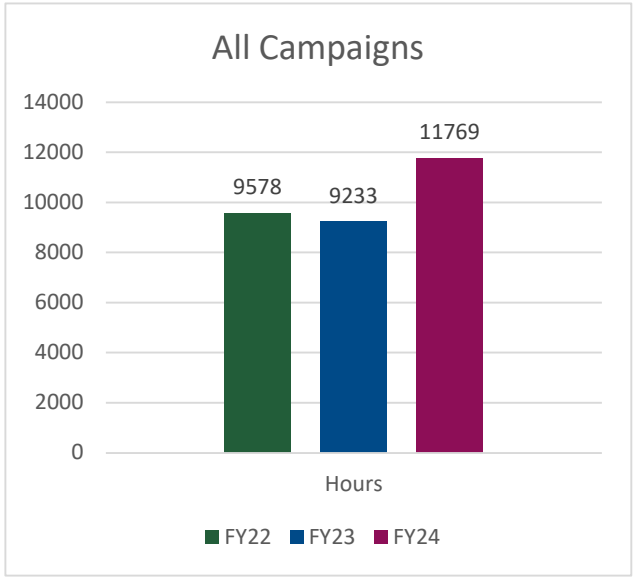
During FFY 2024 the following enforcement activities were performed during the five NHTSA High Visibility Enforcement Campaigns. Note that participation in the five campaigns included

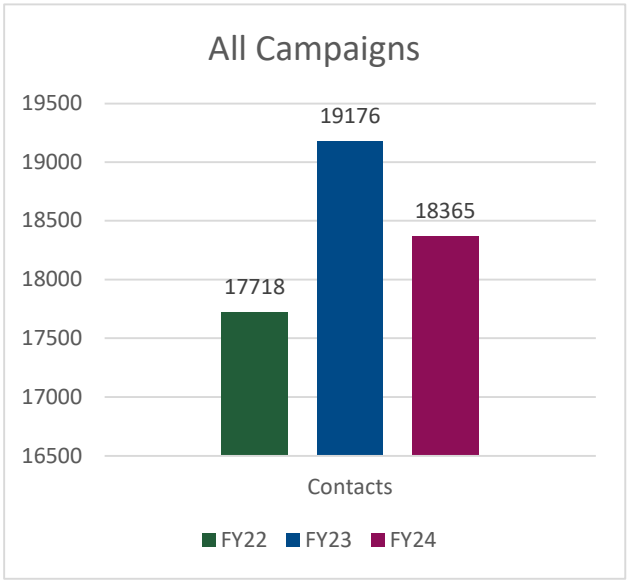
additional agencies who are not funded with NHTSA grants, but who participated in the campaigns along with the NHTSA-funded agencies. The LEL's coordinated and tracked the activity. Data summaries included statistics from all participating agencies.

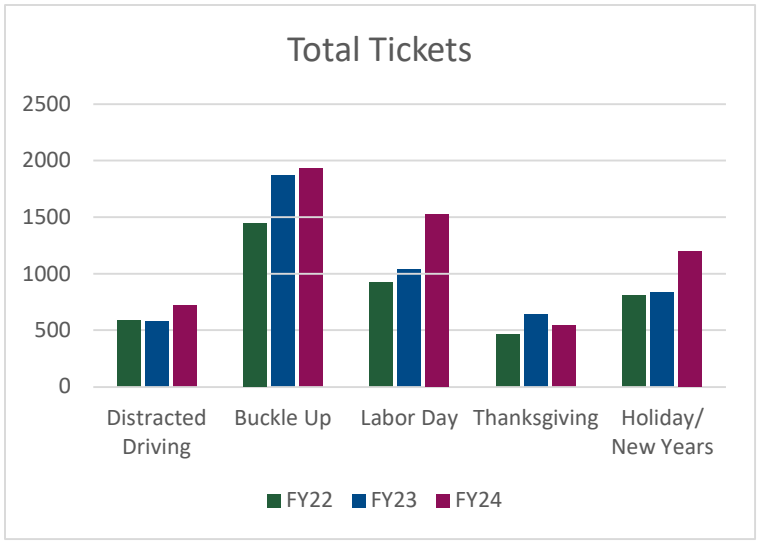
Buckle Up campaign press conference at the Vermont National Air Guard in May of 2024.

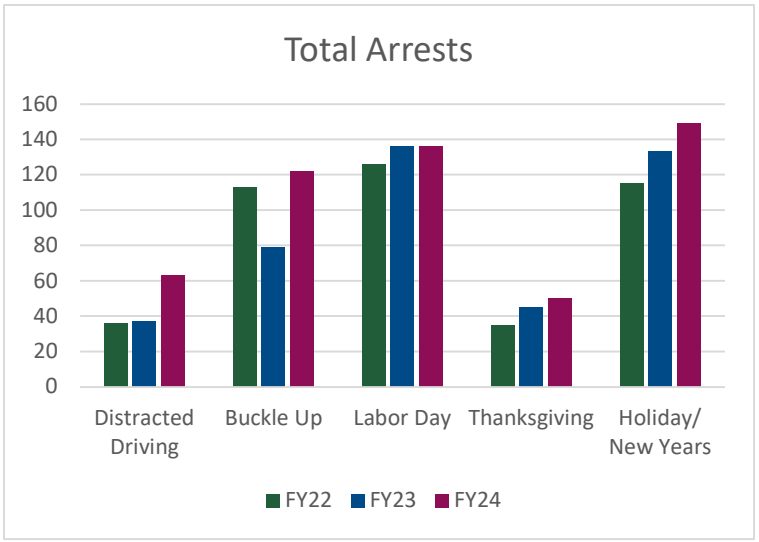
Figure 5-1 HVE Mobilization Campaigns 2022 - 2024











Several tables below list law enforcement agency involvement in NHTSA mobilization campaigns. Rows that are shaded gray depict LEAs that participated in all five of the NHTSA campaigns.

Table 5-3 Municipal Agency Enforcement Campaign Participation

Municipal Agency	Total # of Campaigns Participated	Thanksgiving 2023	Holiday 2023	C2D 2024	Buckle Up 2024	Labor Day 2024
Barre City PD	5	X	X	X	X	X
Barre Town PD	2		X		X	
Bellows Falls PD	0					
Bennington PD	5	X	X	X	X	X
Bethel Constable	0					
Berlin PD	5	X	X	X	X	X
Bradford PD	0					
Brandon PD	5	X	X	X	X	X
Brattleboro PD	0					
Bristol PD	4	X	X		X	X
Burlington PD	2		X		X	
Castleton PD	5	X	X	X	X	X
Chester PD	4		X	X	X	X
Colchester PD	4	X	X	X		X
Dover PD	4	X	X	X		X
Essex PD	4	X	X	X	X	
Fairlee PD	0					
Fair Haven PD	5	X	X	X	X	X
Hardwick PD	4	X		X	X	X
Hartford PD	0					
Hinesburg PD	1					X
Killington PD	4		X	X	X	X
Ludlow PD	0					
Lyndonville PD	1		X			
Manchester PD	4		X	X	X	X
Middlebury PD	5	X	X	X	X	X
Milton PD	5	X	X	X	X	X
Montpelier PD	1	X				
Morristown PD	2			X		X
Newport PD	1		X			
Northfield PD	0					
Norwich PD	0					
Pittsford PD	2				X	X
Poultney Constable	4	X	X		X	X
Richmond PD	0					
Royalton PD	5	X	X	X	X	X

Municipal Agency	Total # of Campaigns Participated	Thanksgiving 2023	Holiday 2023	C2D 2024	Buckle Up 2024	Labor Day 2024
Rutland City PD	2		X		X	
Rutland Town PD	0					
Shelburne PD	3		X	X		X
S Burlington PD	5	X	X	X	X	X
Springfield PD	0					
St. Albans PD	2	X			X	
St. Johnsbury PD	5	X	X	X	X	X
Stowe PD	0					
Swanton PD	4	X	X	X	X	
Thetford PD	0					
Vergennes PD	5	X	X	X	X	X
Weathersfield PD	3	X	X		X	
Williston PD	5	X	X	X	X	X
Wilmington PD	5	X	X	X	X	X
Windsor PD	1					X
Winhall PD	5	X	X	X	X	X
Winooski PD	2	X				X
Woodstock PD	4		X	X	X	X

The table below shows State Police station involvement in the five NHTSA mobilization campaigns.

Table 5-4 State Police Enforcement Campaign Participation

State Police Stations	Total # of campaigns participated	Thanksgiving 2023	Holiday 2023	C2D 2024	Buckle Up 2024	Labor Day 2024
Berlin	4	X	X	X	X	
Derby	5	X	X	X	X	X
New Haven	4	X		X	X	X
Royalton	5	X	X	X	X	X
Rutland	5	X	X	X	X	X
Shaftsbury	3	X	X		X	
St. Albans	2				X	X
St. Johnsbury	4	X	X	X	X	
Westminster	4		X	X	X	X
Williston	1				X	

The table below shows Sheriffs' Departments, UVM Police, and DMV involvement in the five NHTSA mobilizations.

Table 5-5 Sheriffs' Department Enforcement Campaign Participation

Sheriffs' Departments	Total # of campaigns participated	Thanksgiving 2023	Holiday 2023	C2D 2024	Buckle Up 2024	Labor Day 2024
Addison	4	X	X		X	X
Bennington	4	X	X		X	X
Caledonia	1			X		
Chittenden	5	X	X	X	X	X
Essex	2			X	X	
Franklin	5	X	X	X	X	X
Grand Isle	2	X			X	
Lamoille	2		X		X	
Orange	0					
Orleans	1		X			
Rutland	5	X	X	X	X	X
Washington	5	X	X	X	X	X
Windham	4		X	X	X	X
Windsor	5	X	X	X	X	X
Other Agencies						
UVM Police	0					
VT DMV	5	X	X	X	X	X

6

Traffic Safety Enforcement Plan

This section explains how Vermont monitors the effectiveness of its enforcement activities and adjusts strategies as warranted. This section explains the types of data Vermont collects for this purpose and how it is used to optimize the deterrent effect of Vermont's enforcement programs.

Evidence-Based Enforcement

Vermont regularly refreshes its evidence-based enforcement plan. These updates are completed in three steps:

1. **Collection and use of relevant data**
   Individual SHSO priorities drive the types of data collected. Data collection is tailored to these specific needs and identifies trends in demographics, locations, and manner of crashes. Specific performance data from enforcement activity or citations is also collected.
2. **Resource allocation**
   Data collected in the previous step is used to identify problems and help prioritize enforcement activities. Funding and other resources are distributed to law enforcement sub-grantees in proportion to these priorities. For example, a town with a high rate of unbelted fatalities may see a larger share of its grant award earmarked for occupant protection.
3. **Continual evaluation**
   The effectiveness of each strategy and countermeasure is continually monitored. This is measured by monitoring safety data (particularly crash data) and monthly supervisor activity reports that accompany each grant invoice. This data is evaluated continually so that mid-year adjustments to strategies can be made.

When reviewing grant applications and determining awards, the following evidence-based factors are considered:

- The scale of traffic safety problems within the jurisdiction, as identified by both VTrans and subgrantees' own data analysis
- Countermeasures proposed (i.e., specific enforcement strategies)
- Recent trends in performance targets
- Suitability of project goals, strategies, and performance measures
- Availability of resources (including staffing capacity) to accomplish the described goals
- Subgrantee past performance (activity completion, timely reporting, spending, etc.)
- Subgrantee certificates and assurances

VTrans has a crash data analyst on staff who publishes weekly reports on fatal crash rates, causes, and other statistics. The weekly report is provided to the Governor's office, all Vermont law enforcement agencies, highway safety partners, SHSO staff members, and the coordinator of the VHSA.

VTrans' data unit manager maintains crash data and maps in near real-time as reports are filed. This analyst is also responsible for FARS reporting. SHSO program coordinators use this data to evaluate subgrantee performance. Subgrantees are expected to adjust their enforcement activities in response to crash trends. Over the longer term, this crash data supports the problem identification and target-setting cycles. A version of this information (with personally identifiable information stripped) is publicly available online through the Crash Data Query Tool.

Beyond crash data, other data resources used in evidence-based enforcement include citation information from the Vermont Judicial Bureau, the annual seat belt use rate observational survey and attitude survey, and arrest records.

Counties with SHARP programs benefit from a full-time coordinator to implement their evidence-based enforcement plans. Chittenden, Windham, Addison, and Rutland Counties continued their SHARP programs in FFY 2024, albeit with activity still below pre-pandemic levels. The Regional Coordinators lead, supervise and evaluate the enforcement campaigns, and LEAs within the regions agree to dedicated officers to support these efforts. For example, in 2024 the Chittenden County SHARP program identified Vermont Route 105 as a high-crash road and set up an enforcement team of officers from the VSP, county sheriffs, and local police departments to patrol the corridor throughout the summer and run several check points; VT-105 has seen zero fatal crashes so far in 2024 compared to four or more every year between 2021 and 2023.

Task forces are another way evidence-based campaigns are directed. The Buckle Up/CIOT Task Force was mobilized in 2024 and the Regional Coordinators planned enforcement activities for holidays, including July Fourth, late summer, Thanksgiving, and the Christmas/New Year period. During the FFY 2024 period, more agencies returned to organizing and/or participating in DUI checkpoints, however the levels are still low.

OP and DUI enforcement activities were sustained year-round. Seatbelt compliance, impaired driving, speeding, aggressive driving, and distracted driving are all enforced using these grants. Participating agencies are required to submit monthly activity summaries and more detailed

quarterly progress reports. SHSO Program Coordinators use these reports and other evidence to evaluate subgrantees' productivity and progress towards relevant safety goals.

High Visibility Enforcement

HVE is used in Vermont for its deterrent effect on unlawful driving behaviors. HVE consists of highly visible and proactive enforcement targeting a specific traffic safety issue. HVE campaigns are combined with a publicity and advertising strategy to raise awareness of the campaign and promote voluntary compliance with the law. HVE techniques are varied for greater effect and include saturation patrols, waves, checkpoints, integrated enforcement, and multi-jurisdictional patrols.

During FFY 2024, Vermont law enforcement agencies participated in the following five national mobilizations:

- Buckle Up, & Buzzed Driving is Drunk Driving November Mobilization
- Drive Sober or Get Pulled Over DUI December Holiday Mobilization
- Put the Phone Away or Pay Distracted Driving Mobilization
- Buckle Up May Mobilization
- Summer Drive Sober or Get Pulled Over DUI Campaign

During these mobilization periods, agencies conducted HVE details throughout Vermont. Statewide trends and local data were used prior to each mobilization to plan activities. Due to widespread staffing challenges across nearly all LEAs, Vermont continued to experience participation that was below pre-pandemic levels. The number of participating agencies stayed the same and the total hours of HVE increased compared to FFY 2023. This year, XX municipal law enforcement agencies, XX state police stations, and XX out of 14 county sheriffs' departments participated in HVE mobilizations. Combined, these agencies conducted XXXX hours of HVE during the five campaign periods.

In addition to the national mobilizations, agencies in Addison, Chittenden, Rutland, and Windham Counties participated in regional SHARP teams. The Chittenden County SHARP group includes LEAs in Franklin, Grand Isle, Lamoille, and Orleans Counties, and the Rutland SHARP group includes LEAs in Windsor County. During SHARP mobilizations, officers from multiple agencies are deployed to areas within their county that have been identified through data as needing HVE. This strategy is enabled by Vermont law giving all law enforcement officers statewide enforcement authority.

Performance stats for the total grant funded enforcement activities by all agencies for Occupant Protection, Impaired and Distracted Driving grants.

Hours Patrolled 12,593
Vehicles Stopped 17,035
Warnings 9,077
CPS Violations 40
Seatbelt Violations 294

Speeding Violations	6,016
Portable Electronic Device Violations	632
OSC Violations	194
Other Traffic Violations	2,663
Excessive Speed Arrests	73
Sum of DLS Arrests	144
Other Arrests	119
Number of Checkpoints	69
Hours at Checkpoints	239
Impaired Arrests	146
.02 Violations	3

In towns without their own municipal police department, the Vermont State Police (VSP) provide law enforcement services. VSP is the primary law enforcement agency in approximately 200 towns. This makes VSP the lead agency for 90 percent of Vermont's landmass and 50 percent of its population. VSP also has primary responsibility for Vermont's four interstate highways (I-89, I-91, I-93, and I-189). VSP is allocated funding to reduce speeding and aggressive or distracted driving on Vermont roadways.

Work zone safety continues to be a priority for Vermont. Dangerous driving behaviors pose even greater risk in work zones. To address this concern, in 2021 the SHSO added work zone enforcement to the scope of work for all highway safety enforcement grants. Work zone enforcement strategies will continue to evolve as more evidence is collected.

A Buckle Up press conference in Bennington, Vermont in May of 2024.

7

Paid Media

VTrans retains qualified marketing firms to design and implement a variety of traffic safety advertising campaigns. The SHSO has begun a multiyear *engaged driving* media initiative focusing on what Vermonters are doing right – challenging road users to become engaged and make good decisions. This approach is based on the concept of Positive Culture Framework, a system that promotes health and safety by building on shared values, beliefs, and attitudes. In addition to the targeted objectives of each campaign, there is an overarching goal of continuing to build awareness of the "Drive Well Vermont" brand.

Occupant Protection

Campaign Objective:	Educate drivers on the positive outcomes when all drivers and passengers commit to wearing a seat belt
Campaign Dates:	May 6, 2024 through September 22, 2024
Target Audience:	Men 18-34
Total Media Spend:	$79,999
Media Channels:	Broadcast TV: WCAX (CBS), WPTZ (NBC), WVNY (ABC), WFFF (FOX) Digital: Programmatic CTV/OTT, Twitch, YouTube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Gas Station Television, Bars, Restaurants, Movie Theaters
Added Value:	$5,825 or 7.3% of additional exposure

Impaired Driving

Campaign Objective:	Promote positive driving decisions and behaviors
Campaign Dates:	May 20, 2024 through December 29, 2024
Target Audience:	Adults 18-49
Total Media Spend:	$80,000
Media Channels:	Broadcast TV: WCAX Digital: Digital Radio, Programmatic Ctv & Banners, YouTube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Bars, Restaurants
Added Value:	$2,656 of additional exposure* **Note: data is through 11/11/2024*

Motorcycle Safety

Campaign Objective:	Create awareness of safe driving behaviors for all road users, focusing on motorcyclists
Campaign Dates:	May 6, 2024 through October 13, 2024
Target Audience:	Men 25-54
Total Media Spend:	$59,712
Media Channels:	Broadcast TV: WCAX (CBS), WPTZ (NBC), WFFF (FOX) Broadcast Radio: WBTZ, WEZF, WIZN, WHDQ, WJEN, WJJZ, WKXH, WMTK, WOKO, WWFY, WXLF, WXXK Digital: Programmatic Display, Streaming Video, CTV/OTT, YouTube Social Media: Meta (Facebook/Instagram)
Added Value:	$10,572 or 17.7% of additional exposure

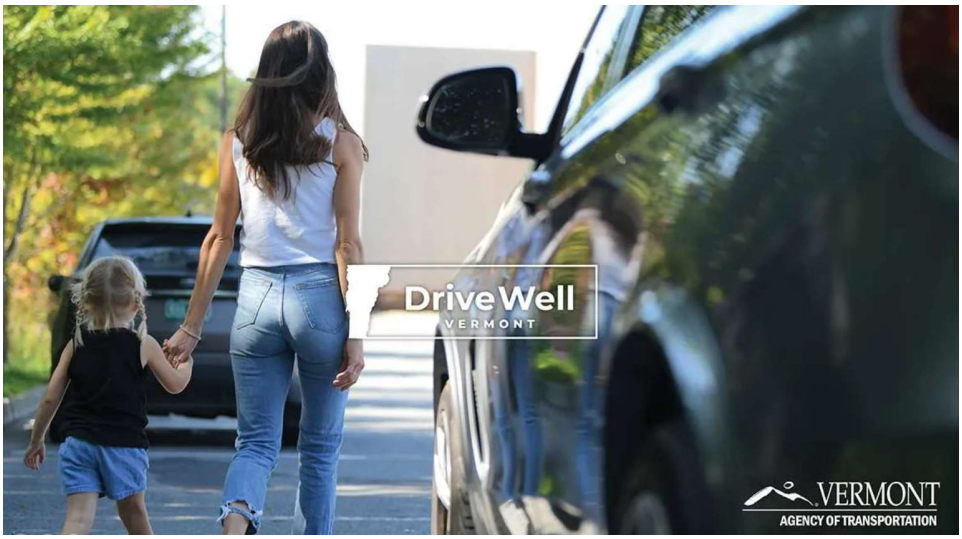
Speeding and Aggressive Driving

Campaign Objective:	Promote safe driving behaviors on Vermont's roadways specifically related to speed and aggressive driving
Campaign Dates:	July 9, 2024 through September 29, 2024
Target Audience:	Men 18-34
Total Media Spend:	$60,000
Media Channels:	Digital: Programmatic CTV, Streaming Video, YouTube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Gas Station Television
Added Value:	$14,974 or 25% of additional exposure

Route 105 Speeding and Aggressive Driving

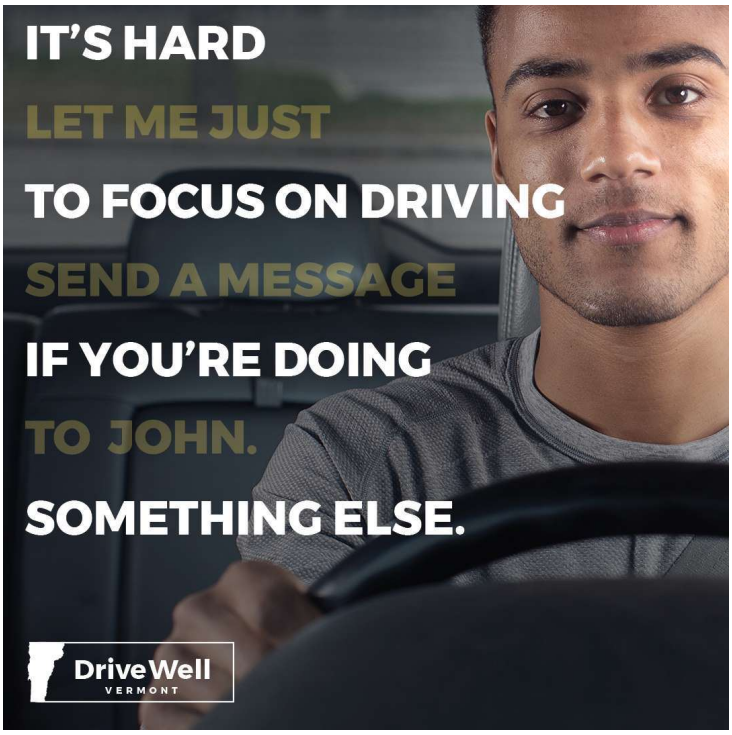
Campaign Objective:	Promote safe driving behaviors Route 105 in Northern Vermont specifically related to speed and aggressive driving
Campaign Dates:	July 29, 2024 through September 22, 2024
Target Audience:	Men 18-34 in Northern Vermont (Franklin, Essex, and Orleans Counties)
Total Media Spend:	$89,477
Media Channels:	Broadcast Radio: WBTZ, WCPV, WDOT, WEAV, WEZF, WIXM/WWMP, WIZN, WOKO, WTNN, WXXX, WJJZ, WMTZ, WMOO Streaming Audio: Music Streaming, Podcasts Digital: Programmatic CTV/OTT, Programmatic Display, Mobile Geo Focused Display, Twitch, Youtube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Bars, Restaurants, Movie Theaters
Added Value:	$7,255 or 8.1% of additional exposure

Heat Stroke Safety



Campaign Objective:	Educate Vermonters on the dangers of leaving loved ones in the car, especially during the hot summer weather
Campaign Dates:	June 17, 2024 through September 1, 2024
Target Audience:	Adults 25-64 with a focus on parents, grandparents, and caregivers of young children
Total Media Spend:	$71,991
Media Channels:	Audio: Broadcast, Digital Digital: Programmatic CTV, Programmatic Display, YouTube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Gas Station Television
Added Value:	$9,459 or 13.1% of additional exposure

Distracted Driving



Campaign Objective:	Educate and encourage caregivers to model positive (non-distracted) driving habits for teens
Campaign Dates:	April 8, 2024 through April 28, 2024 June 17, 2024 through September 1, 2024
Target Audience:	Adults 35-54 with Teenagers (14-17 years old) in the Household
Total Media Spend:	$79,910
Media Channels:	Digital: Streaming Audio, Programmatic CTV, Programmatic Display, YouTube Social Media: Meta (Facebook/Instagram), Snapchat Out of Home: Gas Station Television
Added Value:	$21,188 or 26.5% of additional exposure

Older Driver Safety

Campaign Objective:	Educate older drivers in Vermont on the importance of being aware of modern driving methods, technologies, habits, and tools accessible to them to help improve their driving
Campaign Dates:	July 15, 2024 through September 1, 2024 November 18, 2024 through December 29, 2024
Target Audience:	Older Drivers 65+ and Caregivers 40-64 years-old
Total Media Spend:	$72,000
Media Channels:	Broadcast TV: WCAX, WPTZ, WVNY Digital: Programmatic CTV and Banners, YouTube Social Media: Meta (Facebook/Instagram)
Added Value:	TBD

For any questions or comments regarding this report, please visit the State Highway Safety Office (SHSO) website, https://shso.vermont.gov/, or contact them via the contact information shown below.

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