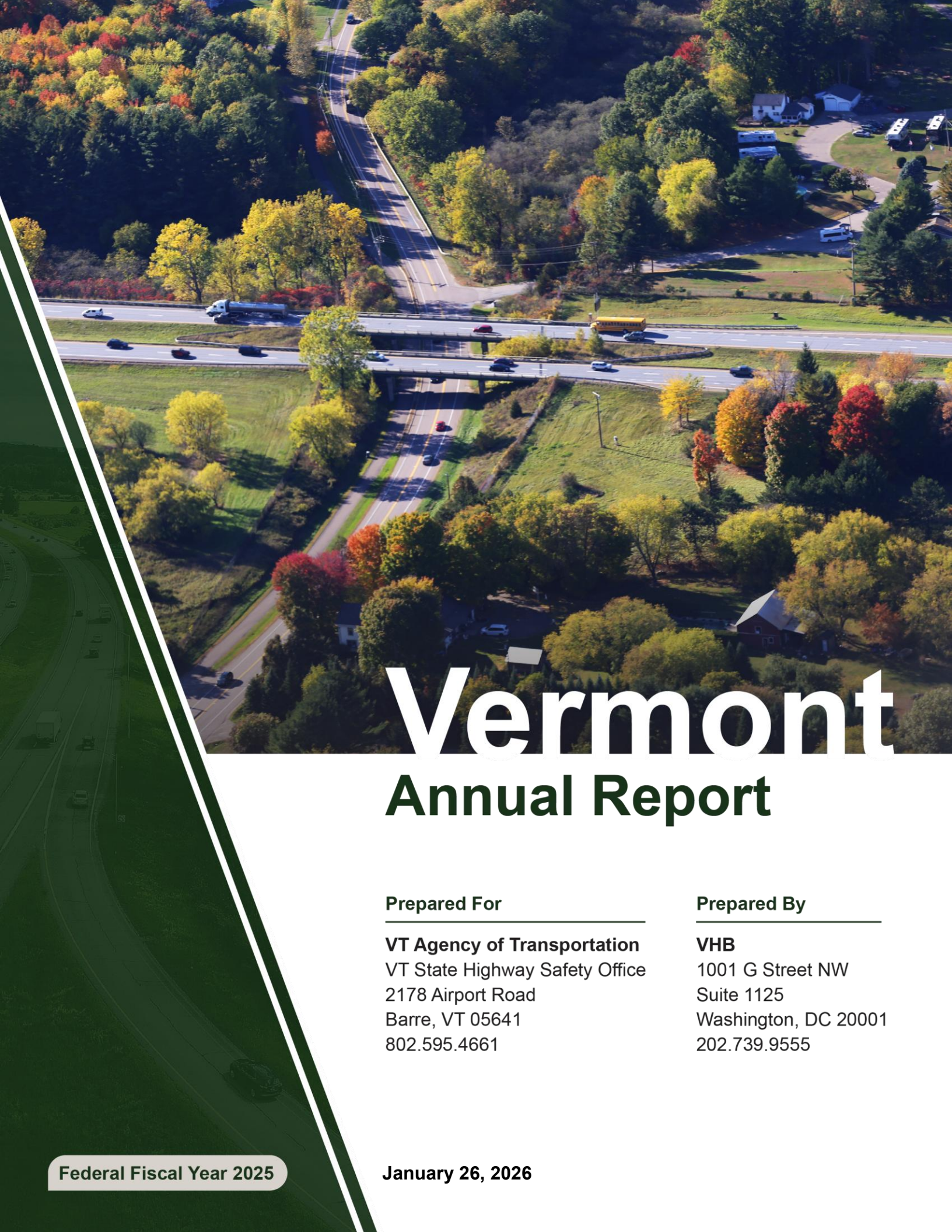


An aerial photograph of a highway interchange in Vermont, surrounded by trees with vibrant autumn foliage in shades of yellow, orange, and red. A green diagonal graphic element is on the left side of the page.

# Vermont

## Annual Report

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# 1

## Introduction

The Vermont Triennial Highway Safety Plan (HSP) for Federal Fiscal Years (FFY) 2024-2026 established aggressive targets for safety on Vermont highways. To meet these goals, the State planned 50 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 shortcomings.

### 1.1 Acknowledgement of Statewide Safety Efforts

The goal of reducing fatal and serious injuries on Vermont roadways is not limited to the HSP. Several other efforts are acknowledged for sharing this goal:

- › The Highway Safety Improvement Program
- › The Vermont State Police Strategic Plan
- › The VTrans Bicycle and Pedestrian Strategic Plan
- › The Motor Carrier Safety Assistance Program Commercial Vehicle Safety Plan
- › The Traffic Records Strategic Plan
- › The Strategic Highway Safety Plan (SHSP)

Each of these efforts help form the backbone of safety in Vermont and help the State lead with a Safe System Approach. The following principles, as stated by the Federal Highway Administration (FHWA), are the foundation of the Safe System Approach:

- › **Death and Serious Injuries are Unacceptable** – The safe system prioritizes the elimination of crashes that result in death and serious injuries.
- › **Humans Make Mistakes** – People will inevitably make mistakes and decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes and avoid death and serious injuries when a crash occurs.
- › **Humans Are Vulnerable** – Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.
- › **Responsibility is Shared** – All stakeholders—including government at all levels, industry, non-profit/advocacy groups, researchers, and the public—are vital to preventing fatalities and serious injuries on our roadways.
- › **Safety is Proactive** – Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.
- › **Redundancy is Crucial** – Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.



## 1.2 Strategic Partners

Through the Vermont Highway Safety Alliance (VHSA), Vermont invites participation from over fifty organizations in the activities outlined in the HSP. These partners are listed below:

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

## 1.3 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 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.

*Figure 1 SHSO Organizational Chart*



*Photo 1 The Vermont SHSO team at the 2025 Highway Safety Awards*





## 1.4 Problem Identification

Vermont's 2024-2026 HSP was divided into 11 program areas, each connected to a safety need identified in the HSP or SHSP. Each program area encompasses a set of activities, described further in Section 3, designed to address the identified safety needs. The 11 program areas are discussed below.

### 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 in 2025 rose above 10 per year for the first time since 2013. The 12 crashes recorded in 2025 increased the five-year moving average to nine. Local and statewide law enforcement education efforts and targeted media campaigns are critical to reducing younger driver-involved fatalities.

During the 2025 grant period, law enforcement agencies implemented community education activities focused on reducing distracted, aggressive, and impaired driving, and increasing occupant protection. These activities included education in schools and driver education classes, and outreach at university events, summer fairs, and safety programs. 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 death compared to people traveling in a motor vehicle. There were seven pedestrian fatalities and one bicyclist fatality in 2025.

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

The state of Vermont has implemented "road diets" and guidance for Complete Streets, 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) to educate pedestrians, bicyclists, and drivers on pedestrian and bike safety.

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 taken place since then to coordinate implementation of the plan. Additionally, an Active

Transportation group was formed within the Safe Systems Section of VTrans, and the Agency now has two dedicated staff working to advance safety and accessibility for vulnerable users.

Drive Well Vermont developed a Share the Road campaign in 2025 to increase awareness of road users other than vehicles, such as tractors, horses, and bicyclists. Campaigns focused on driver awareness of motorcycle riders, and rider safety, have also continued to be deployed annually.

## **Distracted Driving**

Distracted driving is increasingly a concern on Vermont's roadways. The rate of observed distraction documented in the annual distracted driving survey has increased since 2022, and serious injury crashes resulting from distracted driving have also increased in the past three years, from four in 2023 to six in 2025.

Distracted driving can be difficult to detect and track, making the development of data-based strategies challenging. During HVE campaigns and regular patrolling, law enforcement agencies focus their efforts on areas that are known to have a high risk of distracted driving, such as local schools during pick up and drop off hours. The annual distracted driving survey also helps inform enforcement and education efforts by providing an analysis of rates by county, driver demographics, vehicle type, time of day, and site type (work zone, school zone, and other).

## **Impaired Driving**

In 2025, 64 percent of Vermont's fatal crashes involved an impaired driver, up from 61 percent in both 2024 and 2023. The number of fatalities involving a driver with a blood alcohol content (BAC) above 0.08 fell significantly, from 19 in 2024 to nine in 2025. However, the number of fatalities involving a driver impaired with alcohol and/or drugs was 33 in 2025, only slightly below the 2024 rate of 36.

As drug impairment far outpaces alcohol impairment in fatal crashes, Vermont continues to grow and improve its DUI-drug enforcement efforts. The SHSO continues to support the Drug Recognition Expert (DRE) program and general drug impairment detection training for law enforcement officers, as well as the Vermont Forensic Laboratory (VFL) and Traffic Safety Resource Prosecutor (TSRP) program.

While enforcement has been found to be the most effective deterrent to impaired driving and thus receives most of the resources allocated to this program area, law enforcement agencies continue to participate in educational outreach on the dangers of impaired driving at schools and community events.

## Motorcycle Safety

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. Motorcyclist fatalities declined sharply between 2023 and 2024, from 18 to five, and remained relatively low in 2025 at nine fatalities, only one of which involved an un-helmeted rider.

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. The state's motorcycle safety efforts are primarily educational, including the widely available rider education courses, and advertising and education campaigns focused on driver awareness of motorcycles. An assessment of Vermont's motorcycle safety practices was completed with NHTSA in 2024, and the SHSO continues to implement recommendations from the assessment team.

*Table 1 Vermont Motorcycle Registrations by Year, 2016-2025*

| Year          | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Registrations | 30,748 | 30,205 | 30,049 | 30,934 | 23,910 | 24,753 | 23,597 | 23,481 | 27,776 | 22,378 |

## Occupant Protection

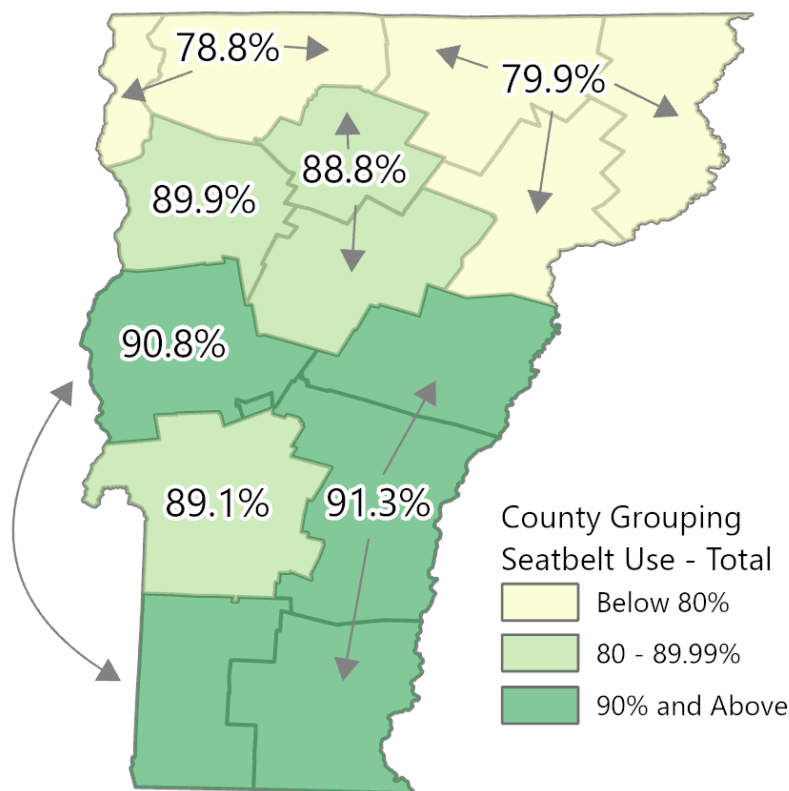
Vermont seat belt use rates have declined over the past three years, from a high of 90.4 percent in 2022 to 87.5 percent in 2025. However, unrestrained fatalities have also declined over the same period, from a high of 32 unrestrained fatalities in 2022 to 19 in 2025. Vermont has a secondary seat belt law for adults, meaning law enforcement officers may issue a ticket for a seat belt violation only if there is another citable traffic infraction. Vermont's seat belt use rate is the highest of the three New England states without a primary seat belt law but remains below that of states with primary laws.

*Table 2 New England Seat Belt Usage Rates by State, 2024-2025*

| State         | Adult Seat Belt Law | 2024  | 2025  |
|---------------|---------------------|-------|-------|
| Connecticut   | Primary             | 95.0% | 93.8% |
| Maine         | Primary             | 93.8% | 92.2% |
| Massachusetts | Secondary           | 84.4% | 85.5% |
| New Hampshire | None                | 78.2% | 82.3% |
| Rhode Island  | Primary             | 90.5% | 93.1% |
| Vermont       | Secondary           | 88.4% | 87.5% |

In 2002, the seat belt use rate in Vermont was around 68 percent. Since Vermont started participating in Click It or Ticket mobilizations (now called the “Buckle Up” campaign), the seat belt use rate has increased by 20 percentage points. Drive Well Vermont media campaigns are used to encourage seat belt use among adults and young drivers, and the state’s occupant protection program also addresses child safety seat use. Vermont uses educational programs provided 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. Seat belt use by county in 2025 is shown in the figure below.

*Figure 2 2025 Seat Belt Use Rates by County*



## 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 five full-time employees (Administrator, Deputy Administrator, Financial Manager II, Program Coordinator and Media/Outreach Manager) who provide guidance and oversight for subgrantees and monitor compliance with SHSO policies and best practices. The SHSO plans safety programs for each year by 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 Traffic Services**

Thorough crash investigations by highly trained officers are necessary for the collection of accurate safety data, and for prosecution in the case of criminal culpability for a crash. 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 with state and local agencies through its LELs, who provide law enforcement expertise and support training in topics like crash reconstruction and Uniform Crash Report to ensure a consistently high investigation standard statewide.

Additionally, LELs provide media support for NHTSA enforcement mobilizations and highway safety messaging throughout the year. Enforcement is an essential component of the SHSO's efforts to improve highway safety, and the LELs ensure continuous communication and coordination between enforcement agencies and the SHSO. This collaboration improves the collection and application of data and the implementation of both enforcement and education efforts performed by officers.

## **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. Traffic Stop and Race Data is archived and available on the State of Vermont Criminal Justice Council Website.

## **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 the identification of problem areas for safety planning and other uses. VTrans, in collaboration with the Traffic Records Coordinating Committee (TRCC), maintains and manages a database of vehicle fatalities and injuries. This program area includes projects that improve ease of crash reporting, emergency medical service (EMS) run reporting, and implementation and use of e-citation. A 2022 NHTSA assessment of Vermont's traffic records program was performed to review and evaluate the traffic records data systems, and the deficiencies it identified have been used to guide the work of the TRCC consultant over the past three years.

## **Media**

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, motorcycle safety, and other site-specific or issue-specific messaging as needed year-to-year. The SHSO has a dedicated public outreach manager who oversees all highway safety media efforts and works closely with the VTrans Public Information Officer (PIO), Transportation Management Center, and the Data Unit to deploy messaging.

## 1.5 Public Participation and Engagement

Public participation and engagement are essential to the development and implementation of effective highway safety messaging. Two examples of the SHSO's continuing outreach efforts are given below.

### Expansion of Educational Outreach Materials

Through partnerships, data analysis, and SHSO in-house surveys, there was a need identified for highway safety educational materials to be created/printed in additional languages. Data showed there was a need for these materials in many areas overrepresented in crash data, particularly in Rutland County, Windham County, and Chittenden County. To address this need, in 2024 the SHSO created Highway Safety educational materials to cover Impaired Driving and Distracted Driving in Spanish, French Canadian, Arabic, and Dari, which have been distributed to enforcement and education grantees. Efforts are continuing to expand the availability of highway safety materials and further distribute these materials to Department of Motor Vehicles (DMV) locations and potential tourist destinations around the state.

### Engagement at Events/Fairs

Underserved and overrepresented areas as identified by crash data are a focus for increased engagement. Overrepresented communities include both older drivers and younger drivers, as documented in the SHSP. To reach these communities, SHSO staff attended and tabled at the VHSA booth at the Champlain Valley Fair. The SHSO utilizes partnerships with the VDH, state and local law enforcement agencies, private volunteers, non-profits and stakeholders to maximize public education efforts at community events where the SHSO can meet Vermonters where they are.

## 1.6 Equity

The SHSO is committed to upholding equity within Vermont's traffic safety programs. Beginning in 2024, grant applicants have been asked to consider the communities overrepresented in local crash data and how their grant activity will engage these communities.

A statewide Transportation Equity Framework was developed in 2023, and implementation work by VTrans is currently focused on three foundational actions:

- › Innovative use of local and state data to ensure all populations are represented in the planning and development of transportation projects and programs,
- › Enhancing opportunity and access to public participation by removing barriers to engagement, and
- › Updating the Agency of Transportation Public Involvement Guide, which will be done in coordination with the requirements of Act 154, Vermont's Environmental Justice law.

The SHSO will continue working with Regional Planning Commissions (RPCs) and the VTrans Transportation Equity Framework Committee to connect with local stakeholders and community leaders to enhance the reach of ongoing engagement efforts.

# 2

## Performance Data

Section 2 summarizes data on recorded crashes and related fatalities and serious injuries in 2025, and whether the associated performance measure target for the year was or was not met. This section also discusses recent trends in the data for each performance measure.

### 2.1 Target Summary

The tables below list the 13 core performance measures, one behavioral measure, and three traffic records measures used to evaluate progress in 2025. Targets for each of the 17 performance measures were set in the HSP for Federal Fiscal Years 2024-2026. The table gives results from 2025 (as available) and 2024.

The target values in Table 3 represent five-year moving averages for the 2022-2026 period; FFY25 results are calculated from 2021-2025 data and FFY24 results from 2020-2024 data. The target values in Table 4 are based on annual (one-year) target periods. FFY24 and FFY25 data for performance measures C-1 through C-11 and C-13 are all sourced from VTrans and the Fatality Analysis Reporting System (FARS). Data for C-12 and TR-1 through TR-3 are sourced from VTrans. B-1 data is based on the Annual Seat Belt Use Survey.

Note that the 2025 data included in this section reflects reported crashes **as of January 7, 2026**.



Table 3 Performance Measure Target Summary

| Performance Measure                                                                                               | Target Value | FFY25 Progress Results | On Track to Meet Target? | FFY24 Final Results | Met Target? |
|-------------------------------------------------------------------------------------------------------------------|--------------|------------------------|--------------------------|---------------------|-------------|
| C-1) Total Traffic Fatalities                                                                                     | 65.8         | 67.8                   | No                       | 68.0                | No          |
| C-2) Serious Injuries in Traffic Crashes                                                                          | 265.4        | 296.4                  | No                       | 285.2               | No          |
| C-3) Fatalities/100 Million VMT                                                                                   | 0.9632       | Available Mid-2026     | TBD                      | 0.8486              | Yes         |
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions                                       | 27.2         | 24.6                   | Yes                      | 25.8                | Yes         |
| C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and above (FARS) | 16           | 17.6                   | No                       | 18.6                | No          |
| C-6) Speeding-Related Fatalities                                                                                  | 22           | 23.0                   | No                       | 23.2                | Yes         |
| C-7) Motorcyclist Fatalities (FARS)                                                                               | 10.4         | 12.4                   | No                       | 12.6                | No          |
| C-8) Un-helmeted Motorcyclist Fatalities                                                                          | 1.4          | 1.8                    | No                       | 1.8                 | No          |
| C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes                                                         | 7.6          | 9.2                    | No                       | 8.2                 | No          |
| C-10) Pedestrian Fatalities                                                                                       | 6            | 6.8                    | No                       | 6.6                 | No          |
| C-11) Bicyclist Fatalities                                                                                        | 0.4          | 1.0                    | No                       | 1.0                 | No          |
| C-12) Distracted Driving Serious Bodily Injury Crashes                                                            | 9            | 5.6                    | Yes                      | 7.0                 | Yes         |
| C-13) Number of Impaired (Alcohol and Drugs) Fatalities                                                           | 35.6         | 40.4                   | No                       | 39.6                | No          |
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)                  | 90.6%        | 87.5%                  | No                       | 88.4%               | No          |

*Table 4 Additional Performance Measure Target Summary*

| Performance Measure                                  | Target Value | FFY25 Progress Results | On Track to Meet Target? | FFY24 Final Results | Met Target? |
|------------------------------------------------------|--------------|------------------------|--------------------------|---------------------|-------------|
| TR-1) E-Citation Uniformity                          | 41%          | 54.2%                  | Yes                      | 48.6%               | Yes         |
| TR-2) E-Citation Use                                 | 55%          | 62.5%                  | Yes                      | 60%                 | Yes         |
| TR-3) Evidence Based Race Data Enforcement Reporting | 99.2%        | -                      | No                       | -                   | No          |

## 2.2 Core Performance Measures

The section discusses Vermont's 10-year history for each performance measure and its associated program area. Tables and figures in this chapter summarize progress towards targets for the required performance measures (thirteen crashes and one behavioral) within the 10-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.

### C-1: Fatalities

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

*Table 5 Traffic Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 62                 | 62.0                  |
| 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 | 59                 | 68.0                  |
| 2025 | 61                 | 67.8                  |

Vermont **did not meet** the performance target for fatalities in 2025, with a five-year average of 67.8. Crash fatalities in Vermont were slightly higher than in 2024 but stayed below 2020-2023 rates. Speed, impairment, and unrestrained 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:

**Impaired Driving:** Contributing factor in approximately 57 percent of fatalities in 2025.

- › Sustain use of the Drive Well Vermont media campaign for impaired driving
- › Increase the number of DREs
- › Support law enforcement partners participating in national enforcement mobilization campaigns

- › Work with the VFL to upgrade breath testing equipment

**Speed:** Contributing factor in 16 percent of fatalities in 2025.

- › 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

**Young Drivers:** Involved in 21 percent of fatalities in 2025.

- › 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

**Older Drivers:** Involved in 12 percent of fatalities in 2025.

- › Sustain use of targeted media campaigns
- › Continue to fund and support “Yellow Dot” mature driving program through the VDH

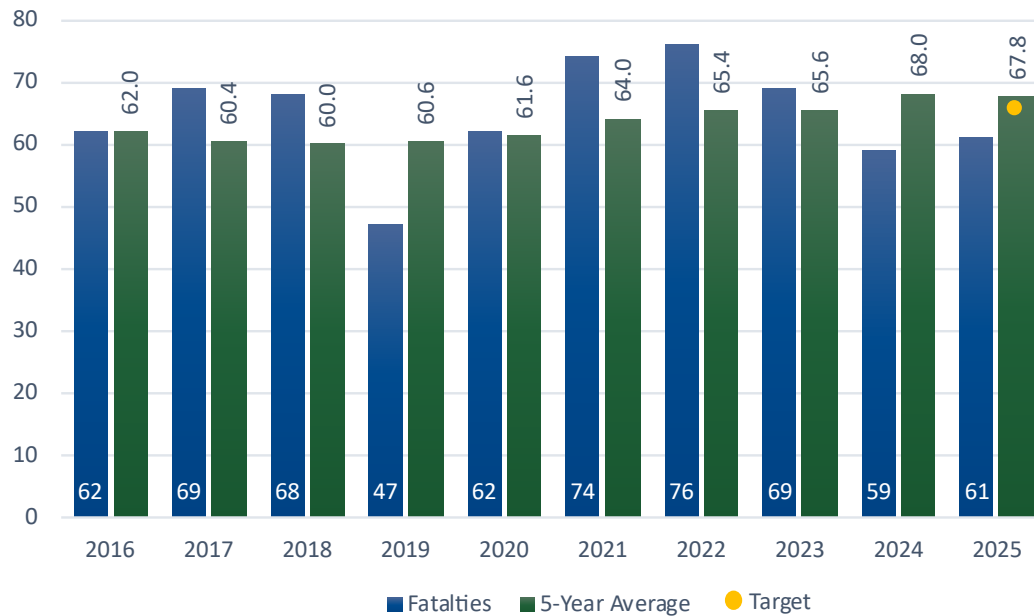
**Improper or No Belt Use:** Involved in 34 percent of fatalities (of people in vehicles equipped with seat belts) in 2025.

- › Sustain use of targeted media campaigns
- › Continue education and enforcement campaigns

**Law Enforcement Coordination:** Enhancing coordination between law enforcement agencies will strengthen enforcement, outreach, and education efforts.

- › Continue working with LELs and SHARP programs to facilitate communication between partners
- › Maintain law enforcement roundtable event for sharing ideas and strategies

Figure 3 Fatalities, 2016-2025



## C-2: Serious Injuries

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

Table 6 Serious Injuries by Year, 2016-2025

| Year | Serious Injuries | 5-Year Moving Average |
|------|------------------|-----------------------|
| 2016 | 320              | 305.2                 |
| 2017 | 255              | 294.0                 |
| 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 | 317              | 285.2                 |
| 2025 | 292              | 296.4                 |

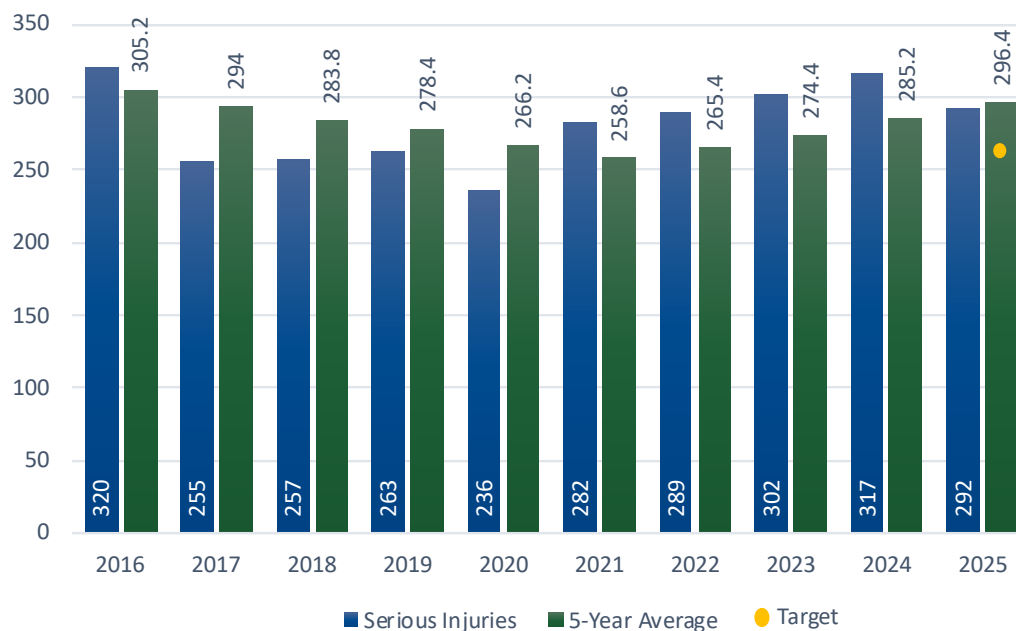
Vermont **did not meet** the performance target for serious injuries. While there were fewer serious injuries in 2025 than in the previous three years, the moving average continued to increase due to no longer including the significantly lower values of serious injuries seen between 2017 and 2020. As is the case for fatalities, education and enforcement efforts for addressing serious injuries focus on speeding, impaired



driving, and occupant protection. The following strategies will continue to be employed by the SHSO to further reduce the rate 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, speeding and aggressive driving, occupant protection, distracted driving, older driver safety, motorcycle safety, and sharing the road.
4. Review and respond to recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.
5. Foster and sustain a safety culture around emergency vehicles and emergency response, including through Drive Well Vermont's Slow Down Move Over media campaign.
6. Incorporate elements 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 4 Serious Injuries, 2016-2025*



### C-3: Fatalities per 100 Million Vehicle Miles Travelled

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

*Table 7 Fatalities per 100MVT by Year, 2016-2025*

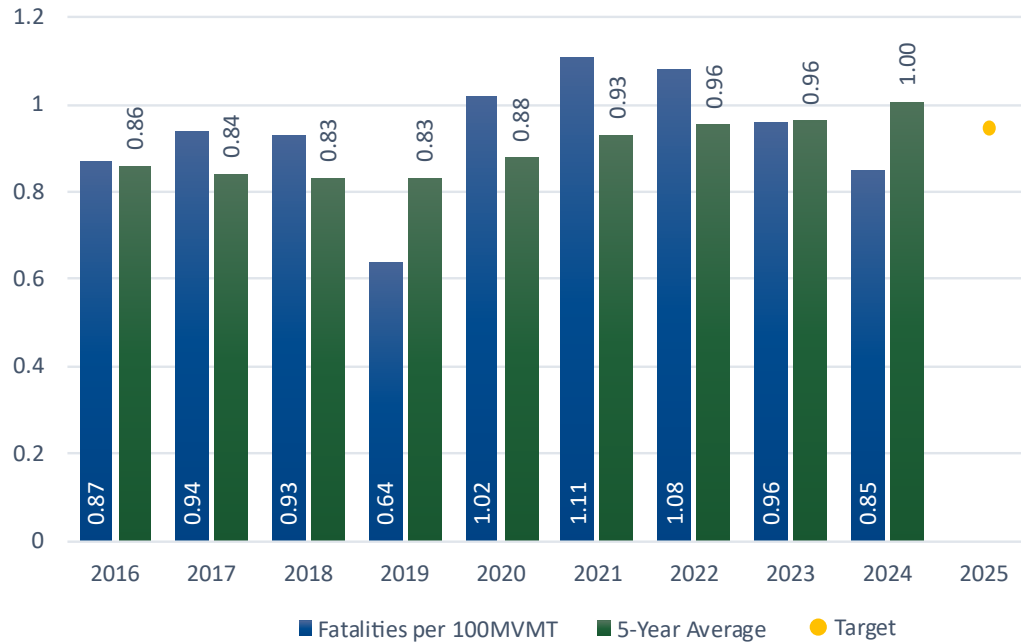
| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 0.87               | 0.86                  |
| 2017 | 0.94               | 0.84                  |
| 2018 | 0.93               | 0.83                  |
| 2019 | 0.64               | 0.83                  |
| 2020 | 1.02               | 0.88                  |
| 2021 | 1.11               | 0.93                  |
| 2022 | 1.08               | 0.96                  |
| 2023 | 0.96               | 0.96                  |
| 2024 | 0.85               | 1.00                  |
| 2025 | -                  | -                     |

Calculations to determine whether Vermont met the stated target remain in progress due to the unavailability of 2025 VMT data. The 2020-2024 average of 1.0 fatalities per 100 million vehicle miles traveled reflects the most recent data available. This measure will be calculated in the summer of 2026, when 2025 VMT data is received.

Fatalities per VMT in Vermont have decreased over the past three years; to continue this progress, the SHSO will continue using the following strategies, which overlap with those used to address total fatalities and serious injuries:

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 LELs to increase the level of participation in national and local high visibility enforcement (HVE) mobilizations.

Figure 5 Fatalities per 100MVT, 2016-2025



## C-4: Unrestrained Fatalities

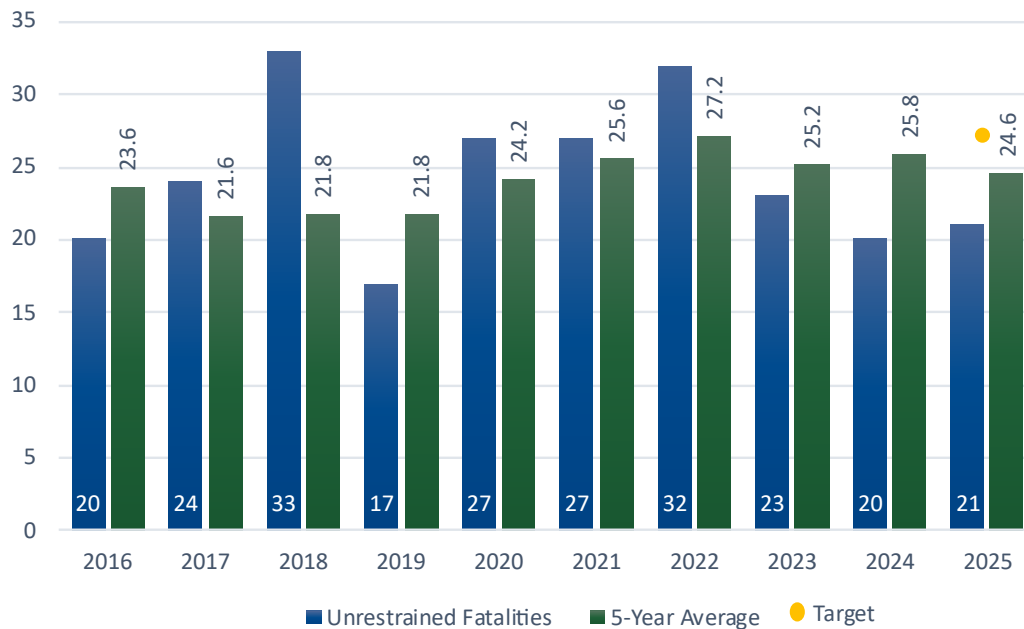
Goal: Achieve a five-year average of 27.2 unrestrained fatalities.

Table 8 Unrestrained Fatalities by Year, 2016-2025

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 20                 | 23.6                  |
| 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 | 20                 | 25.8                  |
| 2025 | 21                 | 24.6                  |

Vermont **did meet** this target in 2025. Unrestrained fatalities have continued to decrease, reaching their lowest level since 2019. Vermont will continue its ongoing enforcement and education efforts focused on occupant protection.

Figure 6 Unrestrained Fatalities, 2016-2025



## 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  $\geq 0.08$ .

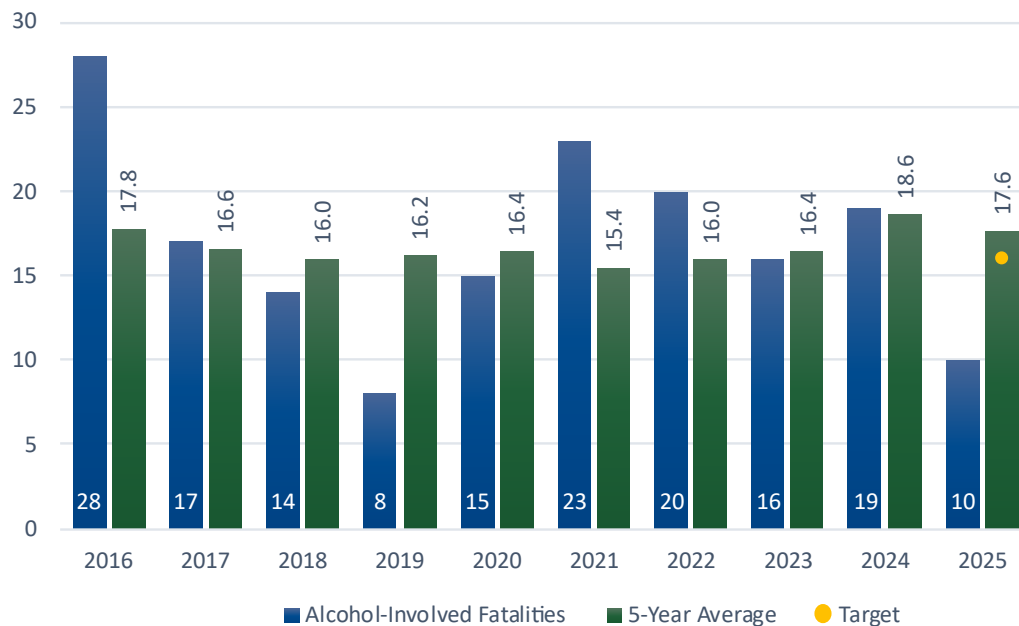
Table 9 Alcohol-Involved Fatalities by Year, 2016-2025

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 28                 | 17.8                  |
| 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 | 19                 | 18.6                  |
| 2025 | 10                 | 17.6                  |

Vermont **did not meet** this target in 2025. Despite seeing the lowest number of alcohol-involved fatalities since 2019, the five-year average rose significantly between 2023 and 2024 due to the exclusion of 2019 data. The SHSO will continue enforcement and prevention efforts to reduce alcohol-involved fatalities. These will include:

1. Working with VFL to upgrade breath testing equipment statewide.
2. Disseminating a safety brochure on impaired driving as a tool and resource for partners to distribute.
3. Using the Drive Well Vermont advertising campaign focused on impaired driving.
4. Providing Drug Impairment Training for Education Professionals (DITEP) to schools and businesses.
5. Implementing the recommendations of the Standard Field Sobriety Testing (SFST) and Drug Evaluation and Classification (DEC) program assessment completed with NHTSA in June of 2025.
6. Continuing the work of the Impaired Driving Task Force, formed in July of 2025, and the implementation of the Impaired Driving Strategic Plan.

*Figure 7 Alcohol-Involved Fatalities, 2016-2025*



## C-6: Speed-Related Fatalities

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

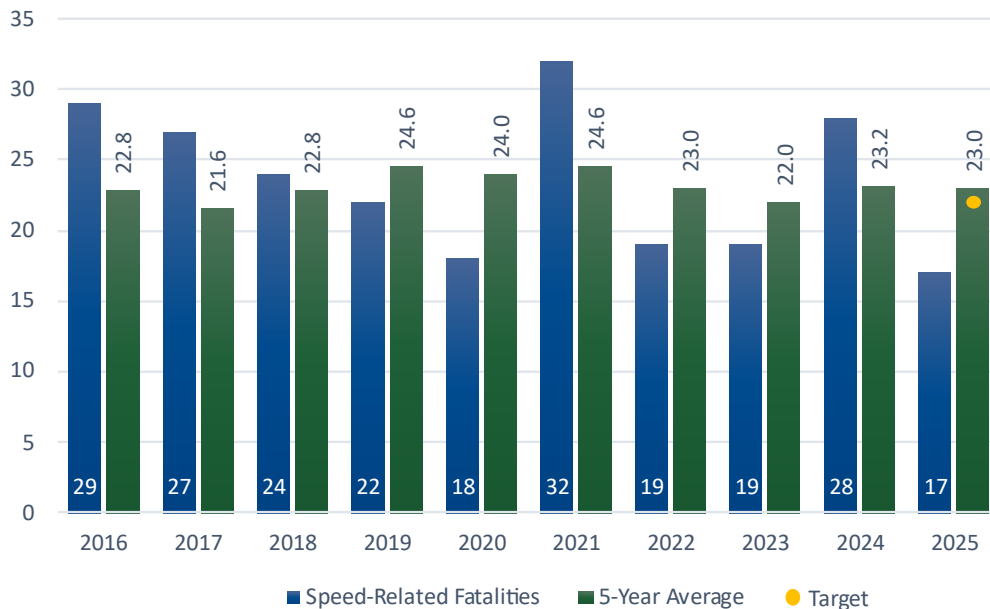
*Table 10 Speed-Related Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 29                 | 22.8                  |
| 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 | 28                 | 23.2                  |
| 2025 | 17                 | 23.0                  |

Vermont **did not meet** this target in 2025. The number of speed-related fatalities in 2025 was the lowest recorded in the past 10 years, but the high rates seen in 2021 and 2024 contribute to a high moving average. The SHSO will continue the following efforts to meet this target in 2026:

1. Using the Drive Well Vermont advertising campaign focused on speeding and aggressive driving.
2. Supporting the coordination of high visibility enforcement campaigns statewide to deter speeding.

*Figure 8 Speed-Related Fatalities, 2016-2025*





## C-7: Motorcyclist Fatalities

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

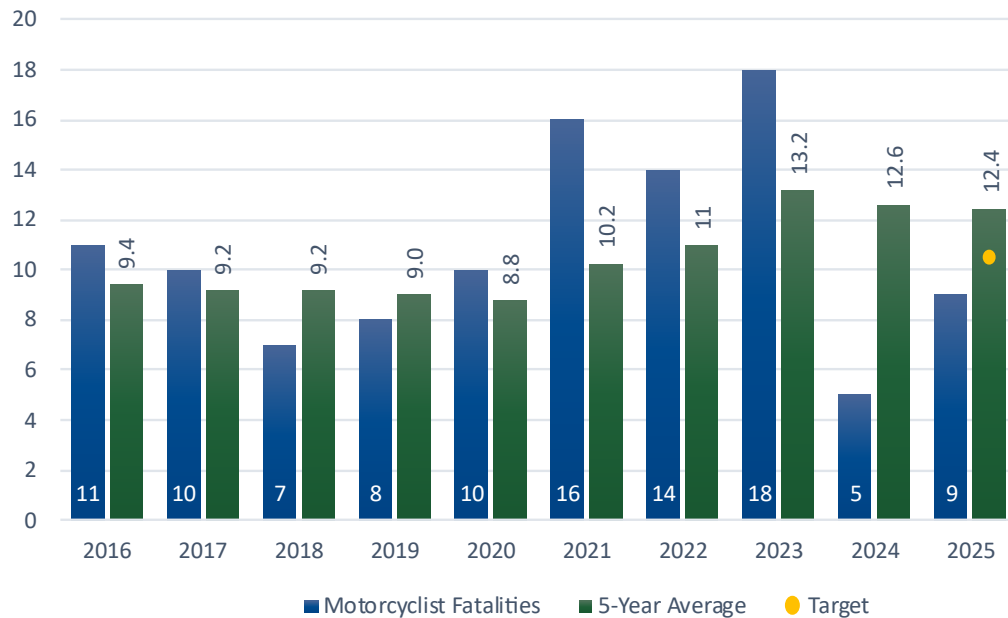
*Table 11 Motorcyclist Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 11                 | 9.4                   |
| 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 | 5                  | 12.6                  |
| 2025 | 9                  | 12.4                  |

Vermont **did not meet** this target in 2025. Although motorcyclist fatalities increased from 2024, they remained below the rate of 10 or more deaths per year seen between 2020 and 2023. The moving average continued to decrease but remained above the target of 10.4. Efforts to reach this target will include:

1. Using the Drive Well Vermont media campaigns on motorcycle safety (for both riders and drivers) and helmet use and encourage participation in the DMV's rider safety courses.
2. Continuing to implement recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.
3. Educating riders on the importance of visibility and safe equipment.
4. Performing outreach to drivers on the importance of sharing the road with riders on two (or three) wheels.

Figure 9 Motorcyclist Fatalities, 2016-2025



## C-8: Un-helmeted Motorcyclist Fatalities

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

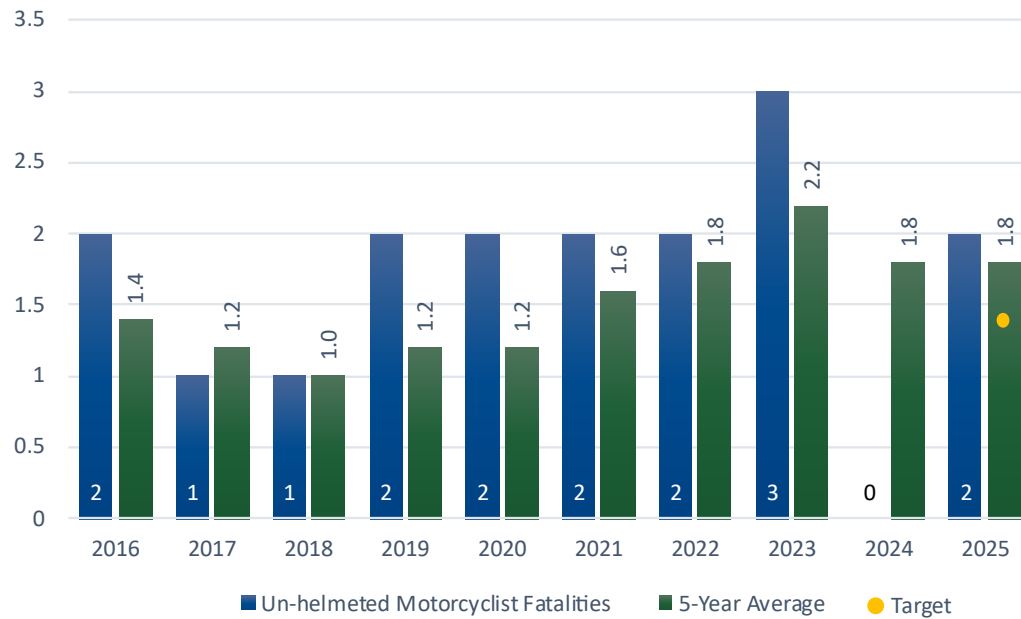
Table 12 Un-helmeted Motorcyclist Fatalities by Year, 2016-2025

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 2                  | 1.4                   |
| 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                   |
| 2025 | 2                  | 1.8                   |

Vermont **did not meet** this target in 2025. Vermont has done well against this measure for many years, consistently staying at or below three 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. Using the Drive Well Vermont media campaigns on motorcycle helmet/safety gear use.
2. Continuing to implement recommendations from the 2024 NHTSA Motorcycle Assessment facilitated by the Vermont DMV.

**Figure 10 Un-helmeted Motorcyclist Fatalities**



## C-9: Fatalities Involving a Younger Driver

Goal: Achieve a five-year average of 7.6 fatalities involving a younger ( $\leq 20$  years old) driver.

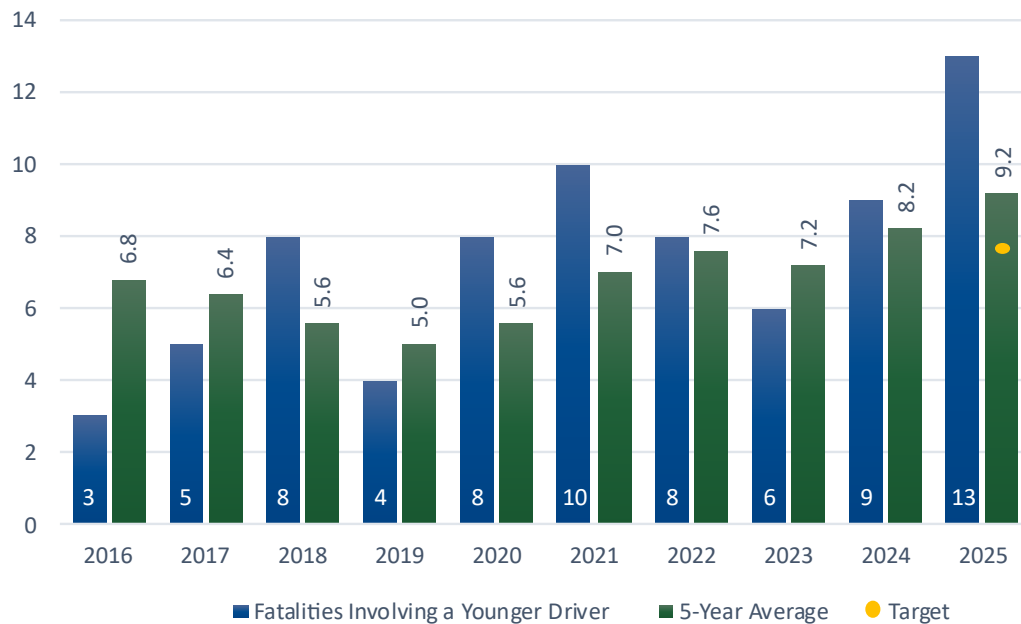
**Table 13 Fatalities Involving a Younger Driver by Year, 2016-2025**

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 3                  | 6.8                   |
| 2017 | 5                  | 6.4                   |
| 2018 | 8                  | 5.6                   |
| 2019 | 4                  | 5.0                   |
| 2020 | 8                  | 5.6                   |
| 2021 | 10                 | 7.0                   |
| 2022 | 8                  | 8.0                   |
| 2023 | 6                  | 7.2                   |
| 2024 | 9                  | 8.2                   |
| 2025 | 13                 | 9.2                   |

Vermont **did not meet** this target in 2025. The rate of fatalities involving a younger driver has increased over the past two years, leading to a higher five-year average. Vermont will continue addressing this issue through targeted education and engagement, with partners including law enforcement agencies, the Vermont Principals Association (VTPA), the Department of Education, and educators of teen drivers, in addition to Drive Well Vermont media campaigns. Continued efforts will include:

1. Working with the VTPA 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. Supporting Vermont driver educators, their annual conference, and outreach to new and young drivers.
3. Expansion of driving simulators in public schools for hands-on education.

*Figure 11 Fatalities Involving a Younger Driver, 2016-2025*



## C-10: Pedestrian Fatalities

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

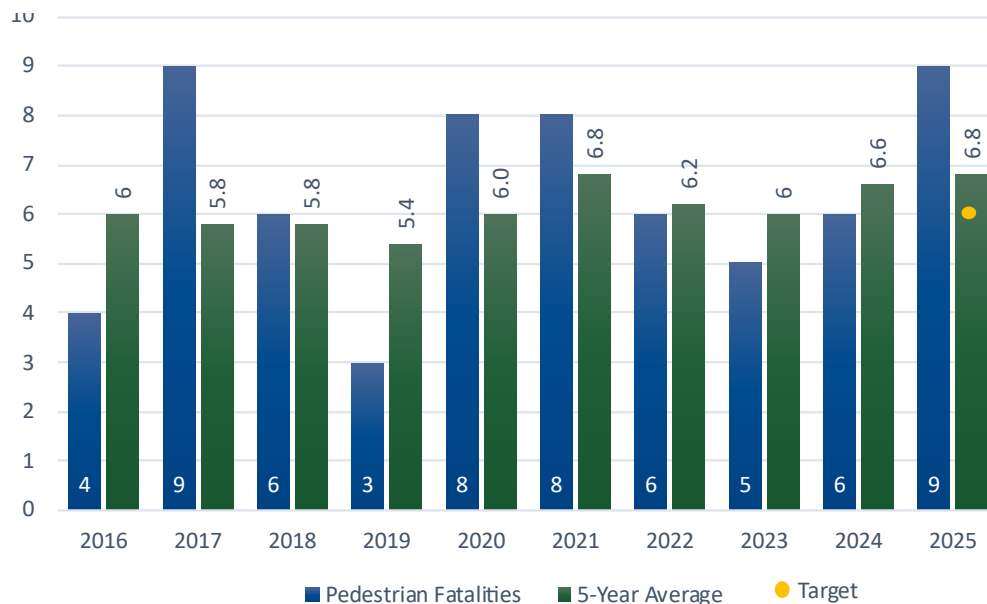
*Table 14 Pedestrian Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 4                  | 6                     |
| 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                  | 6.6                   |
| 2025 | 9                  | 6.8                   |

Vermont **did not meet** this target in 2025. Pedestrian fatalities were higher than in 2022-2023. 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 to School program.
2. VDH “Watch for Me” campaigns for pedestrian safety.
3. The Active Transportation group at VTrans, formed in 2024 and working under the Safe Systems Section with the SHSO.

*Figure 12 Pedestrian Fatalities, 2016-2025*



## C-11: Bicyclist Fatalities

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

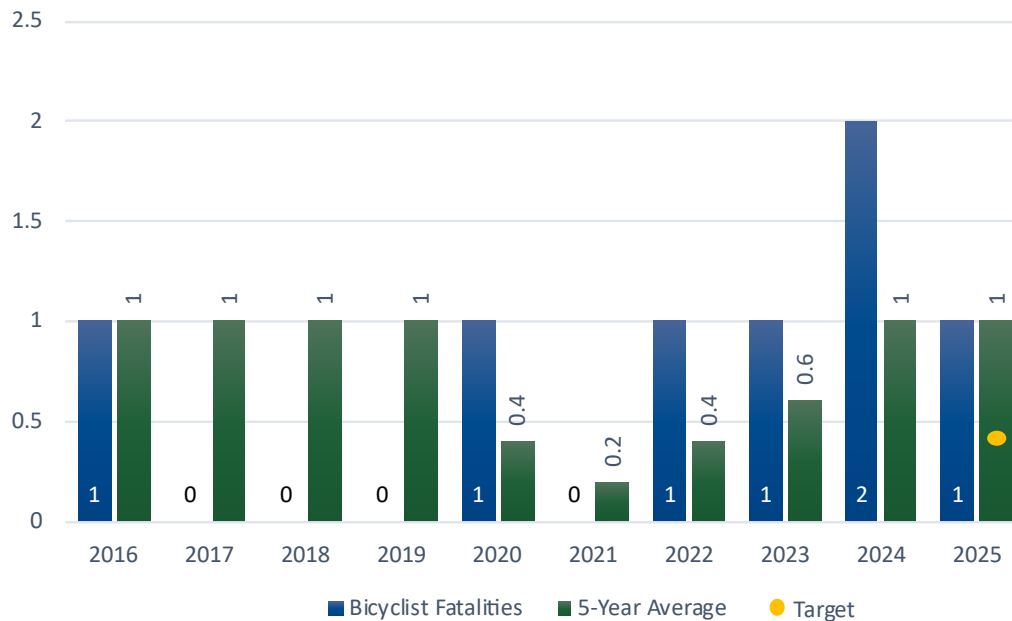
*Table 15 Bicyclist Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 1                  | 1                     |
| 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                   |
| 2025 | 1                  | 1.0                   |

Vermont **did not meet** this target in 2025. The single bicyclist death in 2025 represents a decrease from the two recorded in 2024, which was the highest rate seen in the past 10 years. Vermont will continue efforts to return to zero bicyclist deaths with education and training through the VDH, Local Motion, and work with the many advocacy groups throughout the state. Efforts include supporting the following programs:

1. Local Motion Bike Smart.
2. VDH “Watch for Me” campaigns for bicycle safety.
3. The Active Transportation group at VTrans.
4. Drive Well Vermont’s Share the Road campaign, encouraging increased awareness of vulnerable road users.

Figure 13 Bicyclist Fatalities, 2016-2025



## C-12: Distracted Driving Serious Bodily Injury Crashes

Goal: Achieve a five-year average of 9.0 Distracted Driving serious bodily injury crashes.

Table 16 Distracted Driving SBIs by Year, 2016-2025

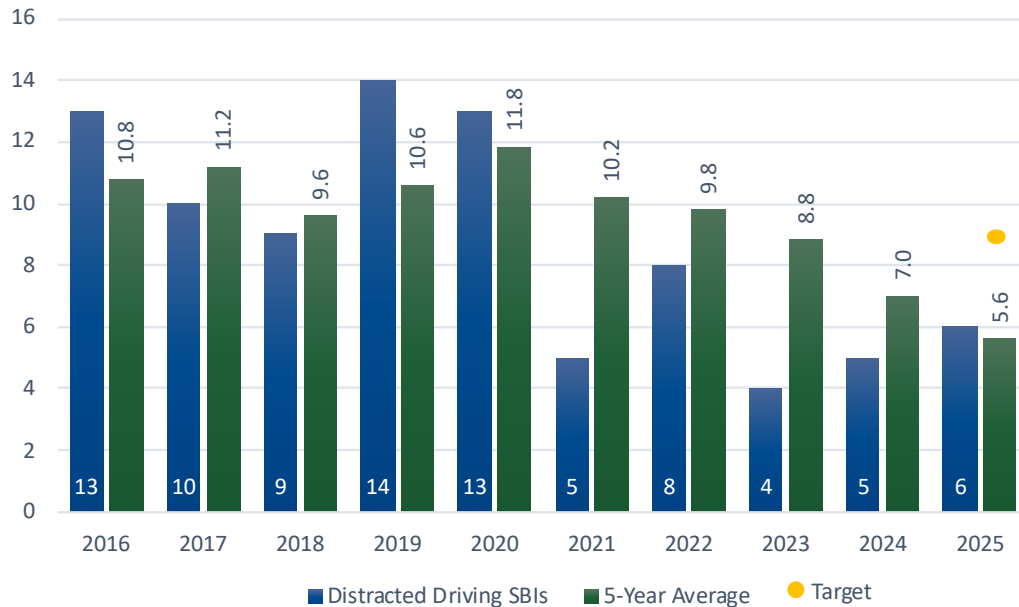
| Year | Serious Injuries | 5-Year Moving Average |
|------|------------------|-----------------------|
| 2016 | 13               | 10.8                  |
| 2017 | 10               | 11.2                  |
| 2018 | 9                | 9.6                   |
| 2019 | 14               | 10.6                  |
| 2020 | 13               | 11.8                  |
| 2021 | 5                | 10.2                  |
| 2022 | 8                | 9.8                   |
| 2023 | 4                | 8.8                   |
| 2024 | 5                | 7.0                   |
| 2025 | 6                | 5.6                   |

Vermont **did meet** this target in 2025. Distracted Driving Serious Bodily Injury (SBI) crashes have remained at eight or fewer over the past five years, and this trend continued with only six in 2025. However, this represents an increase over the five recorded in 2024 and four in 2023. The SHSO will continue its work to address distracted driving by supporting HVE campaigns and targeted enforcement of high-



risk areas like schools and work zones, utilizing the Drive Well Vermont media campaigns focused on distracted driving, and assessing and responding to the 2025 distracted driving survey results.

*Figure 14 Distracted Driving SBIs, 2016-2025*



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

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

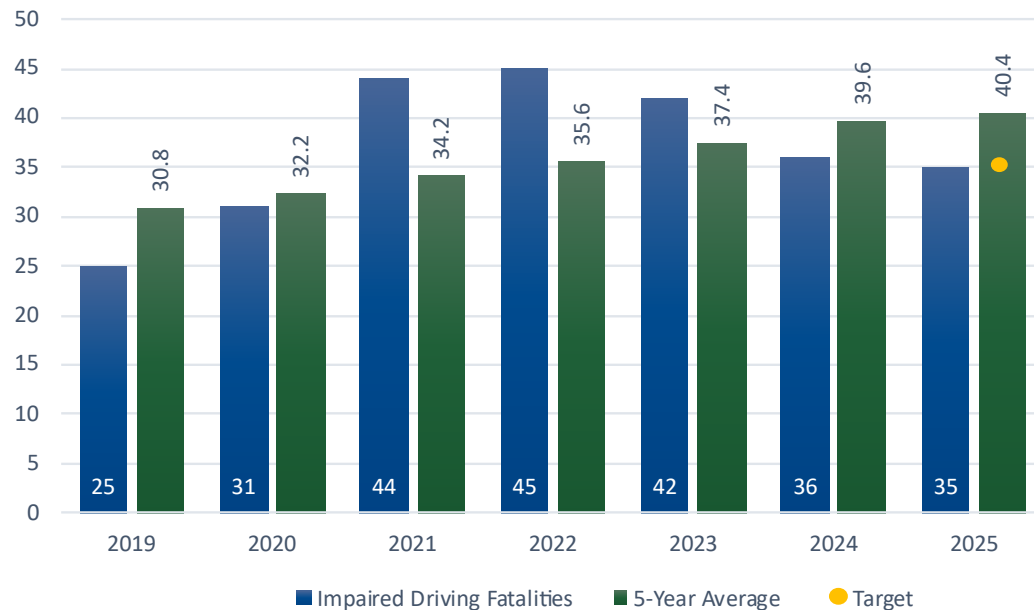
*Table 17 Impaired Fatalities by Year, 2016-2025*

| Year | Traffic Fatalities | 5-Year Moving Average |
|------|--------------------|-----------------------|
| 2016 | 34                 | --                    |
| 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 | 36                 | 39.6                  |
| 2025 | 35                 | 40.4                  |

Vermont **did not meet** this target in 2025. While the number of impaired fatalities decreased for the third year in a row, the moving average has continued to climb due to the peak in impaired fatalities of 45 in 2022. Vermont will continue its prevention and enforcement efforts, which include the following:

1. Using the Drive Well Vermont media campaign for impaired driving.
2. Increasing the number of DREs and continue providing additional training and education opportunities to existing DREs.
3. Supporting the Drug Impairment Training for Educational Professionals (DITEP) program.
4. Working with the VFL to upgrade breath testing equipment statewide.
5. Reviewing and implementing the recommendations of the 2025 NHTSA SFST/DEC assessment.
6. Continue developing an Impaired Driving Data Integration project.

*Figure 15 Impaired Driving Fatalities, 2019-2026*



## B-1: Seat Belt Use Rate

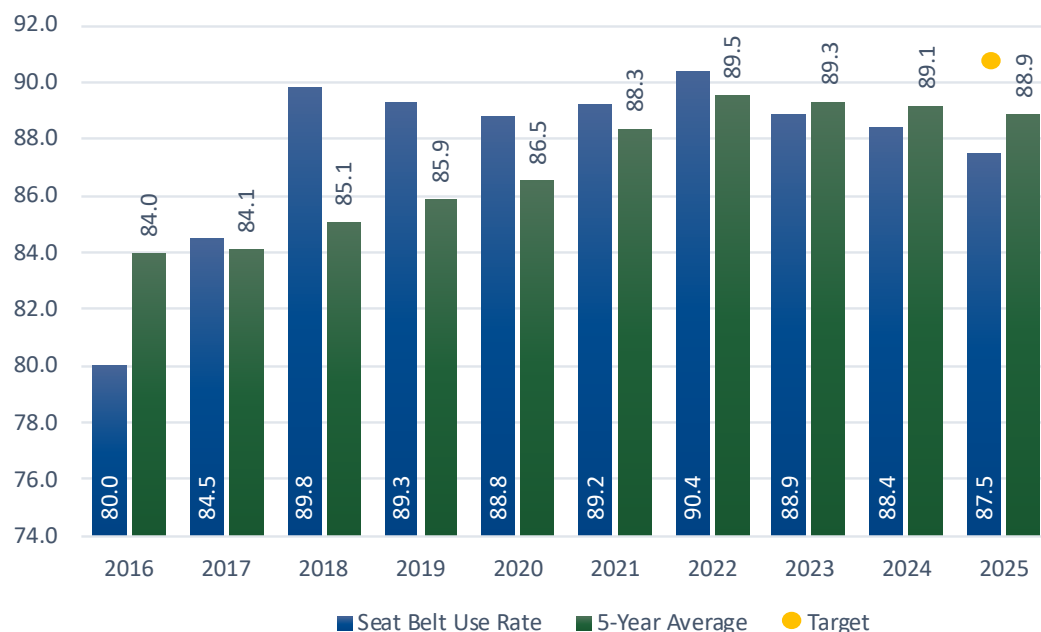
Goal: Achieve a five-year average passenger vehicle front seat outboard occupant seat belt use rate of 90.6.

*Table 18 Observed Seat Belt Use Rate by Year, 2016-2025*

| Year | Seat Belt Use Rate (%) | 5-Year Moving Average (%) |
|------|------------------------|---------------------------|
| 2016 | 80.0                   | 84.0                      |
| 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                      |
| 2025 | 87.5                   | 88.9                      |

Vermont **did not meet** this target in 2025, and the observed seat belt use rate declined for the third year in a row from the peak of 90.4 recorded in 2022. The 2025 rate of 87.5 represents the lowest observed rate of seat belt use in the state since 2017. Ongoing efforts to reverse this trend include:

1. Using the Drive Well Vermont Occupant Protection campaign.
2. Continuing education and outreach efforts to all age groups on the importance of seat belt use.
3. Supporting HVE campaigns targeting seat belt use.
4. Reviewing and responding to the results of the 2025 seat belt survey.

*Figure 16 Seat Belt Use Rate, 2016-2025*

## TR-1: Citation Uniformity

Goal: Electronically record at least 41% of citations issued in Vermont from.

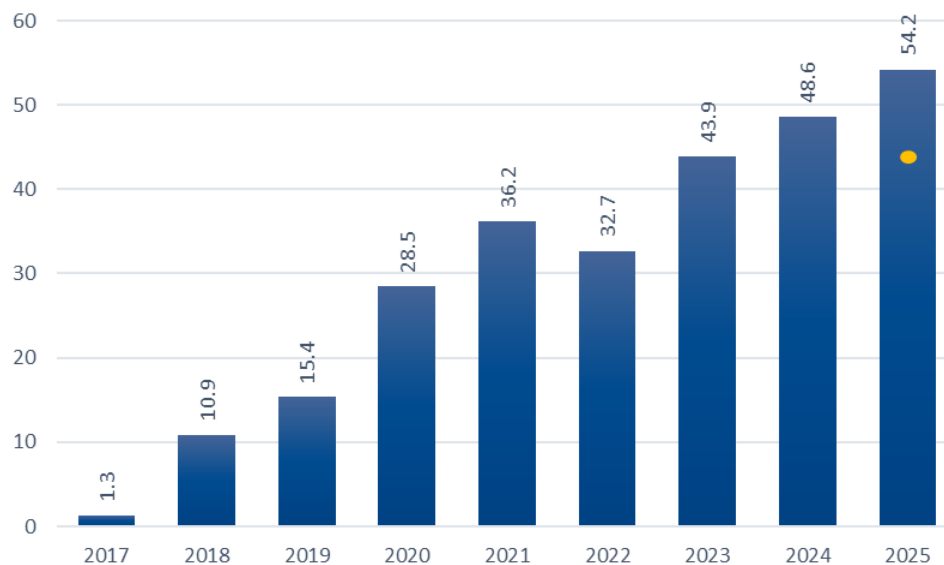
*Table 19 Citation Uniformity by Year, 2016-2025*

| Year | Paper Citations Issued | Electronic Citations Issued | Percent Electronic (%) |
|------|------------------------|-----------------------------|------------------------|
| 2016 | -                      | -                           | -                      |
| 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%                  |
| 2025 | 18,768                 | 22,167                      | 54.2%                  |

Vermont **did meet** this target in 2025, and the usage of e-citations is expected to continue to increase in 2026. Vermont will continue its efforts to provide all law enforcement agencies and officers with the equipment needed to issue citations electronically.

Note that yearly citations are measured from April 1 to March 31.

*Figure 17 Percentage of Citations Electronically Recorded, 2017-2025*



## TR-2: Electronic Citation Usage

Goal: Increase the percentage of Vermont law enforcement agencies using e-citation to 55%.

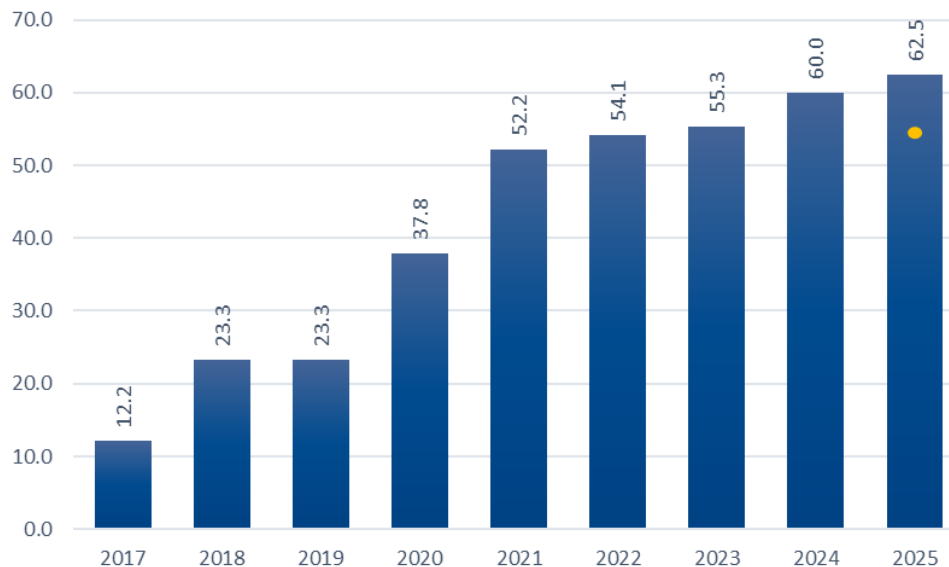
*Table 20 E-Citation Adoption by Year, 2016-2025*

| Year  | Number of Agencies Using E-Citation | Percent of Agencies Using E-Citation (%) |
|-------|-------------------------------------|------------------------------------------|
| 2016  | -                                   | -                                        |
| 2017  | 11                                  | 12.2%                                    |
| 2018  | 21                                  | 23.3%                                    |
| 2019  | 21                                  | 23.3%                                    |
| 2020  | 34                                  | 37.8%                                    |
| 2021  | 47                                  | 52.2%                                    |
| 2022* | 46                                  | 54.1%                                    |
| 2023  | 47                                  | 55.3%                                    |
| 2024* | 48                                  | 60.0%                                    |
| 2025  | 50                                  | 62.5%                                    |

\*In 2022, the number of agencies counted for this metric changed from 95 to 90. In 2024, the number changed to 80.

Vermont **did meet** this target in 2025. This metric does not include agencies that do not issue traffic-related citations (such as the Department of Forests, Parks and Recreation). The threshold for agencies to have “adopted” e-citation is to issue a minimum of five e-tickets. The SHSO will continue allowing e-citation equipment to be requested through the OP/DUI grants to enable more agencies to adopt e-citation, and it is anticipated that e-citation adoption will continue to increase.

*Figure 18 Percent of Agencies Using E-Citation, 2017-2025*



### **TR-3: Evidence-Based Race Data Enforcement Reporting**

Goal: Train 99.2% of Vermont law enforcement officers in race data enforcement reporting.

There was no work done during the 2023-2025 grant periods in relation to this performance measure. This performance measure was not tracked.

# 3

## Program Areas

This section describes the activities that were funded in FFY 2024 for each program area and summarizes achievements and outcomes.

### 3.1 Younger Drivers

#### Problem Statement

Local and statewide law enforcement education efforts, high visibility enforcement, high school education on highway safety, 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. Young drivers are overrepresented in fatal crashes, and the number of fatal crashes involving a young driver reached a 10-year high of 12 in 2025.

#### Performance Measures

The table below summarizes the performance measures and targets for younger drivers identified in the 2024-2026 HSP.

| Target                                                                                                                                     | Performance                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 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 8.2 to 9.2 in 2024. |

## Program Results

The activities pursued under the Younger Drivers program area in FFY 2025 are summarized below.

| Activity Number | Subrecipient                 | Funding Granted | Funds Expended |
|-----------------|------------------------------|-----------------|----------------|
| NH25402 205-209 | Local Law Enforcement        | \$363,419       | \$190,926      |
| NH25402 400     | VTrans Staff                 | \$150,000       | \$96,997       |
| NH25402 402     | Dept. of Motor Vehicles      | \$11,250        | \$5,708        |
| NH25402 403     | VT Highway Safety Alliance   | \$379,900       | \$241,695      |
| NH25402 404     | VT Principals Association    | \$554,250       | \$472,075      |
| NH25402 405     | Rutland City School District | \$27,120        | \$24,720       |
| NH25405*E* 107  | Dept. of Public Safety       | \$68,289        | \$18,153       |

## Planned Activities

### Local Law Enforcement Community Education Programs

| Funding Source | Subrecipient   | Funding Granted | Funds Expended | Project Status |
|----------------|----------------|-----------------|----------------|----------------|
| Section 402PT  | Chittenden CSD | \$109,141       | \$31,914       | Complete       |
| Section 402PT  | Milton PD      | \$31,200        | \$10,900       | Complete       |
| Section 402PT  | Randolph PD    | \$19,634        | \$12,130       | Complete       |
| Section 402PT  | Rutland CSD    | \$66,444        | \$25,002       | Complete       |
| Section 402PT  | Windham CSD    | \$137,000       | \$110,980.56   | Complete       |

### Description

Under this grant, local law enforcement agencies implement educational programs in their communities to increase awareness of traffic safety. Agencies bring programming to local schools and universities, driver education classes, fairs, and other community events, utilizing curricula on occupant protection and distracted, aggressive, impaired, and drowsy driving.

### Performance

In FFY 2025, five local law enforcement agencies participated, including the County Sheriff's Departments (CSDs) of Chittenden (with Franklin), Rutland (with Windsor), and Windham Counties, and the Milton and Randolph Police Departments (PDs).

The Milton PD held its National Night Out event, focusing on impaired and distracted driving education, and achieved the highest turnout yet for the annual



event with an estimated 1,100-1,200 attendees. The annual Red Lights Flashing = No Passing barbeque event was also held in Milton to raise awareness of school bus safety with approximately 125 people attending.

Through the Enhanced Teen Driver Safety Program (ETDSP), the Windham CSD provided over 100 virtual and in-person presentations and trainings to driver education classes. Pre- and post-class knowledge assessments are given to students enrolled in the ETDSP, and scores show significant improvements in traffic safety knowledge among participating students. Additionally, eleven student drivers successfully completed the Adult Immigrant Driver Safety Program (AIDSP) held through the Multicultural Community Center of Southern Vermont and received operator licenses.

Despite an unexpected change in grant director for the Chittenden CSD, the department participated in education and outreach at a variety of local events, including several sporting events, the Essex and Milton National Night Out events, Williston's Touch-a-Truck event, the Essex Fire Department's Open House, and Burlington City's third annual Kids Fest.

The Rutland CSD held two bike rodeos raising awareness of bicyclist safety, attended Rutland's National Night Out event and Vermont State Fair, and provided driver safety presentations to companies as well as student drivers. Officers also distributed reflective bracelets to people walking at night to increase visibility.

Officers from multiple agencies participated in the Champlain Valley Fair traffic safety booth. "Roll Over" vehicles were used at several outreach events to demonstrate the importance of wearing seatbelts. Collectively, the participating agencies performed 57 child safety seat inspections/ installations, held 177 driver education classes, and engaged the public at dozens of events.

## Vermont State Police Traffic Safety Education Programs

| Funding Source | Subrecipient           | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------|-----------------|----------------|----------------|
| Section 405*E* | Dept. of Public Safety | \$68,289        | \$18,153       | Complete       |

### *Description*

The Vermont State Police (VSP) provide direct resources, including safe driving education, to communities in Vermont without local law enforcement agencies. Activities performed by officers under this grant include giving presentations to teen driver education classes, with a focus on impaired and distracted driving, speeding, and seat belt use.

## Performance

In FFY 2025, the VSP participated in or conducted 18 driver education classes and events, as well as several trade shows/conferences. In addition to providing these classes at high school driver education classes, officers held a Safe Winter Driving course for first year medical students at UVM and spoke at Afghan Alliance Legal Rights Class.

The VSP utilizes social media throughout the year to distribute impaired driving campaign materials and conducted three media campaigns for motorists highlighting impaired driving awareness in FFY 2025. Additionally, the VSP continuously tracks and analyzes crash data to respond to crash trends through both education and enforcement.

## Summer Summit for Driver Educators

| Funding Source | Subrecipient            | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------|-----------------|----------------|----------------|
| Section 402DE  | Dept. of Motor Vehicles | \$11,250        | \$5,708        | Complete       |

## Description

The Summer Summit for Driver Educators, organized by the Vermont DMV, provides driver education teachers in the region with an opportunity for professional development. Over 100 invitations were distributed to both public and private driver educators and schools for a training conference. The grant funds an annual one-day conference with expert speakers and meals provided.

## Performance

The annual Summer Summit for Driver Educators was held on August 14<sup>th</sup>, 2025, in Colchester, Vermont. Attendance has continued to increase, reaching 55 attendees in 2025. Six speakers gave presentations on topics related to traffic safety and driver education; these included the Vermont Driver Education Certification System, updates to the DMV's motorcycle safety programs, injury prevention, and the use of simulators in driver education. An evaluation survey was conducted after the summit, which received positive feedback.

## Vermont Highway Safety Alliance

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 402DE  | VHSA         | \$379,900       | \$241,695      | Complete       |

### Description

The VHSA is a nonprofit organization that collaborates with public and private highway safety organizations to achieve their vision of zero traffic fatalities and serious injuries in Vermont. This grant funded the VHSA's Community Outreach Safety Initiative, with the goal of providing community education focused on three key areas: occupant protection (specifically seatbelt use), impaired driving, and speed.

### Performance

In FFY 2025, VHSA aimed to build relationships with its partner organizations and members through engagement at meetings, distribution of a bi-monthly newsletter, and promotion of events via the VHSA website. Community engagement was primarily facilitated by Alliance Sports Marketing at fairs, festivals, and sporting events. The three focus areas of seatbelt use, impaired driving, and speeding were chosen based on FARS data.

A statewide Impaired Driving Conference was held in September in Killington to keep law enforcement, EMS, and educators informed on the most recent research, data, and countermeasures to prevent drugged and drunk driving. The conference was attended by nearly 200 partners and stakeholders.

Additionally, the annual high school PSA contest invited young drivers to create a video to promote safe driving practices. Teens who are attending driver education classes or are newly licensed/permitted drivers develop creative PSAs to educate their peers on distracted and impaired driving risks and statistics in a way that is approachable and relatable. Contest winners are announced in the spring to coincide with Distracted Driving Awareness Month.

Over FFY 2025, approximately 850 Vermonters were engaged by VHSA partner Alliance Highway Safety at festivals, fairs, and other events. Surveys were conducted after each event, resulting in 643 responses that will be used to guide and improve future events and campaigns.

## Safe Drivers Win Every Time

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 402DE  | VTPA         | \$554,250       | \$472,075      | Complete       |

### Description

The VTPA engages and educates young drivers in the areas of distracted and impaired driving, speeding, and occupant protection, this year with the theme "Safe

Drivers Win Every Time.” The VTPA partners with Alliance Highway Safety to perform outreach at schools and student sports events.

### *Performance*

In FFY 2025, the VTPA and Alliance Highway Safety brought the “Choices Matter” program to 25 middle and high schools throughout Vermont. Students heard presentations from speakers personally impacted by impaired or distracted driving crashes and engaged with interactive impairment displays that include a virtual reality simulator and impairment goggles.

The VTPA’s Rule the Road event was brought to two school communities, providing hands-on demonstrations and interactive activities to hundreds of students, family, and school staff. Activities offered at these events included “Distract-A-Match,” challenging participants’ ability to focus under pressure, “Walk the Line” with impairment goggles, and a Drive Square simulator that let participants navigate virtual roadways from a real vehicle.

The VTPA maintained a strong presence at youth sports events and championships, connecting with young drivers in moments of high energy, school pride, and strong peer influence. In FFY 2025, the Choices Matter campaign reached 50 athletic events with activity booths, photo banners, and in-game announcements. These events engaged over 30,000 spectators and athletes and helped anchor safe driving messaging within Vermont’s sports culture.

## **Rutland County Highway Safety Education**

| Funding Source | Subrecipient                 | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------------|-----------------|----------------|----------------|
| Section 402DE  | Rutland City School District | \$27,120        | \$24,720       | Complete       |

### *Description*

This project was initiated to provide enhanced training and education for new drivers throughout Rutland County by making virtual driver training available at the Stafford Technical Center (STC) in Rutland City.

### *Performance*

Two driver simulators and associated equipment were obtained in the summer of 2025 and were available for use by students and instructors throughout the fall semester. During this first semester, STC Public Safety students were the primary users of the simulators. Once this group became familiar with the units, the project director made them available to all Program Instructors at the technical center and with the Rutland High School driver education program. The simulators have

additionally been used and demonstrated at various school events, including open houses, career nights, and parent-teacher conferences.

Beyond the new simulators, the project director organized a Youth Traffic Safety workshop conducted by AAA guest speaker Tom Baran in October and arranged for four students and a teacher from STC to attend the September VHSA Impaired Driving Conference.

In its first year, the program has been successful in helping students to improve their driving skills through use of the simulators. The grantee plans to obtain a third simulator in FFY 2026 to allow more students to train at the same time and hopes to eventually have enough units to train entire classes at a time. The grantee will continue reaching out to local driver education instructors to make virtual training available to more students.

### Highway Safety Program Coordinator – Education

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 402DE  | VTrans       | \$150,000       | \$96,997       | 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 FFY 2025 grant year.

## 3.2 Vulnerable Users

### Problem Statement

Vulnerable road users (VRUs) include motorcyclists, pedestrians, bicyclists, and other nonoccupants. VRUs are at an increased risk of fatality in motor vehicle traffic crashes compared to other road users. This program area encompasses activities that inform 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.

### Performance Measures

The table below summarizes the performance measures and targets for vulnerable road users identified in the 2024-2026 HSP.

| Target                                                                                                         | Performance                                                                  |
|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 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 6.6 to 6.8 in 2025. |
| 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 remained at 1.0 in 2025.      |

### Program Results

The activities pursued under the Vulnerable Users program area in FFY 2025 are summarized below.

| Activity Number | Subrecipient    | Funding Granted | Funds Expended |
|-----------------|-----------------|-----------------|----------------|
| NH25405*E* 201  | Dept. of Health | \$186,784       | \$120,759      |
| NH25405G 001    | Local Motion    | \$141,875       | \$127,893      |
| NH25402 406     | Local Motion    | \$10,000        | \$7,555        |

## Planned Activities

### VDH Vulnerable Road User Safety Program

| Funding Source | Subrecipient    | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------|-----------------|----------------|----------------|
| Section 405*E* | Dept. of Health | \$186,784       | \$120,759      | Complete       |

#### Description

The VDH oversees the Road User Group (RUG) Safety Program as part of the department's Division of Emergency Preparedness, Response, and Injury Prevention. The VDH collaborates with local health organizations, community groups, and state agencies to address public health issues and improve the overall quality of life for Vermont's population. The RUG program focuses on pedestrian, bicyclist, and older driver safety.

Key components of this activity include the Yellow Dot Program, which provides older drivers with a specialized decal that provides medical information to emergency responders in the event of a crash. The RUG program also partners with the Medical Reserve Corps for the Be Bright at Night program, which provides free reflectors and educational materials to pedestrians and bicyclists.

#### Performance

During the FFY 2025 grant period, the RUG program successfully implemented activities across four key areas:

#### Coordination, Partnership, Expertise

The program strengthened existing partnerships and fostered new collaborations in the following ways:

- › Re-established connections with previous partners, engaging local leaders and statewide organizations. Key partners include the UVM Health Center Safe Kids Vermont Coalition, the VHSA Board, Local Motion, municipal Active Transportation groups, and AARP New England partners.
- › Presented at the Nov. 2024 New England Rural Health Conference, attended the national Lifesavers Conference on Roadway Safety, participated in the Bikes at Intersections workgroup, and continued partnering with the Vermont Medical Reserve Corps for community events across the state.
- › Enhanced staff knowledge of transportation safety through professional development by attending various training opportunities.



## Community Plans

The program conducted research and outreach to enhance community planning in order to access the current landscape to provide technical assistance support to interested communities:

- › Collaborated with other VDH efforts to align the Yellow Dot program and Age Strong/Safe Community design program.
- › Collaborated with VDH and Disabilities Aging and Independent Living (DAIL) partners to combine resource maps for older drivers.
- › Conducted a comprehensive assessment of webpages, updating content, data, and graphics for VDH Transportation, Cyclist & Pedestrian, Older Driver, Safe Streets and Watch for Me VT pages.
- › Built out the Yellow Dot webpage on the VDH website.

## Awareness and Outreach

The program worked to increase community awareness of resources through targeted outreach:

- › Maintained a communication plan to promote educational content, including legislative updates, during awareness months via social media.
- › Promoted the Be Bright at Night initiative through MRC across all units in the state.
- › Provided educational program materials at VHSA tabling events.
- › Leveraged outreach events and activities to advance the goals of improving transportation safety, enhancing community engagement, and increasing awareness of available resources.

## First Responder and Healthcare Trainings

The program worked to develop and update educational presentations and trainings for healthcare providers, partners and EMS about the RUG program, including the Yellow Dot program to improve post-crash care of older drivers and their passengers.

## Bicycle and Pedestrian Safety Programming

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405G   | Local Motion | \$141,875       | \$127,893      | Complete       |
| Section 402DE  | Local Motion | \$10,000        | \$7,555        | Complete       |



## Description

Local Motion 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, Local Motion provides education, training, and technical assistance on bicycle and pedestrian safety to local governments, schools, and other non-profits with their Bike Smart and Safe Routes to School (SRTS) programs.

## Performance

In FFY 2025, Local Motion continued to expand the reach of its safety programs. SRTS events were held at 41 schools, reaching 10,559 students throughout the state. This program provides incentive-based safety education and promotes safe walking and biking practices. Bike Smart training was also provided at these schools, and participants completed a total of 55,547 training hours in bike handling and bike safety skills. Through these programs, 589 free helmets were distributed to encourage youth helmet use.

*Photo 2 A Bike Smart trailer (from localmotion.org)*



Outside of SRTS and Bike Smart events, Local Motion held 54 additional education events for both children and adults, including bike workshops, after-school programs, and safe driving instruction for vulnerable users. Free safety items including helmets, lights, and reflectors were also distributed at these events. Local

Motion delivered technical assistance to 32 communities, supporting them in identifying safety priorities, conduct walk audits, pilot infrastructure changes, and strengthen local safety culture.

## 3.3 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. While this can make it challenging to develop data-based strategies, the enforcement, education, and data collection efforts utilized to address this issue are discussed below.

### Performance Measures

The table below summarizes the performance measures and targets for distracted driving identified in the 2024-2026 HSP.

| Target                                                                                                                                    | Performance                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 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 7.0 to 5.6 in 2025. |

### Program Results

The activities pursued under the Distracted Driving program area in FFY 2025 are summarized below.

| Activity Number  | Subrecipient                    | Funding Granted | Funds Expended |
|------------------|---------------------------------|-----------------|----------------|
| NH25405E 104-125 | State and Local Law Enforcement | \$732,031       | \$276,477      |
| NH25405*E* 204   | Preusser Research Group         | \$150,000       | \$87,700       |

## Planned Activities

### High Visibility Distracted Driving Enforcement

| Funding Source | Subrecipient     | Funding Granted | Funds Expended | Project Status |
|----------------|------------------|-----------------|----------------|----------------|
| Section 405E   | Bennington CSD   | \$7,850         | \$6,350        | Complete       |
| Section 405E   | Chittenden CSD   | \$239,246       | \$90,290       | Complete       |
| Section 405E   | Barre City PD    | \$11,500        | \$994          | Complete       |
| Section 405E   | Montpelier PD    | \$5,835         | -              |                |
| Section 405E   | Vergennes PD     | \$22,000        | \$7,587        | Complete       |
| Section 405E   | VSP              | \$93,975        | \$55,215       | Complete       |
| Section 405E   | Essex CSD        | \$12,100        | \$10,749       | Complete       |
| Section 405E   | Rutland CSD      | \$102,725       | \$45,335       | Complete       |
| Section 405E   | Barre Town PD    | \$7,750         | \$1,803        | Complete       |
| Section 405E   | Bennington PD    | \$25,500        | \$6,189        | Complete       |
| Section 405E   | Hardwick PD      | \$5,210         | \$3,767        | Complete       |
| Section 405E   | Manchester PD    | \$6,500         | \$4,021        | Complete       |
| Section 405E   | Morristown PD    | \$7,500         | \$433          | Complete       |
| Section 405E   | Randolph PD      | \$17,500        | \$3,944        | Complete       |
| Section 405E   | St. Johnsbury PD | \$7,335         | -              |                |
| Section 405E   | Weathersfield PD | \$10,725        | \$3,021        | Complete       |
| Section 405E   | Wilmington PD    | \$5,230         | \$2,782        | Complete       |
| Section 405E   | Winhall PD       | \$5,200         | \$4,172        | Complete       |
| Section 405E   | Woodstock PD     | \$12,650        | \$2,644        | Complete       |
| Section 405E   | Washington CSD   | \$40,000        | \$4,731        | Complete       |
| Section 405E   | Windham CSD      | \$20,700        | \$6,259        | Complete       |
| Section 405E   | Windsor CSD      | \$65,000        | \$16,188       | Complete       |

### Description

State and local law enforcement agencies conduct regular patrols and high visibility enforcement of distracted driving laws under this grant, with a focus on areas identified by crash data or the annual distracted driving survey as having high rates of distracted driving or a history of crashes involving distracted drivers.

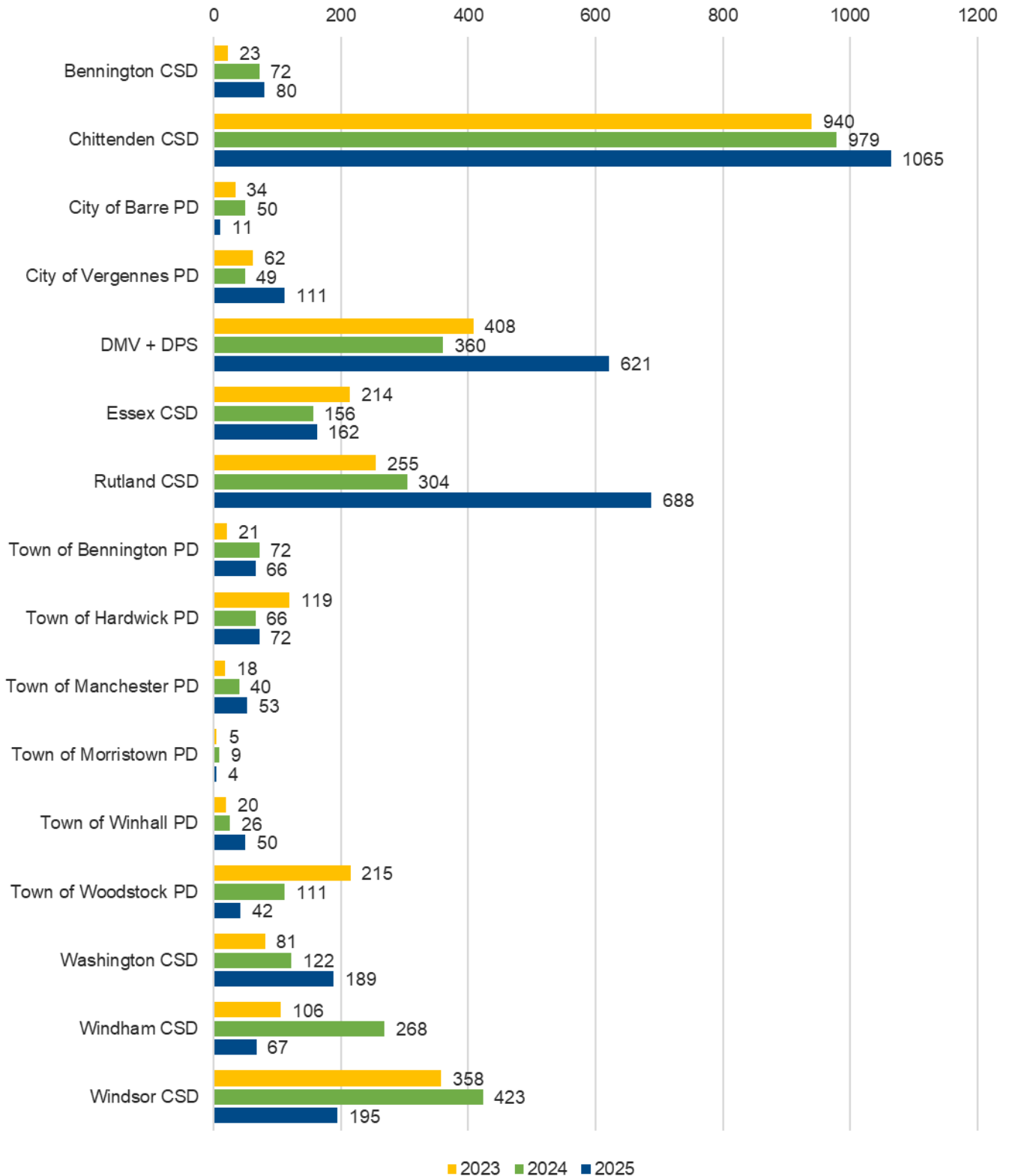
### Performance

In FFY 2025, a combined total of 3,564 hours of patrolling were performed and 611 tickets were issued for portable electronic device violations. During NHTSA's "Put the Phone Away or Pay" mobilization from April 10 to April 14, 2025, 41 participating agencies made contact with 1,681 vehicles and issued 295 citations for handheld

device use, more than double the number of citations issued in 2024 despite a decrease of nearly 600 enforcement hours.

In addition to the statewide mobilization, agencies organized local campaigns and patrolled outside of campaigns. For example, the Town of Barre's PD maintained a regular presence at the town's elementary school during drop off hours to educate drivers on distracted driving, child car seats, and seat belt use. Agencies also utilized social media and in-person outreach to educate their communities about the dangers of distracted driving.

The hours worked during the high visibility enforcement campaigns by agencies that have participated each of the past three years are shown in Figure 19 on the next page.

*Figure 19 Distracted Driving HVE – Hours Worked by Agency, 2023-2025*

## Annual Distracted Driving Survey

| Funding Source | Subrecipient            | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------|-----------------|----------------|----------------|
| Section 405*E* | Preusser Research Group | \$150,000       | \$87,700       | Complete       |

### Description

A survey of seat belt use in Vermont is completed annually by a contracted vendor. Roadside observations are documented at multiple locations throughout Vermont, including in school zones and work zones, and the collected data is used to analyze year-to-year variations in distracted driving rates and identify geographic and demographic trends.

### Performance

Preusser Research Group was contracted by VTrans to perform the distracted driving survey. Data collection was conducted in May and June of 2025 and reported that six percent of Vermont drivers were observed to be distracted (using a handheld or hands-free device) while driving.

The results of the survey are discussed further in Section 4.2.

## 3.4 Impaired Driving

### Problem Statement

For the past seven years, more than half of all crash fatalities in Vermont have involved an impaired operator, and drugged driving now leads drunk driving in fatal crashes. 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 and local campaigns. Alcohol-impaired fatalities have generally decreased in the past five years, from 23 in 2021 to only nine in 2025. Fatalities involving drugs and/or alcohol have also decreased in the past four years, from 45 in 2022 to 33 in 2025. The five-year average for alcohol-impaired fatalities has changed little in the last eight years, and the five-year average for alcohol and/or drug impaired fatalities continues to rise, 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

The table below summarizes the performance measures and targets for impaired driving identified in the 2024-2026 HSP.

| Target                                                                                                                                                      | Performance                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 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 fell from 18.6 to 17.6 in 2025. |
| 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 39.6 to 40.4 in 2025. |

## Program Results

The activities pursued under the Impaired Driving program area in FFY 2025 are summarized below.

| Activity Number  | Subrecipient                                  | Funding Granted | Funds Expended |
|------------------|-----------------------------------------------|-----------------|----------------|
| NH25164 101-123  | Local Law Enforcement                         | \$825,318       | \$329,647      |
| NH25405D 013     | State Law Enforcement                         | \$93,975        | \$26,533       |
| NH25405D 014-018 | State and Local Law Enforcement               | \$224,293       | \$110,401      |
| NH25405D 019     | VT Criminal Justice Council                   | \$383,350       | \$354,305      |
| NH25402 213      | VT Criminal Justice Council                   | \$30,000        | \$23,372       |
| NH25405D 022     | Private Firm                                  | \$85,000        | -              |
| NH25402 401      | Hartford Community Restorative Justice Center | \$26,824        | \$25,731       |
| NH25405D 020     | Dept. of Public Safety                        | \$617,995       | \$533,541      |
| NH25405D 021     | Dept. of States Attorney's and Sheriffs       | \$344,704       | \$220,257      |
| NH25405*E* 200   | Dept. of States Attorney's and Sheriffs       | \$100,000       | -              |

## Planned Activities

### High Visibility Impaired Driving Enforcement

| Funding Source | Subrecipient   | Funding Granted | Funds Expended | Project Status |
|----------------|----------------|-----------------|----------------|----------------|
| Section 164AL  | Bennington CSD | \$11,775        | \$8,046        | Complete       |
| Section 164AL  | Chittenden CSD | \$215,540       | \$45,789       | Complete       |
| Section 164AL  | Barre City PD  | \$19,520        | \$774          | Complete       |
| Section 164AL  | Montpelier PD  | \$9,135         | -              |                |

| Funding Source | Subrecipient     | Funding Granted | Funds Expended | Project Status |
|----------------|------------------|-----------------|----------------|----------------|
| Section 164AL  | Vergennes PD     | \$35,000        | \$13,786       | Complete       |
| Section 164AL  | DMV              | \$5,152         | \$1,116        | Complete       |
| Section 164AL  | Essex CSD        | \$7,876         | \$7,264        | Complete       |
| Section 164AL  | Rutland CSD      | \$197,700       | \$89,790       | Complete       |
| Section 164AL  | Barre Town PD    | \$5,825         | \$2,043        | Complete       |
| Section 164AL  | Bennington PD    | \$19,340        | \$5,656        | Complete       |
| Section 164AL  | Berlin PD        | \$15,000        | \$9,701        | Complete       |
| Section 164AL  | Hardwick PD      | \$6,185         | \$4,562        | Complete       |
| Section 164AL  | Manchester PD    | \$15,000        | \$5,869        | Complete       |
| Section 164AL  | Morristown PD    | \$7,500         | \$750          | Complete       |
| Section 164AL  | Randolph PD      | \$16,000        | \$7,673        | Complete       |
| Section 164AL  | St. Johnsbury PD | \$7,335         | \$206          | Complete       |
| Section 164AL  | Weathersfield PD | \$10,725        | \$4,724        | Complete       |
| Section 164AL  | Wilmington PD    | \$7,510         | \$2,291        | Complete       |
| Section 164AL  | Winhall PD       | \$9,100         | \$4,345        | Complete       |
| Section 164AL  | Woodstock PD     | \$11,600        | \$3,945        | Complete       |
| Section 164AL  | Washington CSD   | \$60,000        | \$36,901       | Complete       |
| Section 164AL  | Windham CSD      | \$72,500        | \$56,106       | Complete       |
| Section 164AL  | Windsor CSD      | \$60,000        | \$18,312       | Complete       |

### Description

State and local law enforcement agencies utilize grant funding to conduct regular patrols and high visibility impaired driving enforcement. Agencies participate in multiple state-wide mobilizations and in data-driven local enforcement and education efforts.

### Performance

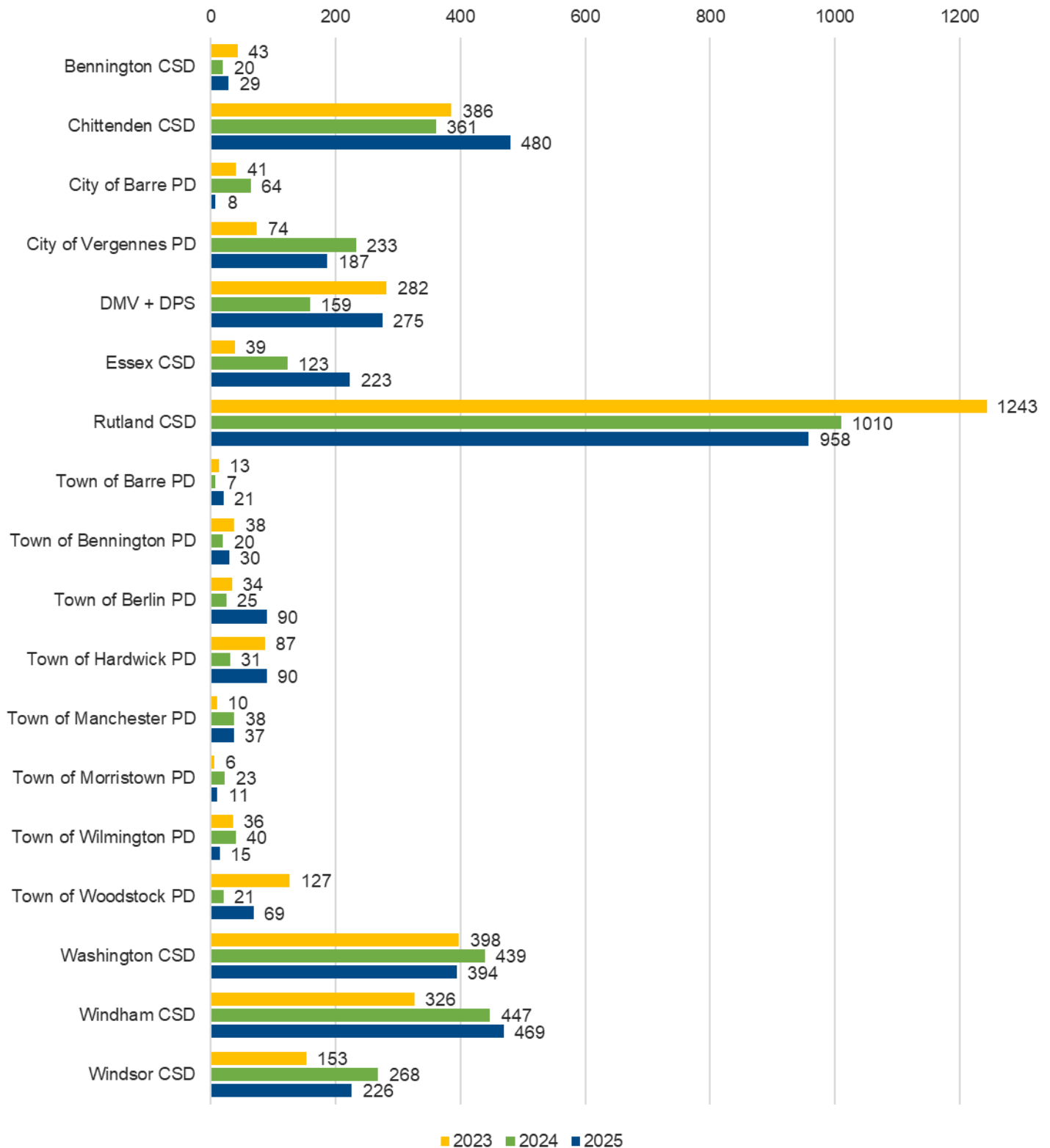
In FFY 2025, a combined total of 3,587 hours of patrolling were performed and 94 DUI arrests were made by the 22 agencies listed above and subgrantee agencies who receive pass-through funding. A total of 52 agencies participated in the winter holiday “Drive Sober or Get Pulled Over” NHTSA enforcement campaign, and 43 in the Labor Day weekend campaign. These campaigns took place between December 13, 2024, and January 1, 2025, and between August 15 and September 1, respectively. A combined total of 7,129 hours of enforcement were performed over the two campaigns, resulting in 10,389 vehicle stops and 147 DUI arrests. Significantly fewer check points were conducted than in previous years (20 in FFY 2025 compared to 61 in FFY 2024 and 48 in FFY 2023), but the number of DUI arrests continued to increase (from 137 in FFY 2024 and 127 in FFY 2023).



Agencies focused enforcement efforts, whether during campaigns or regular patrolling, to specific times and areas of concern in their jurisdictions identified through experience and crash data. Many agencies carried out saturation patrols around events such as Superbowl Sunday, St. Patrick's Day, and homecoming, prom, or graduations at local schools. Agencies use social media to communicate upcoming enforcement campaigns with the public, and officers regularly engage with and educate the public on the consequences of impaired driving.

The hours worked during the high visibility enforcement campaigns by agencies that have participated each of the past three years are shown in Figure 20 on the next page.

Figure 20 Impaired Driving HVE – Hours Worked by Agency, 2023-2025



## Drug Recognition Expert Call-Out Pay

| Funding Source | Subrecipient                 | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------------|-----------------|----------------|----------------|
| Section 405D   | Chittenden CSD               | \$72,600        | \$64,044       | Complete       |
| Section 405D   | Rutland CSD                  | \$76,435        | \$34,604       | Complete       |
| Section 405D   | Dept. of Public Safety (VSP) | \$58,891        | \$8,277        | Complete       |
| Section 405D   | Dept. of Motor Vehicles      | \$6,971         | \$1,361        | Complete       |
| Section 405D   | Div. of Liquor Control       | \$9,397         | \$2,115        | Complete       |

### Description

The DRE program in Vermont is a specialty area of law enforcement with officers trained to recognize impairment in drivers under the influence of drugs other than, or in addition to, alcohol. The DRE program improves the identification and prosecution of drug-impaired driving in Vermont, and this grant is used to provide overtime pay for statewide DRE evaluation call outs as needed.

### Performance

The Chittenden and Rutland County Sheriffs' Departments received pass-through funding to support local agencies with DREs on staff, listed below:

- › Berlin PD
- › Bennington PD
- › Colchester PD
- › Dover PD
- › Essex PD
- › Hartford PD
- › Lyndonville PD
- › Manchester PD
- › Middlebury PD
- › Milton PD
- › Morristown PD
- › Newport PD
- › Orleans CSD
- › Randolph PD
- › Richmond PD
- › South Burlington PD
- › St. Albans PD
- › Vergennes PD
- › Williston PD
- › Wilmington PD
- › Windsor CSD
- › Winhall PD

Additionally, the Division of Liquor Control (DLC) within the Vermont Department of Liquor and Lottery, the DMV, and the Department of Public Safety (DPS) received direct funding for on-staff DREs.

A total of 502 DRE evaluations were performed in FFY 2025, with 203 performed on grant-funded time. Current DREs participated in two annual recertification trainings; seven new DREs and three prosecutors were trained in FFY 2025 for a total of 44 DREs at the end of the grant year.

## Vermont Police Academy Highway Safety Training Coordinator

| Funding Source | Subrecipient                | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------------------|-----------------|----------------|----------------|
| Section 402PT  | VT Criminal Justice Council | \$383,350       | \$354,305      | Complete       |
| Section 405D   | VT Criminal Justice Council | \$30,000        | \$23,372       | Complete       |

### Description

The Vermont Criminal Justice Council (VCJC) supports training programs at the Vermont Police Academy (VPA) that enable officers to detect and collect evidence of impaired driving, and document and analyze crash evidence to identify impaired driving causation. The Training Coordinator monitors statewide trends and works with other highway safety leaders to address issues through VPA course offerings.

### Performance

The following courses were offered in FFY 2025:

- › DUI Detection/Standard Field Sobriety Test (SFST) – offered four times, trained 101 officers
- › DUI/SFST Refresher – offered three times, training 29 officers
- › Advanced Roadside Impaired Driving Enforcement (ARIDE) – offered eight times, trained 127 officers
- › Drug Impairment Training for Education Professionals (DITEP) – offered 14 times, trained 164 education professionals
- › DataMaster DMT Supervisor Course – offered four times, trained 19 officers to be their department's Point of Contact
- › Drug Recognition Expert Course – two-week training attended by seven officers and four auditors, with all seven officers successfully certified as new DREs
- › DRE Semi-Annual Refresher

The Training Coordinator ensured all curriculum was updated to comply with the updated version of the 2023 Impaired Driving Curriculum released by NHTSA in April of 2025. A new rule adopted by the VCJC requires all officers who take DUI/SFST training to complete ARIDE training within three years of completing

DUI/SFST courses; to advance this goal, a list of officers who need to complete ARIDE training was compiled and notification sent to each agency department head.

In addition to the training courses listed above, the following opportunities for continuing education were offered:

- › Governor’s Highway Traffic Safety Conference (Concord, NH) – attended by seven DREs
- › IACP Impaired Driving and Traffic Safety Conference (Chicago, IL) – attended by seven DREs and the Training Coordinator
- › Borkenstein Drug Course (Philadelphia, PA) – attended by two DREs
- › DUI/SFST Instructor Development Course (Auburn, ME) – attended by two DREs

In June, an SFST/DEC Program Assessment was performed, with a final report<sup>1</sup> released in July. The three-day assessment was attended by a NHTSA representative, four subject matter experts selected by NHTSA, and 21 Vermont panelists who provided information to the assessment team which was used to complete a comprehensive review of the state’s SFST and DEC programs. The report’s recommendations will be used to guide the programs, and the Training Coordinator will continue to assist in the implementation of additional program standards as recommended in FFY 2026.

## Judicial Outreach Liaison

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405D   | Private Firm | \$85,000        | -              |                |

### 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 the grant cycle.

<sup>1</sup> <https://shso.vermont.gov/sites/ghsp/files/documents/VT%20DRE-SFST%20Assessment%20Final%20Report.pdf>

## Vermont Safe Driving Program

| Funding Source | Subrecipient                                  | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------------------------------------|-----------------|----------------|----------------|
| Section 402DE  | Hartford Community Restorative Justice Center | \$26,824        | \$25,731       | Complete       |

### Description

The Vermont Safe Driving Program is an optional class for traffic violation offenders designed to teach participants about the human consequences of negligent, impaired, and reckless driving. It is offered both online and in-person throughout the state and is sponsored by the Hartford Community Restorative Justice Center (CRJC). Through discussion and interactive activities, 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 FFY 2025, the RCJC held its annual training for class facilitators and maintained the Safe Driving Program. The program includes a Victim Panel, where speakers discuss how impaired or reckless driving impacted their lives, families, or communities. Upon program completion, participants create safe driving plans and write program evaluations, which include identifying the impacts of unsafe driving.

*Photo 3 The Red Ribbon Tree in the Vermont Statehouse at the 2025 Red Ribbon Ceremony*



In addition to the Safe Driving Program, the RCJC and its partners organized the annual Red Ribbon Ceremony to honor victims of drunk driving, which was held on December 10, 2024, and began planning for the 2025 ceremony within the grant year.

## Forensic Laboratory Support Program

| Funding Source | Subrecipient           | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------|-----------------|----------------|----------------|
| Section 405D   | Dept. of Public Safety | \$617,995       | \$533,541      | Complete       |

### Description

The VFL conducts blood sample testing for DUI-drug cases and 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 DUI-drug cases, training for lab employees, purchase and maintenance of laboratory instruments and supplies (including the Intox DMT breath testing units), training for officers who operate DMT equipment, and contract services in addition to supporting the salary of one analyst.

### Performance

In FFY 2025, the VFL continued deploying refurbished DMTs and successfully completed Application Performance Monitoring and Remote Procedure Calls on all DMTs in the field. Over 140 officers became certified as DMT Operators or DMT Supervisors, and a DMT technician successfully completed a DMT calibration proficiency test. VFL analysts successfully completed blood alcohol and drug proficiency tests and attended the International Association for Chemical Testing (IACT) Annual Conference, Society of Forensic Toxicologists Annual Meeting, and Northeastern Association of Forensic Scientists Annual Meeting. Additionally, the VFL participated in the NHTSA SFST/DEC Assessment.

Over the course of the grant period, VFL analysts reported toxicology results for approximately 700 cases submitted by law enforcement and wrote 200 affidavits for DUI court cases.



## Traffic Safety Resource Prosecutors Program

| Funding Source | Subrecipient                            | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------------------------------|-----------------|----------------|----------------|
| Section 405D   | Dept. of State's Attorneys and Sheriffs | \$344,704       | \$220,257      | Complete       |
| Section 405*E* | Dept. of State's Attorneys and Sheriffs | \$100,000       | -              | Complete       |

### Description

TSRPs provide education, guidance, training, and assistance to prosecutors, law enforcement officers, and the VFL in the investigation and prosecution of impaired driving cases. Additionally, TSRPs perform outreach to educate the public on safe driving habits and provide technical legal support for legislative initiatives within the Department of State's Attorneys and Sheriffs (SAS).

### Performance

A new TSRP was successfully onboarded within the first quarter of FFY 2025. TSRPs conducted or participated in the following training courses in FFY 2025:

- › SAS Annual Training
- › DRE Training
- › DRE Recertification Training
- › VPA Training – Recruits and Prosecutors
- › Franklin County DUI Law Refresher – Officers and Prosecutors
- › Orleans County DUI Law Refresher – Officers and Prosecutors

Additionally, TSRPs created a “DUI bootcamp” webinar training for prosecutors, consisting of weekly hour-long recorded presentations. TSRPs also refer prosecutors to virtual training offered by the National, Florida, and Michigan TSRP Programs and relevant out-of-state in-person training opportunities. In total, 70 trainings were held in FFY 2025; surveys conducted after the courses listed above reflected positive feedback for trainings provided by TSRPs.

In addition to education, TSRPs provided the following services:

- › Provide individual guidance and advice to law enforcement and prosecutors with specific questions in cases or situations and during hearings and trials, including:
  - Perform legal and practical research and report relevant case law and supporting scientific research studies.



- Draft responsive legal memos.
- Review cases to develop investigation and prosecution strategy, assess case strengths and weaknesses, and identify missing information necessary to the successful prosecution of a case.
- › Provide trial performance reviews.
- › Respond to requests for Post Incident Review cases, which are DUI Drug cases in which a DRE was unable to assess an operator for impairment due to unavailability or refusal. TSRPs review these cases for viability and coordinate with DRE instructors for opinions and follow up throughout the prosecution of the case.
- › Complete amendments to the Vermont DUI Manual.
- › Draft and distribute memorandums regarding court decisions in DUI-related cases and changes in DUI laws.
- › Provide insight and analysis of proposed legislation and draft legislative fixes to correct inconsistencies in DUI-related statutes, as well as deficiencies in current Vermont Highway Safety law.
- › Present testimony to the legislature on highway safety matters.
- › Serve on task force reviewing potential means to lessen detention times for DUI suspect investigations.

In FFY 2025, TSRPs prosecuted or assisted in the prosecution of over 500 impaired driving cases.

## 3.5 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 overall crashes they are involved in. There were 18 motorcycle fatalities in Vermont in 2023, the highest number since 2016, followed by a 10-year low of five fatalities in 2024. In 2025, this number rose to nine.

Rider training has been recognized as Vermont's best option to reduce fatalities. Vermont law requires motorcyclists to wear helmets, and Vermont has had three or fewer 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

The table below summarizes the performance measures and targets for motorcycle safety identified in the 2024-2026 HSP.

| Target                                                                                                                  | Performance                                                                    |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 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 12.6 to 12.4 in 2025. |
| 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 remained at 1.8 in 2025.        |

## Program Results

The activities pursued under the Motorcycle Safety program area in FFY 2025 are summarized below.

| Activity Number | Subrecipient            | Funding Granted | Funds Expended |
|-----------------|-------------------------|-----------------|----------------|
| NH25405F 000    | Dept. of Motor Vehicles | \$25,780        | \$4,442        |

## Planned Activities

### Vermont Rider Education Program

| Funding Source | Subrecipient            | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------|-----------------|----------------|----------------|
| Section 405F   | Dept. of Motor Vehicles | \$25,780        | \$4,442        | Complete       |

#### Description

The Vermont Rider Education Program (VREP) is an optional training program offered by the Vermont DMV for new and experienced motorcyclists. Courses are offered at locations throughout the state as weather allows, generally between May and October.

#### Performance

During the 2025 grant cycle, 1,016 new riders were trained through VREP, up from 870 in 2024. An additional 75 experienced riders also received training, and overall in the 2025 season, 89 percent of available spots were utilized. A new training site in St. Johnsbury was available in 2025 after the previous site was closed in 2024.

due to flooding, bringing the total number of training sites back to seven and doubling the number of training courses available in the Northeast Kingdom (from 72 in 2024 to 144 in 2025). Although five coaches stepped down in the beginning of the year, six new coaches received Motorcycle Safety Foundation RiderCoach training and certification in time for the 2025 training season. All 34 active instructors from 2024 were retained and received annual pre-season training.

Several new outreach efforts were initiated or expanded in 2025; for the first time, grant funding was used to participate in the Champlain County Fair alongside the VHSA, enabling VREP to interact with approximately 550 people over the course of nine days to spread awareness of the program. VREP also collaborated with the SHSO to target marketing and outreach to friends and family of motorcyclists or potential motorcyclists, which led to an increase in family members purchasing training courses as a gift for prospective new riders in their lives.

## 3.6 Occupant Protection

### Problem Statement

Unrestrained occupants consistently make up approximately one third 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 to a high of 90.4 percent in 2022 and since then has slightly decreased each year, reaching an eight-year low of 87.5 percent in 2025.

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

The table below summarizes the performance measures and targets for occupant protection identified in the 2024-2026 HSP.

| Target                                                                                                                                  | Performance                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| 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 fell from 25.8 to 24.6 in 2025. |

| Target                                                                                                                                                                                               | Performance                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 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 88.4% to 87.5% in 2025. |

## Program Results

The activities pursued under the Occupant Protection program area in FFY 2025 are summarized below.

| Activity Number   | Subrecipient                    | Funding Granted | Funds Expended |
|-------------------|---------------------------------|-----------------|----------------|
| NH25405B 000, 002 | Dept. of Health                 | \$269,913       | \$195,357      |
| NH25405B 001      | Preusser Research Group         | \$150,000       | \$75,000       |
| NH25402PT 210     | Dept. of Motor Vehicles         | \$8,600         | \$2,871        |
| NH25402OP 101-124 | State and Local Law Enforcement | \$1,005,063     | \$548,535      |
| NH25405*E* 203    | VTrans                          | \$50,000        | -              |

## Planned Activities

### Vermont Child Passenger Safety Program

| Funding Source | Subrecipient    | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------|-----------------|----------------|----------------|
| Section 405B   | Dept. of Health | \$269,913       | \$195,357      | Complete       |

#### Description

The Vermont Child Passenger Safety (CPS) Program provides car seat safety education and free car seat checks throughout the state. Seat checks are performed at a variety of events by a dedicated network of mostly-volunteer child safety technicians.

#### Performance

The CPS program faced several challenges in FFY 2025, including personnel changes and workforce shortages, and the cancellation of multiple community events where car seat checks take place due to extreme weather. Funding limitations and manufacturer delays also impacted the number of new car seats ordered and received.

Despite these challenges, the CPS Program performed 1,646 seat checks, operated 74 seat check Assistance Stations, and held 20 Seat Check events.

Additionally, educational display tables were displayed at 16 events throughout the state, and two educational presentations were given in Chittenden County and Orange County. The Be Seat Smart website was maintained and improved, and digital program materials were downloaded at least 2,182 times in 2025, up from 891 downloads in 2024.

The number of certified CPS technicians was maintained at 224 in the 2025 grant cycle through the recertification of technicians from 2024 and 52 newly certified technicians. Five certification courses were held throughout the grant year. The program also met its goal of increasing the number of technicians working in healthcare, from 41 in 2024 to 52 in 2025.

Customer satisfaction rates increased in 2025, with 100 percent of those who completed a survey after attending a CPS event indicating that their experience with a CPS technician was “good” or “fantastic”.

## Safety Education for Child Passenger Seats

| Funding Source | Subrecipient            | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------|-----------------|----------------|----------------|
| Section 402PT  | Dept. of Motor Vehicles | \$150,000       | \$73,600       | Complete       |

### Description

This program was started in 2025 to compliment the VDH CPS Program and expand educational opportunities throughout the state to decrease the rate of improperly installed child safety seats.

### Performance

During FFY 2025, the DMV held Child Seat Check Events and mobile seat checks in conjunction with the VDH, coordinated a Child Seat Fitting Station in Montpelier, and presented at regional events (Champlain Valley Fair, National Night Out, Touch-A-Truck events). Additionally, the DMV performed outreach to educate parents and caregivers on proper use of Child Passenger Seats.

The DMV conducted 20 seat checks at four seat check events in Caledonia, Washington, and Chittenden counties. An additional 61 seat checks were conducted with the DMV mobile assistance station, which assisted caregivers across nine counties who were unable to attend events. Seven tabling events were held which reached over 1,600 community members.

The DMV’s Child Passenger Seat Technician Proxy became a Technical Instructor and assisted in the certification of 17 new technicians and re-certification of seven existing technicians.

## Annual Seat Belt Survey

| Funding Source | Subrecipient            | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------|-----------------|----------------|----------------|
| Section 405B   | Preusser Research Group | \$150,000       | \$75,000       | Complete       |

### Description

A survey of seat belt use in Vermont is completed annually per NHTSA Uniform Criteria. Roadside observations are documented at multiple locations in every Vermont county, and the collected 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. Data collection was conducted between May 30, 2025 and June 21, 2025 at 89 sites across the state, and found that Vermont drivers and front outboard passengers had a combined weighted seat belt use of 87.5 percent.

The results of the survey are discussed further in Section 4.1.

## National Mobilizations, Ongoing and Periodic Seatbelt and Child Passenger Restraint Enforcement

| Funding Source | Subrecipient                 | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------------|-----------------|----------------|----------------|
| Section 402OP  | Bennington CSD               | \$31,985        | \$24,206       | Complete       |
| Section 402OP  | Chittenden CSD               | \$260,540       | \$106,593      | Complete       |
| Section 402OP  | Barre City PD                | \$14,000        | \$2,577        | Complete       |
| Section 402OP  | Montpelier PD                | \$5,835         | -              |                |
| Section 402OP  | Vergennes PD                 | \$36,500        | \$30,546       | Complete       |
| Section 402OP  | Dept. of Motor Vehicles      | \$7,652         | \$3,837        | Complete       |
| Section 402OP  | Dept. of Public Safety (VSP) | \$100,900       | \$81,5356      | Complete       |
| Section 402OP  | Essex CSD                    | \$7,876         | \$7,876        | Complete       |
| Section 402OP  | Rutland CSD                  | \$187,900       | \$136,363      | Complete       |
| Section 402OP  | Barre Town PD                | \$5,825         | \$2,676        | Complete       |
| Section 402OP  | Bennington PD                | \$50,000        | \$39,115       | Complete       |
| Section 402OP  | Berlin PD                    | \$14,000        | \$6,792        | Complete       |
| Section 402OP  | Hardwick PD                  | \$5,000         | \$1,119        | Complete       |
| Section 402OP  | Manchester PD                | \$18,000        | \$16,045       | Complete       |
| Section 402OP  | Morristown PD                | \$7,500         | \$518          | Complete       |
| Section 402OP  | Randolph PD                  | \$16,000        | \$8,557        | Complete       |

| Funding Source | Subrecipient     | Funding Granted | Funds Expended | Project Status |
|----------------|------------------|-----------------|----------------|----------------|
| Section 402OP  | St. Johnsbury PD | \$10,335        | -              |                |
| Section 402OP  | Weathersfield PD | \$10,725        | \$4,906        | Complete       |
| Section 402OP  | Wilmington PD    | \$12,650        | \$7,293        | Complete       |
| Section 402OP  | Winhall PD       | \$15,740        | \$12,951       | Complete       |
| Section 402OP  | Woodstock PD     | \$12,100        | \$5,392        | Complete       |
| Section 402OP  | Washington CSD   | \$50,000        | \$18,474       | Complete       |
| Section 402OP  | Windham CSD      | \$69,000        | \$10,878       | Complete       |
| Section 402OP  | Windsor CSD      | \$55,000        | \$20,287       | Complete       |

### Description

Vermont law enforcement agencies have participated in national Click It or Ticket (CIOT) / Buckle Up campaigns since 2002. The SHSO has strongly supported and promoted the Click it Or Ticket Campaign for many years. Beginning in 2022, Vermont rebranded the campaign as Buckle Up Vermont, but the commitment has remained the same. Funding is provided to agencies to engage in occupant protection enforcement patrols throughout the year, targeting areas of low seat belt usage based on seat belt survey and crash data.

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. The Buckle Up Campaign is the only HVE Campaign using a task force model to increase enforcement. North and south regional leaders, and County or Team Leaders, are assigned to coordinate and direct patrols on the ground within their areas of responsibility. The Team Leaders organize patrols, sometimes with multiple agencies, and then report their activity to the Regional Leaders. The Regional Leaders then report back to the SHSO Liaison who is running the campaign. In 2025 the SHSO conducted a press conference at the Fairhaven Welcome Center located on US Route 4, approximately one mile from the New York state border. Vermont law enforcement agencies partnered with the New York State Police. High school students attended and participated in a friendly game of “Battle of the Belts,” encouraging the use of seat belts. Speakers at the event included the following:

- › Rutland County States Attorney Ian Sullivan
- › New York State Police Major Jonathan Herrick
- › Vermont State Police Captain Matthew Daley

- › Bennington Police Department Chief Paul Doucette
- › A speaker from Regional Ambulance

### *Performance*

In FFY 2025, 21 agencies performed 6,372 hours of patrolling and issued tickets for 113 seat belt violations and 30 child passenger seat violations.

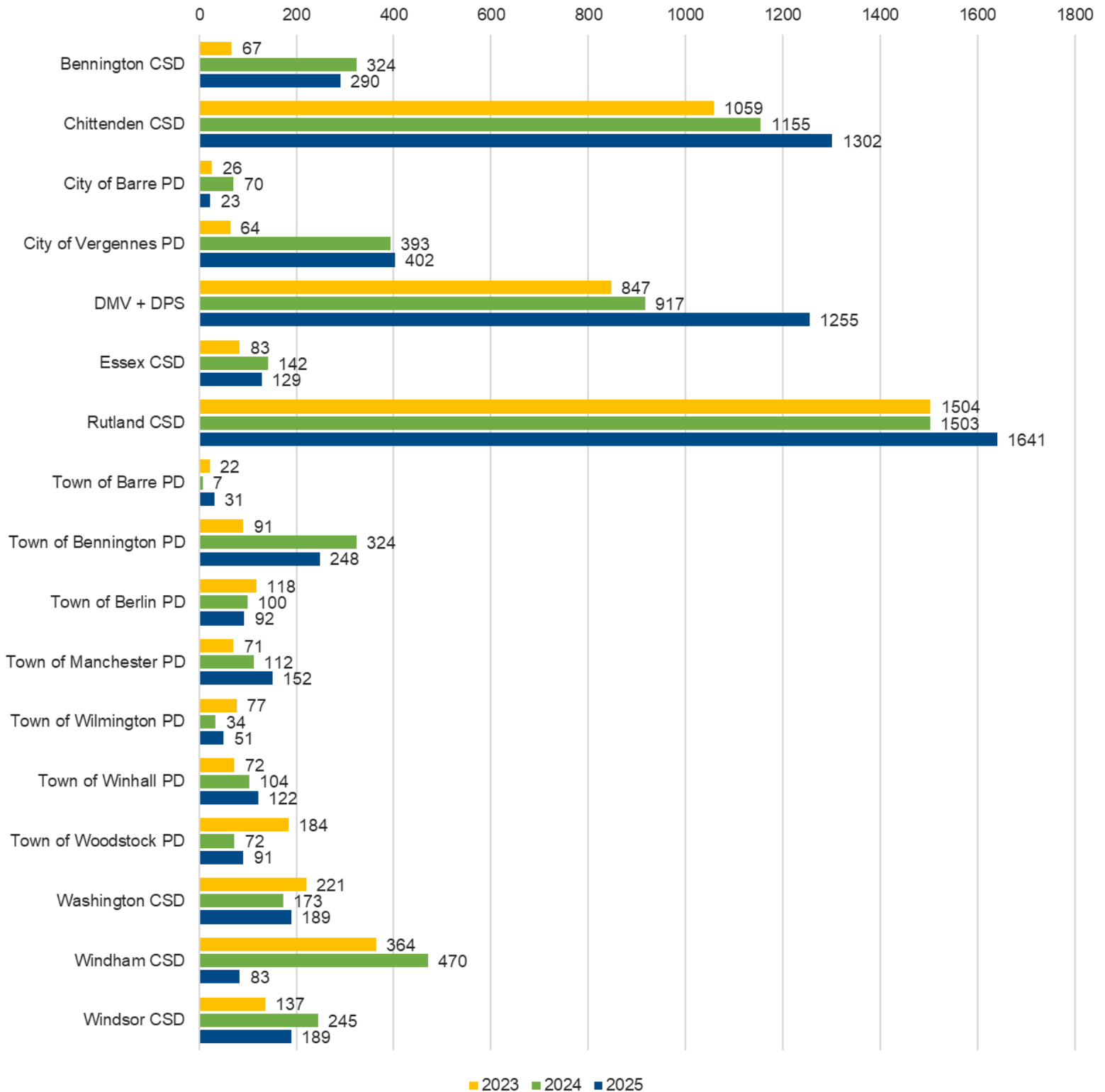
A total of 54 Vermont law enforcement agencies participated in one or both of the two Buckle Up campaigns held during FFY 2025. These included 44 agencies that participated in the Buckle Up/Buzzed Driving is Drunk Driving campaign that took place from November 27, 2024 to December 1, 2025, and 50 agencies that participated in the Buckle Up mobilization from May 19 to June 1, 2025.

A combined total of 4,119 hours of enforcement were performed over the two campaigns, resulting in 110 seat belt tickets and seven child passenger seat citations issued. Agencies concentrate their efforts on known areas of concern and times of the day, week, or year that see higher traffic and higher rates of unbelted occupants, such as rush hour, weekends, and the summer months. In addition to HVE and regular patrolling, many agencies attended the Buckle Up Press Conference. Overall, the press conferences have been very productive and have been well attended by multiple Law Enforcement Agencies.

The hours worked during the high visibility enforcement campaigns by agencies that have participated each of the past three years are shown in Figure 21 on the next page.



Figure 21 Occupant Protection HVE – Hours Worked by Agency, 2023-2025



## Highway Safety Conference

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405*E* | VTrans       | \$50,000        | -              |                |

### Description

The purpose of this activity was to establish a conference for educating public and private partners on emerging highway safety issues.

### Performance

The Highway Safety Conference was not held in FFY 2025.

## 3.7 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 the state, local, and non-profit organizations that run these safety projects, providing expertise and guidance.

To administer these programs effectively, the SHSO has five staff who plan and administer all programs. 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 two employees who charge time as program coordinators outside of planning and administration funds.

### Program Results

The activities pursued under the Planning and Administration program area in FFY 2025 are summarized below.

| Activity Number | Subrecipient | Funding Granted | Funds Expended |
|-----------------|--------------|-----------------|----------------|
| NH25402 000-004 | VTrans       | \$1,083,751     | \$445,668      |
| NH25164 000-003 | VTrans       | \$198,607       | \$82,003       |

## Planned Activities

### SHSO Planning and Administration

| Funding Source | Subrecipient                | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------------------|-----------------|----------------|----------------|
| Section 164PA  | State Highway Safety Office | \$138,607       | \$82,003       | Complete       |
| Section 402PA  | State Highway Safety Office | \$833,751       | \$330,389      | Complete       |

#### 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 2025 at the same staff level. The SHSO also maintained Vermont's membership in the Governor's Highway Safety Association.

### Electronic Grant Management

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 164PA  | Agate        | \$60,000        | -              | Complete       |
| Section 402PA  | Agate        | \$250,000       | \$115,279      | Complete       |

#### 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 reviews and audits.

#### Performance

GEARS was successfully used to manage grant reporting in FFY 2025. Grantees submitted their applications, progress reports, invoices, and supporting documentation through the GEARS website.

## 3.8 Police Enforcement Services

### Problem Statement

The SHSO provides resources to all law enforcement agencies in the state, as well as to organizations that provide training to officers. The SHSO collaborates with its LELs who encourage participation in national enforcement initiatives and serve as resources for local agencies.

### Performance Measures

The table below summarizes the performance measures and targets for police enforcement identified in the 2024-2026 HSP.

| Target                                                                                                                     | Performance                                                                      |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 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 fell from 68.0 to 67.8 in 2025.   |
| 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 285.2 to 296.4 in 2025. |
| 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 fell from 23.2 to 23.0 in 2025.   |
| 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 12.6 to 12.4 in 2025.   |

### Program Results

The activities pursued under the Police Enforcement program area in FFY 2025 are summarized below.

| Activity Number  | Subrecipient                   | Funding Granted | Funds Expended |
|------------------|--------------------------------|-----------------|----------------|
| NH25402 700      | Dept. of Public Safety (VSP)   | \$110,280       | \$33,881       |
| NH25402 290      | VTrans                         | \$125,000       | \$87,243       |
| NH25402 202-204  | Law Enforcement Liaisons       | \$105,000       | \$74,408       |
| NH25405D 010-012 | Law Enforcement Liaisons       | \$140,000       | \$74,408       |
| NH25405E 101-103 | Law Enforcement Liaisons       | \$105,000       | \$74,408       |
| NH25402 212, 214 | Local Law Enforcement Agencies | \$500,000       | -              |
| NH25402 125-128  | SHARP                          | \$711,819       | \$445,231      |
| NH25164 124-127  | SHARP                          | \$122,570       | \$111,707      |

| Activity Number  | Subrecipient | Funding Granted | Funds Expended |
|------------------|--------------|-----------------|----------------|
| NH25405E 126-129 | SHARP        | \$75,425        | \$75,488       |

## Planned Activities

### Crash Reconstruction Team (CRT) Support

| Funding Source | Subrecipient           | Funding Granted | Funds Expended | Project Status |
|----------------|------------------------|-----------------|----------------|----------------|
| Section 402AI  | Dept. of Public Safety | \$110,280       | \$33,881       | Complete       |

#### Description

The VSP Crash Reconstruction Team (CRT) responds to fatal and serious injury crashes throughout the state to assist state and local agencies in investigations resulting in criminal culpability. This grant helps fund the training and equipment utilized by the CRT to provide technical support in crash investigations and ultimately determine the contributing factors and primary causes of serious crashes.

Certified CRT members are state troopers who have completed three levels of nationally recognized training. They utilize Crash Data Retrieval (CDR) systems to access Event Data Recorder (EDR) information, GNSS mapping equipment to electronically document conditions at crash scenes, and 3D modeling software to create orthographic images of crash scenes.

#### Performance

During the FFY 2025 grant cycle, the CRT was activated 51 times, down from 74 in the previous grant cycle. This is due in part to the CRT now responding exclusively to cases with some degree of criminal culpability, whereas in previous years the CRT has been activated for every crash where the VSP was the responding agency. The reduction in CRT activations is also due to the slight reduction in fatal crashes with the 2025 grant year. The CRT continues to assist other agencies in attaining pre-crash data from EDRs as the only organization in the state with the capability to obtain and analyze EDR data.

CRT members provided 95 hours of classroom instruction and instructed 89 recruits over the course of teaching two Level III VPA classes and one Level II crash investigation class. These classes give recruits the opportunity to learn from the field experience of CRT members who teach them how to investigate a collision, safely manage a crash scene, and fill out a Uniform Crash Report (UCR).

The following courses and conferences were attended by CRT members in FFY 2025:

- › At-Scene Crash Investigation Course
- › Commercial Motor Vehicle Collision Investigation Course
- › CDR Technician Course
- › CDR Analyst Course
- › EDR Research and Training Symposium

Equipment purchased during the grant year included CDR cables and software licenses.

### Highway Safety Program Coordinator – Law Enforcement

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 402PT  | VTrans       | \$125,000       | \$87,243       | 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 HSP and Annual Report.

#### Performance

The SHSO managed the safety program for the year at the same staff level. Site visits were performed at Windham CSD, Vergennes PD, and Washington CSD in 2025, and all three were found to be in good or excellent standing with SHSO policies and procedures.

## Law Enforcement Liaisons

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 402PT  | LEL North    | \$10,000        | \$1,742        | Complete       |
| Section 405D   |              | \$10,000        | \$1,742        | Complete       |
| Section 405E   |              | \$10,000        | \$1,742        | Complete       |
| Section 402PT  | LEL South    | \$50,000        | \$36,667       | Complete       |
| Section 405D   |              | \$70,000        | \$36,667       | Complete       |
| Section 405E   |              | \$50,000        | \$36,667       | Complete       |
| Section 402PT  | LEL #3       | \$45,000        | \$36,000       | Complete       |
| Section 405D   |              | \$60,000        | \$36,000       | Complete       |
| Section 405E   |              | \$45,000        | \$36,000       | 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; the former northern retired at the beginning of the grant period and was replaced with a new LEL for the northern region.

### Performance

The SHSO promoted the following enforcement campaigns in FFY 2025:

- › December Holidays (12/13-1/01)– Drive Sober or Get Pulled Over
- › April (4/10-4/14) – Put the Phone Away or Pay
- › May (5/19-6/01) – Buckle Up
- › Labor Day (8/15-9/01) – Drive Sober or Get Pulled Over
- › Thanksgiving (11/27-12/01) – Buckle Up, Buzzed Driving is Drunk Driving

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

In addition to promoting these campaigns, the LELs kept VTrans staff informed of law enforcement efforts performed under grant funding and attended regular VTrans and SHSO meetings.

## SHARP Regional Coordinators

| Funding Source | Subrecipient   | Funding Granted | Funds Expended | Project Status |
|----------------|----------------|-----------------|----------------|----------------|
| Section 402OP  | Chittenden CSD | \$190,000       | \$77,831       | Complete       |
| Section 164AL  |                | \$34,500        | \$33,915       | Complete       |
| Section 405E   |                | \$17,825        | \$17,710       | Complete       |
| Section 402OP  | Rutland CSD    | \$215,000       | \$129,128      | Complete       |
| Section 164AL  |                | \$39,100        | \$33,651       | Complete       |
| Section 405E   |                | \$16,100        | \$17,041       | Complete       |
| Section 402OP  | Vergennes PD   | \$191,519       | \$184,440      | Complete       |
| Section 164AL  |                | \$17,000        | \$29,132       | Complete       |
| Section 405E   |                | \$18,500        | \$17,737       | Complete       |
| Section 402OP  | Windham CSD    | \$115,300       | \$53,833       | Complete       |
| Section 164AL  |                | \$31,970        | \$15,009       | Complete       |
| Section 405E   |                | \$23,000        | \$23,000       | Complete       |

### Description

The Safe Highway Accident Reduction Program (SHARP) is a collaborative effort between four Vermont counties: Rutland County (also serving Windsor County), Addison County (through the City of Vergennes PD), Chittenden County (also serving Grand Isle, Lamoille, Orleans, Caledonia, and Franklin Counties), and Windham County, each with a certified police officer holding the role of SHARP Director and Regional Coordinator. The purpose of the program is to lead efforts in enhancing compliance and enforcement of occupant protection, impaired and distracted driving, and speeding. SHARP Coordinators act as the points of contact for traffic safety enforcement and education efforts.

### Performance

In FFY 2025, SHARP Coordinators helped organize the national enforcement mobilizations listed above in Section 3.8.1.3, as well as regular patrols and smaller-scale campaigns focused on other holiday or local events. These included the Fourth of July, Superbowl weekend, the Women's World Cup, the Vermont State Fair, and high school homecoming events, among others.

SHARP Coordinators attended the following conferences and trainings within the grant year:

- › Grant Management Training
- › NY Child Passenger Safety Conference



- › ME Impaired Driving Summit
- › VT Impaired Driving Conference

SHARP Coordinators additionally assist with public engagement and education efforts, including the development of PSAs, maintaining a presence at local events, presenting to driver education classes, and participating in HVE press conferences.

Despite challenges faced in FFY 2025 such as continued short staffing at many agencies and the unexpected death of the Chittenden County Coordinator, the SHARP Coordinators successfully upheld high participation rates in HVE campaigns, maintained communication between the SHSO, LELs, and local agencies/subgrantees, and facilitated community outreach and education.

**Table 21** *SHARP Countywide Enforcement Activity*

|                                 | Rutland | Chittenden | Vergennes | Windham | Total  |
|---------------------------------|---------|------------|-----------|---------|--------|
| <b>Patrol Activity</b>          |         |            |           |         |        |
| Hours Patrolled                 | 3,287   | 2,422      | 700       | 619     | 7,028  |
| Vehicles Stopped                | 5,712   | 2,528      | 1,490     | 763     | 10,493 |
| <b>Checkpoints</b>              |         |            |           |         |        |
| Number of Checkpoints           | 6       | 2          | 2         | 2       | 12     |
| Checkpoint Hours                | 45      | 9          | 4         | 6       | 64     |
| <b>Actions Taken</b>            |         |            |           |         |        |
| Warnings                        | 1,852   | 1,617      | 1,159     | 609     | 5,237  |
| CPS Violations                  | 14      | 10         | 0         | 1       | 25     |
| Safety Belt Violations          | 73      | 10         | 0         | 3       | 86     |
| Speeding Violations             | 2,952   | 854        | 423       | 118     | 4,347  |
| Handheld Device Violations      | 268     | 118        | 61        | 8       | 455    |
| All OSC Violations              | 61      | 34         | 8         | 5       | 108    |
| Other Traffic Violations        | 1,096   | 439        | 217       | 58      | 1,810  |
| Non-DUI Arrests                 | 36      | 37         | 9         | 9       | 91     |
| DUI Arrests (not including .02) | 26      | 11         | 4         | 19      | 60     |
| .02 Violations                  | 13      | 0          | 0         | 0       | 13     |

## Equipment

| Funding Source | Subrecipient                    | Funding Granted | Funds Expended | Project Status |
|----------------|---------------------------------|-----------------|----------------|----------------|
| Section 402PT  | State and Local Law Enforcement | \$500,000       | \$15,447       | Complete       |

### Description

Equipment grants are awarded on an as-needed basis to state and local law enforcement agencies to support enforcement campaigns throughout the grant period.

### Performance

The table below lists equipment purchases of \$10,000 or more made by grantees in FFY 2025, and the percent of the costs funded by this grant.

| Agency                     | Equipment Type       | Purchase Price | % Funding |
|----------------------------|----------------------|----------------|-----------|
| Vergennes PD               | Vehicle and Upfit    | \$87,340       | 100%      |
| Rutland CSD                | Vehicle and Upfit    | \$80,648       | 100%      |
| Windsor CSD                | Cloud Subscription   | \$10,000       | 23%       |
| Washington CSD             | Speed Sign + Trailer | \$19,000       | 100%      |
| Rutland City PD - Stafford | Desktop Trainers (2) | \$24,700       | 100%      |

Other equipment under \$10,000 purchased with grant funds in FFY 2025 included radars, cameras, safety vests, spike strips, speed feedback signs, and Alco Sensors (preliminary breath testing instruments).

## 3.9 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 other partners to use.

### Performance Measures

The table below summarizes the performance measures and targets for traffic records identified in the 2024-2026 HSP.

| Target                                                                                                                               | Performance                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 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 from 48.6% to 54.2% in 2025. |
| 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 from 60.0% to 62.5% in 2025. |

## Program Results

The activities pursued under the Traffic Records program area in FFY 2025 are summarized below.

| Activity Number | Subrecipient    | Funding Granted | Funds Expended |
|-----------------|-----------------|-----------------|----------------|
| NH25402 000     | VTrans          | \$140,000       | \$73,320       |
| NH25402 301     | Private Firm    | \$150,000       | \$61,000       |
| NH25405C 700    | VTrans          | \$250,000       | \$7,500        |
| NH25405C 701    | Dept. of Health | \$290,024       | \$232,504      |
| NH25405C 702    | VTrans          | \$141,000       | \$90,535       |
| NH25405C 703    | Private Firm    | \$350,000       | -              |
| NH25405D 025    | Private Firm    | \$150,000       | -              |

## Planned Activities

### TRCC Program Coordinator

| Funding Source | Subrecipient                | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------------------|-----------------|----------------|----------------|
| Section 402PA  | State Highway Safety Office | \$140,000       | \$73,320       | Complete       |

#### Description

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

#### Performance

The TRCC supports efforts towards improving the traffic records system to enhance road safety and reduce transportation-related fatalities and injuries. This includes addressing issues related to data quality, accessibility, and integration of traffic records data, as well as fostering collaboration among law enforcement, agencies, and other stakeholders to contribute statewide traffic data for better planning and safety programs.

The Traffic Records Program Coordinator coordinated the 405C application and Strategic Plan with the TRCC consultant for FFY 2025, maintained meeting minutes for the TRCC, posted documents to the TRCC SharePoint website, coordinated with the TRCC Chair, the consultant, and member agencies as needed. The Coordinator participated in four TRCC meetings, two TRCC Executive Committee meetings, the

Data Inventory meetings and supported the E-Citation Committee. This position co-chairs for the TRCC Chair, the Data Unit Manager. This project funded a portion of the SHSO program coordinator salary, benefits, fringe, travel, and training.

## TRCC Consultant

| Funding Source | Subrecipient                  | Funding Granted | Funds Expended | Project Status |
|----------------|-------------------------------|-----------------|----------------|----------------|
| Section 402TR  | LexisNexis Coplogic Solutions | \$150,000       | \$61,000       | Complete       |

### Description

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

### Performance

The TRCC Consultant provided services for the annual planning and coordination of the TRCC meetings and preparation of the annual TRCC Strategic Plan. Work performed in FFY 2025 included the following:

- › Coordinating and attending regular TRCC meetings
- › Preparing and distributing the TRCC meeting agenda and minutes
- › Sharing safety data between the state agencies and state/local law enforcement
- › Assisting in monitoring compliance with the TRCC-approved statewide data improvement programs
- › Assisting in project prioritization using expert understanding of Vermont Traffic Records
- › Developing the annual Section 405 grant applications
- › Preparing quarterly reports to NHTSA
- › Updating the Vermont Traffic Records Inventory document

## AOT Crash Data Reporting System

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405C   | VTrans       | \$250,000       | \$7,500        | Ongoing        |

### Description

Ongoing enhancement of the state's crash reporting system and associated training is funded under this grant and continued through FFY 2025.

## Performance

The VTrans Data Section Manager and Data Unit performed ongoing improvements to the crash reporting system, including technical updates, user account management, and extensive training initiatives, with collaborative efforts to develop narrative templates and new training materials. Work included:

- › *System Updates and Error Fixes:* Resolving seat location errors, adding new drug test result fields, formatting radio buttons to prevent accidental selections, and implementing a street address verification prompt for law enforcement using the map tool.
- › *Integration with DMV and Other Systems:* Supporting the DMV's VT TRIPS project, which included parsing license classes and triggering VPIC checks during message switch auto-refill, as well as transitioning from the SafetyNet module to a new SafeSpect connection for electronic commercial vehicle crash submissions.
- › *User Account and Communication Improvements:* Improving communication with users who access the web crash system using legacy credentials.
- › *Training and Documentation Initiatives:* Conducting web crash trainings, including sessions at the police academy, and developing an online manual and a visual story map to aid law enforcement in completing crash reports; feedback from these trainings is being compiled into an FAQ.
- › *Narrative Template:* Continued development of standardized narrative templates for crash reports to improve the quality and consistency of crash narratives, particularly for DUI cases.

## Statewide Incident Reporting Network

| Funding Source | Subrecipient    | Funding Granted | Funds Expended | Project Status |
|----------------|-----------------|-----------------|----------------|----------------|
| Section 405C   | Dept. of Health | \$290,024       | \$232,504      | Complete       |

## Description

The Statewide Incident Reporting Network (SIREN) is Vermont's 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 SIREN and EMS Data System work includes validation rates, training efforts, integration with other systems, and ongoing work with the EMS Advisory Committee to improve data quality and performance measurement, with collaborative discussion on data sharing and integration logistics. SIREN's data validation remains at 99 percent, with ongoing audits to ensure quality.

In FFY 2025, the VDH conducted report writer training for 27 heads of service and five district medical advisors/directors, and continued work syncing SIREN with the licensing system to streamline managerial processes. Continuous quality improvement program development, planning, and technical trainings were held with stakeholders for 13 agencies. Work has continued with the state EMS Advisory Committee to improve system functionality, update governance, instill better documentation through local education, and develop increased standardization throughout the system. Eighteen committee members participated in these efforts, as well as relevant stakeholder organizations.

Work is ongoing to integrate SIREN with external data marts and the BioSpatial platform, with contract amendments in progress and collaboration with ADS and VDH legal to enable traffic incident visualization and data sharing. The University of Vermont has purchased a patient trauma registry, and efforts are underway to establish agreements to allow for comprehensive outcome data collection at both the state and agency levels, enhancing QA and QI processes. The VDH noted ongoing resource constraints, including temporarily reduced team capacity, which has slowed some data checking and development efforts.

A review of the statewide EMS run form was completed at the end of Q4 in 2025. During FFY 2025 the data team almost completely updated the data set to the National EMS Information System (NEMSIS) Version 3.5.1. Although a minor revision, there were updates required to be implemented to ensure the integrity of the systems.

## Data Integration of Impaired Driving Systems

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405C   | Private Firm | \$150,000       | -              |                |
| Section 405D   | Private Firm | \$350,000       | -              |                |

## Description

The goal of this project is 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 the grant cycle.

## **Collection of Urban Safety Data Elements**

| Funding Source | Subrecipient | Funding Granted | Funds Expended | Project Status |
|----------------|--------------|-----------------|----------------|----------------|
| Section 405C   | VTrans       | \$141,000       | \$90,535       | Complete       |

### *Description*

The purpose of this project was to calibrate the Highway Safety Manual's predictive models to Vermont's urban roadways, giving VTrans the capability to more accurately predict crashes on any segment of urban roads in the state.

### *Performance*

The Urban Arterial Data Collection and SPF Calibration Project was completed in FFY 2025. The project involved data collection and Safety Performance Function (SPF) calibration for urban arterial roadways, detailing the methodology, data sources, and outcomes, and providing new tools and datasets for crash analysis. The Project Scope and Methodology included calibrating Highway Safety Manual formulas for Vermont's urban arterials by collecting new data on 1,500 road segments, including median type, parking presence, driveway presence, fixed object location, and lighting presence, using aerial imagery and Google Street View.

A desktop ArcGIS site was developed for tagging features, with quality checks performed through secondary reviews and field verification using GPS equipment. Thirty calibration factors were developed for different road types, with the most reliable results for undivided two-lane roads; the new data and calibration enable more accurate excess crash calculations and network screening.

The project produced five new datasets and a 50-page report, with recommendations for updating calibration as new editions of the Highway Safety Manual are released, particularly for pedestrian and bicycle crash formulas.

# 4

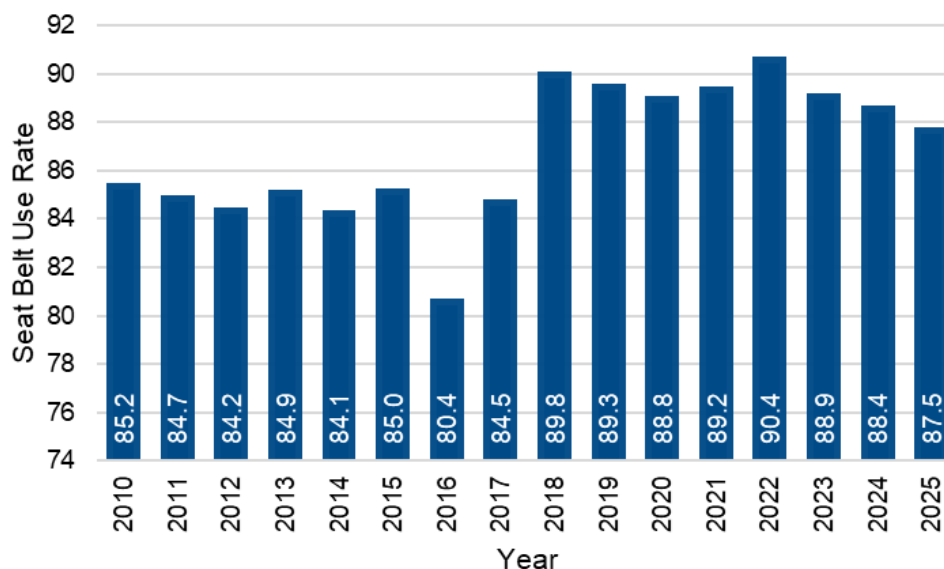
## State Behavior Survey Reports

This section summarizes the results of the two statewide surveys completed in FFY 2025.

### 4.1 Seat Belt Survey

The 2025 seat belt survey was conducted between May 30<sup>th</sup> and June 21<sup>st</sup> at 89 sites across the state. The same observation sites used in 2023 and 2024 were used in 2025. Observers gathered data from 7,889 vehicles and 9,912 occupants (including 7,889 drivers and 2,023 front seat passengers). The weighted seat belt use was 87.5 percent with a standard error rate of 1.03 percent, and less than one percent of all observations were unknown usage.

*Figure 22 Annual Weighted Seat Belt Use Rate (%), 2010-2025*





Belt use rates for subcategories of driver, vehicle, and day of the week are shown in Table 22 below. Women had significantly higher use rates than men, truck drivers and passengers had significantly lower use rates than occupants of other vehicle types, and use rates were significantly lower on the weekend than on weekdays.

*Table 22 Unweighted Seat Belt Use Rates by Subcategory*

| Variable     | Driver Use | Passenger Use | Total Use |
|--------------|------------|---------------|-----------|
| Sex          |            |               |           |
| Male         | 82.4       | 86.2          | 82.9      |
| Female       | 91.1       | 92.8          | 91.6      |
| Vehicle Type |            |               |           |
| Car          | 88.0       | 91.2          | 88.6      |
| Truck        | 73.7       | 81.6          | 75.1      |
| SUV          | 92.0       | 94.5          | 92.5      |
| Van          | 81.8       | 86.7          | 83.0      |
| Day of Week  |            |               |           |
| Weekday      | 87.0       | 90.3          | 87.6      |
| Weekend      | 83.8       | 91.0          | 85.7      |

Belt use rates by county are given in Table 23. Franklin/Grand Isle Counties continue to have the lowest observed use rates, with Windham/Orange/Windsor Counties having the highest rate. Passenger use is consistently higher than driver use.

*Table 23 Unweighted Seat Belt Use Rates by County*

| County                  | Driver Use | Passenger Use | Total Use |
|-------------------------|------------|---------------|-----------|
| Bennington/Addison      | 90.4       | 92.3          | 90.8      |
| Chittenden              | 89.3       | 93.1          | 89.9      |
| Franklin/Grand Isle     | 77.8       | 82.4          | 78.8      |
| Caledonia/Essex/Orleans | 77.8       | 87.8          | 79.9      |
| Rutland                 | 88.2       | 92.6          | 89.1      |
| Washington/Lamoille     | 87.7       | 92.9          | 88.8      |
| Windham/Orange/Windsor  | 90.4       | 93.9          | 91.3      |

The full results<sup>2</sup> of the 2025 seat belt use survey are available on the SHSO website.

<sup>2</sup> <https://shso.vermont.gov/sites/ghsp/files/documents/Vermont%202025%20Statewide%20Seat%20Belt%20Use%20-%20Final%20Report.pdf>

## 4.2 Distracted Driving Survey

The annual distracted driving survey was conducted in May and June of 2025. Observational data was collected from 8,971 drivers, with distracted behaviors categorized as talking on a handheld cell phone (HH), talking using a hands-free device (HF), and manipulating the touchscreen or keypad of a device for any reason (texting, watching a video, taking a photo, etc). Probable manipulation was also documented when a device was not visible but a driver's behavior suggested that a device was being used. The overall rates of distracted behaviors are given below in Table 24. Distracted driving rates observed in 2025 were generally in line with rates observed in previous years.

*Table 24 Overall Rates of Observed Distracted Behaviors (% Distracted)*

| Behavior                    | Spring 2022 | Spring 2023 | Spring 2024 | Spring 2025 |
|-----------------------------|-------------|-------------|-------------|-------------|
| Handheld                    | 1.6         | 1.8         | 3.1         | 1.5         |
| Hands-free                  | 0.9         | 1.5         | 1.2         | 1.3         |
| Manipulation Observed       | 3.8         | 3.3         | 2.9         | 3.8         |
| Manipulation incl. Probable | 6.7         | 6.0         | 6.0         | 5.4         |
| Any Distraction Observed    | 5.6         | 5.7         | 6.0         | 6.0         |
| Any incl. Probable          | 8.4         | 8.4         | 8.7         | 7.6         |

Distracted driving rates are compared across school zones, work zones, and all other sites in Table 25. Work zones had the lowest distracted driving rates of any of the site types, with non-work or school zones having the highest.

*Table 25 Distracted Behaviors by Site Type*

| Behavior           | Site   | Spring 2022 | Spring 2023 | Spring 2024 | Spring 2025 |
|--------------------|--------|-------------|-------------|-------------|-------------|
| Any Distraction    | Other  | 5.4         | 5.7         | 5.9         | 6.3         |
|                    | School | 6.9         | 6.6         | 6.4         | 5.4         |
|                    | Work   | 5.2         | 6.3         | 6.0         | 5.2         |
| Any incl. Probable | Other  | 8.5         | 8.5         | 8.6         | 8.0         |
|                    | School | 9.2         | 9.0         | 9.3         | 7.5         |
|                    | Work   | 7.5         | 7.6         | 8.6         | 6.3         |

Division of the data by driver characteristics showed that distracted driving rates were higher among women, drivers under 60, and pickup truck or van drivers.

The complete results<sup>3</sup> of the 2025 distracted driving survey are available on the SHSO website.

3 [https://shso.vermont.gov/sites/ghsp/files/documents/2025%20VT%20DD%20%20Final%20Report\\_0.pdf](https://shso.vermont.gov/sites/ghsp/files/documents/2025%20VT%20DD%20%20Final%20Report_0.pdf)

# 5

## Mobilization Participation

Vermont participated in five national mobilizations this year.

Participation remains below pre-pandemic levels but has continued to increase, and a limited number of campaigns ran successfully.

### 5.1 NHTSA Enforcement Campaigns

The table below summarizes the work completed under the five NHTSA enforcement campaigns that Vermont agencies participated in during FFY 2025.

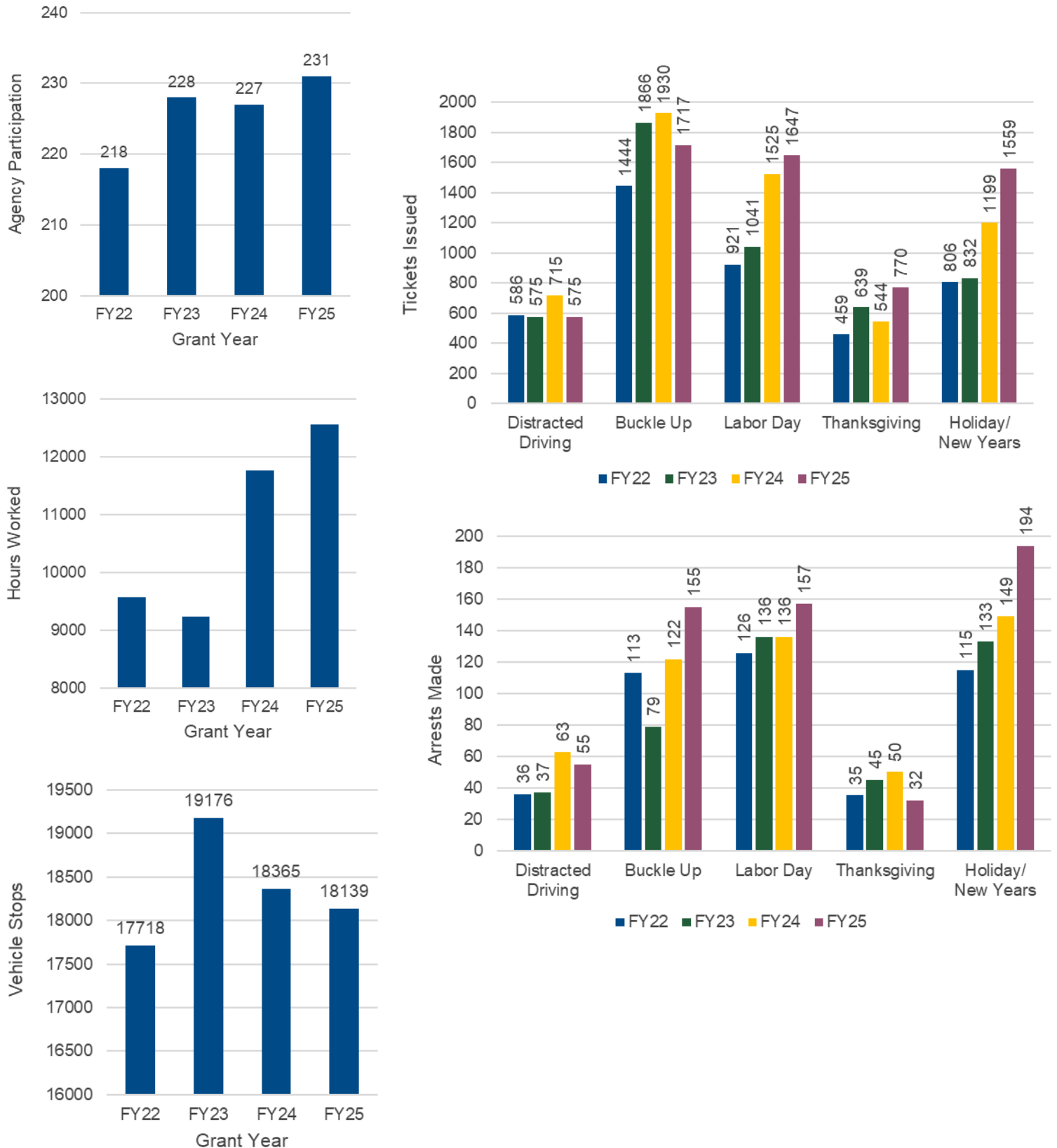
*Table 26 HVE Activity Summary, FFY 2025*

| Campaign                    | Agencies  | Vehicle Stops | Arrests    | Tickets      | Hours Worked  |
|-----------------------------|-----------|---------------|------------|--------------|---------------|
| Buckle Up Nov. '24          | 44        | 2,313         | 32         | 770          | 1,194         |
| Drive Sober Dec. '24        | 52        | 4,457         | 194        | 1,559        | 3,954         |
| Put the Phone Away Apr. '25 | 41        | 1,667         | 55         | 688          | 1,301         |
| Buckle Up May '25           | 50        | 3,756         | 123        | 1,717        | 2,925         |
| Drive Sober Aug. '25        | 43        | 5,932         | 157        | 1,647        | 3,175         |
| <b>Total*</b>               | <b>61</b> | <b>18,139</b> | <b>561</b> | <b>6,268</b> | <b>12,556</b> |

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

Graphs on the following page summarize four-year changes in campaign activity statistics, coordinated and tracked by LELs. 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. Data summaries included statistics from all participating agencies. Note that the number of participating agencies reflects the sum of participants in each individual campaign, so agencies that participated in multiple campaigns are counted multiple times.

Figure 23 HVE Activity Data Summaries, FFY 2022 - FFY 2025



The following tables list law enforcement agency involvement in NHTSA enforcement campaigns. Rows that are shaded green depict LEAs that participated in all five campaigns.

*Table 27 Municipal Agency Enforcement Campaign Participation*

| Municipal Agency | Total Campaigns | Nov. '24 | Dec. '24 | April '25 | May '25 | Aug. '25 |
|------------------|-----------------|----------|----------|-----------|---------|----------|
| Barre City PD    | 5               | X        | X        | X         | X       | X        |
| Barre Town PD    | 3               |          | X        |           | X       | X        |
| Bellows Falls PD | 2               |          |          | X         | X       |          |
| Bennington PD    | 5               | X        | X        | X         | X       | X        |
| Bethel Constable | 0               |          |          |           |         |          |
| Berlin PD        | 3               | X        | X        |           | X       |          |
| Bradford PD      | 1               | X        |          |           |         |          |
| Brandon PD       | 1               |          | X        |           |         |          |
| Brattleboro PD   | 3               |          | X        | X         | X       |          |
| Bristol PD       | 4               | X        | X        |           | X       | X        |
| Burlington PD    | 0               |          |          |           |         |          |
| Castleton PD     | 5               | X        | X        | X         | X       | X        |
| Chester PD       | 5               | X        | X        | X         | X       | X        |
| Colchester PD    | 4               |          | X        | X         | X       | X        |
| Dover PD         | 5               | X        | X        | X         | X       | X        |
| Essex PD         | 2               |          | X        | X         |         |          |
| Fairlee PD       | 0               |          |          |           |         |          |
| Fair Haven PD    | 5               | X        | X        | X         | X       | X        |
| Hardwick PD      | 4               | X        | X        |           | X       | X        |
| Hartford PD      | 5               | X        | X        | X         | X       | X        |
| Hinesburg PD     | 1               | X        |          |           |         |          |
| Killington PD    | 4               |          | X        | X         | X       | X        |
| Ludlow PD        | 0               |          |          |           |         |          |
| Lyndonville PD   | 0               |          |          |           |         |          |
| Manchester PD    | 5               | X        | X        | X         | X       | X        |
| Middlebury PD    | 5               | X        | X        | X         | X       | X        |
| Milton PD        | 5               | X        | X        | X         | X       | X        |
| Montpelier PD    | 0               |          |          |           |         |          |
| Morristown PD    | 1               |          |          |           |         | X        |
| Newport PD       | 1               |          |          |           |         | X        |
| Northfield PD    | 0               |          |          |           |         |          |
| Norwich PD       | 0               |          |          |           |         |          |
| Pittsford PD     | 5               | X        | X        | X         | X       | X        |

| Municipal Agency    | Total Campaigns | Nov. '24 | Dec. '24 | April '25 | May '25 | Aug. '25 |
|---------------------|-----------------|----------|----------|-----------|---------|----------|
| Poultney Constable  | 3               | X        | X        |           | X       |          |
| Richmond PD         | 0               |          |          |           |         |          |
| Randolph            | 3               | X        |          |           | X       | X        |
| Royalton PD         | 5               | X        | X        | X         | X       | X        |
| Rutland City PD     | 1               |          |          |           |         | X        |
| Rutland Town PD     | 0               |          |          |           |         |          |
| Shelburne PD        | 3               |          | X        | X         |         | X        |
| South 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          | 0               |          |          |           |         |          |
| Thetford PD         | 0               |          |          |           |         |          |
| Vergennes PD        | 5               | X        | X        | X         | X       | X        |
| Weathersfield PD    | 2               | X        | X        |           |         |          |
| Williston PD        | 5               | X        | X        | X         | X       | X        |
| Wilmington PD       | 3               | X        |          | X         | X       |          |
| Windsor PD          | 1               |          | X        |           |         |          |
| Winhall PD          | 5               | X        | X        | X         | X       | X        |
| Winooski PD         | 2               |          |          |           | X       | X        |
| Woodstock PD        | 0               |          |          |           |         |          |

Table 28 State Police and Other Agencies Enforcement Campaign Participation

| State Police Station  | Total Campaigns | Nov. '24 | Dec. '24 | April '25 | May '25 | Aug. '25 |
|-----------------------|-----------------|----------|----------|-----------|---------|----------|
| Berlin                | 3               | X        | X        |           |         | X        |
| Derby                 | 5               | X        | X        | X         | X       | X        |
| New Haven             | 5               | X        | X        | X         | X       | X        |
| Royalton              | 4               | X        | X        | X         | X       |          |
| Rutland               | 5               | X        | X        | X         | X       | X        |
| Shaftsbury            | 5               | X        | X        | X         | X       | X        |
| St. Albans            | 4               | X        | X        | X         | X       |          |
| St. Johnsbury         | 5               | X        | X        | X         | X       | X        |
| Westminster           | 4               | X        | X        |           | X       | X        |
| Williston             | 4               | X        | X        | X         | X       |          |
| <b>Other Agencies</b> |                 |          |          |           |         |          |
| VT DMV                | 2               |          | X        |           | X       |          |

*Table 29 Sheriff's Departments Enforcement Campaign Participation*

| Municipal Agency | Total Campaigns | Nov. '24 | Dec. '24 | April '25 | May '25 | Aug. '25 |
|------------------|-----------------|----------|----------|-----------|---------|----------|
| Addison          | 5               | X        | X        | X         | X       | X        |
| Bennington       | 4               |          | X        | X         | X       | X        |
| Caledonia        | 0               |          |          |           |         |          |
| Chittenden       | 4               | X        | X        | X         | X       |          |
| Essex            | 3               | X        | X        |           | X       |          |
| Franklin         | 3               |          | X        |           | X       | X        |
| Grand Isle       | 5               | X        | X        | X         | X       | X        |
| Lamoille         | 1               |          | X        |           |         |          |
| Orange           | 0               |          |          |           |         |          |
| Orleans          | 0               |          |          |           |         |          |
| Rutland          | 5               | X        | X        | X         | X       | X        |
| Washington       | 5               | X        | X        | X         | X       | X        |
| Windham          | 5               | X        | X        | X         | X       | X        |
| Windsor          | 4               | X        | X        | X         | X       |          |

*Photo 4 An activity at the May 2025 Buckle Up Press Conference*



# 6

## Traffic Safety Enforcement Plan

Vermont monitors the effectiveness of its enforcement activities and adjusts strategies as warranted. The types of data the state collects for this purpose and how it is used to optimize enforcement programs are discussed below.

### 6.1 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 distracted driving 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 2025, 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 saw zero fatal crashes in 2024 and only one in 2025, compared to four or more every year between 2021 and 2023.

Task forces are another way evidence-based campaigns are directed. The Buckle Up Task Force was mobilized in 2025 and the Regional Directors planned enforcement activities for holidays, including July Fourth, late summer, Thanksgiving, and the Christmas/New Year period. 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.

## 6.2 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. However, the number of hours patrolled and stops made increased in FFY 2025 from the previous grant cycle. This year, 40 municipal law enforcement agencies, all 10 state police stations, and 11 out of 14 county sheriffs' departments participated in HVE mobilizations. Combined, these agencies conducted 12,556 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 statistics for the total grant funded enforcement activities by all agencies for Occupant Protection, Impaired and Distracted Driving grants:

|                                  |        |
|----------------------------------|--------|
| Hours Patrolled .....            | 13,523 |
| Vehicles Stopped .....           | 18,513 |
| Warnings.....                    | 10,215 |
| CPS Violations .....             | 48     |
| Seatbelt Violations .....        | 203    |
| Speeding Violations .....        | 6,174  |
| Handheld Device Violations ..... | 889    |
| OSC Violations.....              | 196    |
| Other Traffic Violations.....    | 3,088  |
| Excessive Speed Arrests .....    | 63     |
| Sum of DLS Arrests .....         | 145    |
| Other Arrests.....               | 128    |
| Number of Checkpoints.....       | 46     |
| Hours at Checkpoints.....        | 176    |
| Impaired Arrests.....            | 131    |
| .02 Violations.....              | 9      |

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.

# 7

## Paid Media

VTrans retains qualified marketing firms to design and implement a variety of traffic safety advertising campaigns. The SHSO has continued a multiyear *engaged driving* media initiative, kicked off in FFY 2024, focusing on what Vermonters are doing right and 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.



## 7.1 Occupant Protection



|                            |                                                                                                                                                                                                                           |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Campaign Objective:</b> | Educate drivers on the positive outcomes when all drivers and passengers commit to wearing a seatbelt                                                                                                                     |
| <b>Campaign Dates:</b>     | May 12 through June 8, September 15 through October 12, and November 17 through December 14, 2025                                                                                                                         |
| <b>Target Audience:</b>    | Men 18-34                                                                                                                                                                                                                 |
| <b>Total Media Spend:</b>  | \$99,115                                                                                                                                                                                                                  |
| <b>Media Channels:</b>     | <p><i>Broadcast TV:</i> WCAX (CBS), WPTZ (NBC), WVNY (ABC), WFFF (FOX)</p> <p><i>Digital:</i> Programmatic Display, Streaming Video, CTV/OTT, YouTube</p> <p><i>Social Media:</i> Meta (Facebook/Instagram), Snapchat</p> |
| <b>Added Value:</b>        | \$3,644                                                                                                                                                                                                                   |
| <b>Total Impressions:</b>  | 4,003,240                                                                                                                                                                                                                 |



## 7.2 Impaired Driving



|                            |                                                                                                                                                                  |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Campaign Objective:</b> | Promote positive driving decisions and behaviors while also raising awareness of the dangers of impaired driving                                                 |
| <b>Campaign Dates:</b>     | February 9, 2025; April 17, 2025 through January 2, 2026                                                                                                         |
| <b>Target Audience:</b>    | Adults 18-49 with a focus on younger men 20-29                                                                                                                   |
| <b>Total Media Spend:</b>  | \$100,000                                                                                                                                                        |
| <b>Media Channels:</b>     | <i>Broadcast TV:</i> WFFF<br><i>Digital:</i> Programmatic Display, Streaming Audio, CTV/OTT, YouTube<br><i>Social Media:</i> Meta (Facebook/Instagram), Snapchat |
| <b>Added Value:</b>        | \$4,758                                                                                                                                                          |
| <b>Total Impressions:</b>  | 8,220,227                                                                                                                                                        |

## 7.3 Motorcycle Safety



### VTrans Motorcycle Safety Campaign

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**Campaign Objective:** Create awareness of safe driving behaviors for all road users, focusing on motorcyclists

---

**Campaign Dates:** April 28, 2025 through October 19, 2025

---

|                         |           |
|-------------------------|-----------|
| <b>Target Audience:</b> | Men 25-64 |
|-------------------------|-----------|

|                           |          |
|---------------------------|----------|
| <b>Total Media Spend:</b> | \$74,803 |
|---------------------------|----------|

|                        |                                                                                                                                                                          |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Media Channels:</b> | <i>Broadcast TV:</i> WCAX (CBS), WPTZ (NBC)<br><i>Digital:</i> Programmatic Display, Streaming Video, CTV/OTT, YouTube<br><i>Social Media:</i> Meta (Facebook/Instagram) |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                     |         |
|---------------------|---------|
| <b>Added Value:</b> | \$6,484 |
|---------------------|---------|

|                           |           |
|---------------------------|-----------|
| <b>Total Impressions:</b> | 6,307,277 |
|---------------------------|-----------|

## DMV Motorcycle Safety Campaign

|                            |                                                                                                           |
|----------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Campaign Objective:</b> | Create awareness of the DMV's motorcycle safety courses, educate riders on the importance of rider safety |
|----------------------------|-----------------------------------------------------------------------------------------------------------|

|                        |                                        |
|------------------------|----------------------------------------|
| <b>Campaign Dates:</b> | June 30, 2025 through October 26, 2025 |
|------------------------|----------------------------------------|

|                         |            |
|-------------------------|------------|
| <b>Target Audience:</b> | Adults 18+ |
|-------------------------|------------|

|                           |          |
|---------------------------|----------|
| <b>Total Media Spend:</b> | \$99,747 |
|---------------------------|----------|

|                        |                                                                                                                                                                                                |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Media Channels:</b> | <i>Broadcast TV:</i> WCAX (CBS), WPTZ (NBC), WVNY (ABC)<br><i>Digital:</i> Programmatic Display, Streaming Video, CTV/OTT, YouTube<br><i>Social Media:</i> Meta (Facebook/Instagram), Snapchat |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                     |         |
|---------------------|---------|
| <b>Added Value:</b> | \$1,401 |
|---------------------|---------|

|                           |            |
|---------------------------|------------|
| <b>Total Impressions:</b> | 10,133,588 |
|---------------------------|------------|



## 7.4 Speeding and Aggressive Driving



**Campaign Objective:** Promote safe driving behaviors on Vermont's roadways specifically related to speed and aggressive driving

**Campaign Dates:** July 7, 2025 through September 28, 2025

**Target Audience:** Men 18-34

**Total Media Spend:** \$100,000

**Media Channels:** *Broadcast TV:* WCAX (CBS), WPTZ (NBC)  
*Digital:* Programmatic Display, Streaming Video, Streaming Audio, CTV/OTT, YouTube  
*Social Media:* Meta (Facebook/Instagram), Snapchat

**Total Impressions:** 5,547,132

## 7.1 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:** May 26, 2025 through September 21, 2025

**Target Audience:** Adults 25-64, with a focus on caregivers

**Total Media Spend:** \$80,012

**Media Channels:** *Broadcast Radio:* Local stations  
*Digital:* Programmatic Display, Streaming Video, Streaming Radio, CTV/OTT, YouTube  
*Social Media:* Meta (Facebook/Instagram), Snapchat

**Added Value:** \$13,960

**Total Impressions:** 4,309,904

## 7.2 Share the Road



**Campaign Objective:** Educate drivers and all road users on how to safely share the road, and who/what to be aware of

**Campaign Dates:** July 21, 2025 through October 26, 2025

**Target Audience:** Adults 18+

**Total Media Spend:** \$79,004

**Media Channels:**

*Broadcast TV:* WCAX (CBS), WPTZ (NBC), WVNY (ABC), WFFF (FOX)

*Broadcast Radio:* WBTZ, WEZF, WGXL, WJEN, WJJR, WJJZ, WKXH, WMOO, WOKO, WTSA, WWFY, WXXX, WXLF

*Digital:* Programmatic Display, Streaming Video, Streaming Radio, CTV/OTT, YouTube



*Social Media:* Meta (Facebook/Instagram), Snapchat

**Added Value:** \$23,833

**Total Impressions:** 8,083,638

## 7.3 Slow Down Move Over



**Campaign Objective:** Educate drivers on the right thing to do when near/passing/close by a vehicle with flashing lights

**Campaign Dates:** January 13, 2025 through March 30, 2025

**Target Audience:** Adults 18+

**Total Media Spend:** \$87,466

**Media Channels:**

*Broadcast TV:* WCAX (CBS), WPTZ (NBC), WVNY (ABC), WFFF (FOX)

*Broadcast Radio:* WDTV, WEZF, WGMT, WGXL, WHDQ, WIZN, WJEN, WJJR, WJJZ, WKXH, WKTV, WMOO, WOKO, WRFK, WTSA, WWFY, WXXK, WXLf, WYKR

*Digital:* Programmatic Display, Streaming Video, CTV/OTT, YouTube

*Social Media:* Meta (Facebook/Instagram)

**Added Value:**

\$17,126

**Total Impressions:**

6,418,601

## 7.4 Distracted Driving



**Campaign Objective:** Educate and encourage caregivers to model positive (non-distracted) driving habits for teens

**Campaign Dates:** March 31, 2025 through October 12, 2025

**Target Audience:** Adults 35-54 with teenagers (14-17 years old) in the household

**Total Media Spend:** \$200,000

**Media Channels:** *Digital:* Programmatic Display, Streaming Video, Streaming Audio, CTV/OTT, YouTube  
*Social Media:* Meta (Facebook/Instagram), Snapchat

**Total Impressions:** 13,325,781

## 7.5 Older Driver Safety



|                            |                                                                                                                                                                    |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Campaign Objective:</b> | Educate older drivers on the importance of being aware of modern driving methods, technologies, habits, and tools accessible to them to help improve their driving |
| <b>Campaign Dates:</b>     | October 27, 2025 through December 15, 2025                                                                                                                         |
| <b>Target Audience:</b>    | Older drivers (65+)                                                                                                                                                |
| <b>Total Media Spend:</b>  | \$100,000                                                                                                                                                          |
| <b>Media Channels:</b>     | <i>Digital:</i> Website banner display<br><i>Social Media:</i> Meta (Facebook/Instagram)                                                                           |
| <b>Total Impressions:</b>  | 10,188,535                                                                                                                                                         |





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

Vermont Agency of Transportation

State Highway Safety Office

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