

**Vermont
Governor's
Highway
Safety
Program**

2009

**Annual
Report**



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2009 ANNUAL REPORT

INTRODUCTION

With 2010 just around the corner, it's an excellent opportunity to look back on the decade we're leaving behind. How can you know where you're going if you don't understand where you've been? It has been an amazing ten years.

I have long had a back pocket full of "want to's"! I may have invented wish lists before bridal registries were commonplace. My highway safety wish list began in the 90's, when our minimal funding made it impossible to meet the needs of either our education or enforcement partners, except at the most very basic levels. I wished for a state-funded enforcement program; I wished for enough money to replace the whole fleet of aging evidentiary breath alcohol testing devices; I wished for the ability to take our messages into people's cars and living rooms over the airways; I wished for data that wasn't four years old; and I wished for a way to remind people of safety issues while they were driving on our roads.

The New Millennium has been good to us, as has SAFETEA-LU. With the funding of the FFY 2010 budget, we expect to see the final installation of new BAC DataMaster evidentiary breath alcohol testers statewide. Since 1998, Vermont has provided state funds for the purpose of DUI enforcement by local police and state troopers. Since the 2002 Click It or Ticket mobilization, we have invested in carefully targeted media broadcast of our message, magnifying the effectiveness of both educational and enforcement activities. Traffic data collection and analysis, while hardly "real-time", has come a long way in supporting problem identification and countermeasure selection. And our engineering partners have been proactive in using variable message boards to communicate safety messages to motorists where and when they most need them. It has been an amazing learning experience and an opportunity for noteworthy accomplishments. We and our partners take great pride in these safety achievements:

- Safety belt use has exceeded 85% for three years in a row (2007-2009).

- Alcohol involvement in fatal crashes was the lowest in the nation in 2008.
- And the trend in highway fatalities continues going down.

The Strategic Highway Safety Planning initiative is beginning to bear fruit in the form of new projects. Organizations with different funding sources but allied goals are learning to work together in new ways. And our data collection and evaluation process is moving forward and helping us make better decisions.

But, as with all else, there is a downside. The State's fiscal problems will result in the loss of one staff person in 2010; it does not sound like much, but it is one-sixth of our small work force. Our law enforcement partners struggle with staff vacancies due to budget shortfalls, military mobilizations and other factors, while responsibilities and demands continue to escalate. Our non-enforcement partners have been losing assets just as we have, and as State agencies and nonprofit organizations restructure themselves, taking on proactive tasks becomes a resource issue. Everyone is spread very thin.

That said, there is no more committed group of individuals anywhere than the activists who have dedicated their livelihoods to highway safety. I have never remained in a job as long as this one; and the reason is that I so highly value the privilege of working with such a dynamic, dedicated, enthusiastic group of people with the well-being of the citizens of this great State at heart. I continue to be moved by their perseverance, professionalism, and integrity. I cannot imagine any occupation providing more satisfaction. The citizens of the State of Vermont are lucky to benefit from the work of such dedicated public servants, and I am honored to be associated with them.

Jeanne Johnson, Coordinator

VERMONT PROJECTS

IMPAIRED DRIVING

Vermont follows national trends; nearly 8 in 10 (77.9%) operators taken into custody for driving under the influence are male, and 70 percent of those are first time offenders. About 75 percent of repeat offenders in 2008 were sentenced to some jail time, but like everywhere else, our prisons are overcrowded, and sentences are generally of short duration.

Because participation by law enforcement mobilizations is voluntary, Vermont is proud of the fact that vast majority of the law enforcement community participates in the two impaired driving mobilizations each year. Some agencies get grant money for our campaigns; all those funds are used to pay officers.

PROGRAM OVERVIEW

We continue to run two **alcohol mobilizations** a year; one during the summer and one during the December holiday period. Agencies are adjusting tactics to better target areas and times noted for increased drinking and driving. For instance, checkpoints and saturation patrols along our western border are staying out much later than in the past because bars in New York close two hours after Vermont bars, and agencies noted an increase in crash rates along roadways leading from New York in the early morning hours. We encourage agencies to continue this new approach to combat this problem.

Governor's Highway Safety Program, Vermont State Police and the Vermont Chiefs Association are cooperatively coordinating the start-up of **Drug Recognition Expert** (DRE) program in Vermont.

The DRE program is a growing specialty in law enforcement that has great promise as a means of identifying and prosecuting drug-impaired drivers. The National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP) endorse the DRE Program. Vermont

currently has eighteen certified Drug Recognition Experts. The Drug Recognition Expert Committee is coordinating this multi-agency program. The committee looks forward to continuing the process and establishing case law in the drugged driving area. The DRE network in Vermont is growing and as it grows, the ability of the police community in Vermont to recognize, identify, and prosecute drug impaired drivers improves.

The **Emergency Nurses CARE Program** educates Vermonters from elementary school through senior citizens about the effects of alcohol and other drugs and the dangers of impaired driving. The ENCARE program centers on a visual presentation showing crash victims being treated in an emergency room trauma center. The associated narrative describes the effects of alcohol; the injuries, treatment and care of survivors; and the personal and social consequences of alcohol-related crashes. The program emphasizes the dangers of impaired drivers and other risky driving practices and encourages safe alternative choices. ENCARE uses former victims to assist in the presentation whenever possible. ENCARE also leads the "THINK" memorial sign program, which marks the sites of alcohol-related fatal crashes.

The **Traffic Safety Resource Prosecutor**, located in the Office of State's Attorneys and Sheriff's, supports efforts to remove and sanction drivers arrested for driving after drinking or while under the influence of other drugs. The Resource Prosecutor provides legal support on appeals with statewide or constitutional impact or in areas where local prosecutors have limited experience. The prosecutor provides informational, training and legal research support to other prosecutors and enforcement officers. The resource prosecutor works with various agencies to improve DUI laws and their applications and the Department of Health to maintain acceptability of the DataMaster infrared breath testing equipment. He also works very closely with the DRE committee.

We will continue to use a tried and true method: find the problem areas, devise an effective strategy,

dedicate the resources, educate the public, and enforce the laws in the highest visible manner to promote safe behavior on our highways.

PROGRAM RESULT

Vermont continues to be one of the best in the nation in terms of alcohol-related deaths per 100 million miles traveled. Our rate of .16 in 2008 ranks Vermont lowest in the country. We expect 2009 to be the seventh year in a row that the alcohol-related traffic death count is 30 or below. This is a great accomplishment and indicates Vermont's commitment to reducing DUI deaths.

OCCUPANT PROTECTION

Vermont's occupant restraint use has increased by nearly 30% during the Click It or Ticket (CIOT) Era. In 2001, the last pre-CIOT year, the Vermont use rate was a dismal 67.4%. Vermont currently enjoys an 85.4% use rate. We know this rate contributes greatly to the unprecedented low numbers of deaths on Vermont roadways. We fully intend to continue the program to raise the use rate even higher.

PROGRAM OVERVIEW

Vermont's occupant protection program consists of education and enforcement.

On the education front, the Child Passenger Safety Program (detailed later in this section), which includes the Vermont Occupant Protection and Child Passenger Safety Specialist, promotes use of restraints and proper use of child safety seats. Further, the Agency of Transportation, Workplace Safety Program, ENCARE, Vermont Teen Leadership Program, Vermont Safety Education Center, and the myriad of other traffic safety supporters across Vermont promote the proper use of restraints in all their programs. These community programs described later in this document have a large component related to safety restraint education as part of their programs. Each of the contacts made through this multitude of programs is an opportunity to promote proper restraint use for everyone in a vehicle. We take full advantage of these educational opportunities.

On the enforcement side, Vermont runs two Click It or Ticket mobilizations: the main mobilization in May during the national mobilization to increase belt use and a small effort in November over the high-travel Thanksgiving period.

The May 2009 effort involved local departments doing safety checkpoints on their own, 402-funded projects in various police jurisdictions and a full blown Click It or Ticket task force mobilization for areas of special interest (low use).

The Thanksgiving effort, although smaller and largely voluntarily supported by Vermont law enforcement is effective in reminding drivers of the importance of restraint use mid-year between the big effort each May.

CHILD PASSENGER SAFETY

The major goal of the CPS program is to decrease the number of deaths and injuries of young children on Vermont highways due to motor vehicle crashes. This is achieved by promoting the proper use of child safety seats, safety belts and airbags. We do this through various means including car seat inspections, trainings, displays and events which promote car seat and seat belt safety.

Vermont began the grant year with 123 certified car seat technicians. 75 agencies and 5 individuals were represented. At the close of the year we had 121 technicians. Retention of technicians becomes more difficult with each year as budgets are cut and workloads increase.

Car seats are available through the Vermont Discount Car Seat program. All Vermont families are served but special emphasis is placed on reaching low income families with collaboration with the Vermont Department of Health Women Infants and Children (WIC) clinics. A small donation is requested ranging from \$10.00 – \$20.00 for low income families. Seats are also distributed for free according to need. All donations are used to purchase additional seats for the program. GHSP purchases seats in bulk for all programs. Warehousing and transportation are generously provided by Land Air Express of New England. This service is valued at more than \$20,000 a year and is a key component to the success of our program. With their help GHSP distributed 659 seats

which included infant, convertible, booster and special needs seats.

Car seats are checked and distributed through various avenues. Large inspections, fitting stations, hospital discharge, and individual appointments are the most common venues. Twenty nine GHSP and Vermont Safe Kids sponsored inspections were held in Brattleboro, Burlington (3), Middlebury, Bennington, South Burlington (2), Springfield (2), St. Johnsbury, Morrisville (2), Milton, Fair Haven, Williston, St. Albans (3), Montpelier (2), Hartford (2), Hardwick, Newport, and Northfield. We completed 422 inspections at these sites. This is a decrease from the previous year and attributed to the success of the Fitting Station Program. Letters to all day care providers, community calendars, and flyers handed out to all community service agencies in the towns where the inspections were to be held as well as radio and print advertised the inspections.

The Vermont fitting stations continue to gain public awareness. The number of seats checked were 1,990 at 26 stations around the state and 476 seats were distributed.

Many technicians serve the public by individual appointment. 342 forms submitted by these individuals. An additional 1,871 forms were received from ten of fourteen hospitals in the state. Total inspections from all our programs totaled 4,625. Expectant parents, newborns, children in safety seats, children using adult seat belt systems, special needs children and unrestrained children and adults attended inspections.

All safety seat inspection forms are checked by CPS instructors. Misuses are tracked in three categories: selection, harnessing, and installation. The most common misuse in Vermont continues to be errors in installation. Harnessing follows closely behind. A total of 294 seats arrived correctly installed. The overall misuse rate was 82.08%.

Training for Law Enforcement and the Vermont Child Restraint and Seat Belt laws is by certified CPS instructors primarily at classes for new officers at the Vermont Criminal Justice Training Academy. A combination of the Tops and Operation Kids

curriculum is used. Classes were held in November and May and 70 recruits received training. Primary focus is on unrestrained children and children too small for seat belt use. Law Enforcement agencies are also invited to apply for the Standardized Technical Training course held each spring or summer along with fire and EMS personnel, nurses, childcare and parent child center staff. CPS has 55 certified technicians at law enforcement agencies. The others are nurses, rescue, fire, healthcare, and retailers representing 57 agencies and departments. 13 of 14 counties are represented. CPS trained officers participate in the Click It or Ticket initiatives and CPS Week Enforcement and distribute CPS information.

GHSP and Vermont Safe Kids conducted one Nationally Standardized Child Passenger Safety Technician Training in June 2009 at the Williston Fire and Rescue in Williston, VT. Ten new individuals became certified technicians. Each student participated in two car seat inspections during the course.

Once again, Safe Kids has recognized Vermont as one of the leader states in recertification efforts. GHSP reminds technicians about upcoming recertification through emails, mailings, and phone calls. We keep a database of sign offs for each tech, print paper copies of Continuing Education Units for Technical Update and car seat inspections and provide a notebook to each technician to keep the CEU's organized. Instructor sign offs are available at all car seat inspections. We offer computers at all trainings so technicians can go online and enter information on the Safe Kids website.

CPS Technicians attended Annual Technical Update training in April this past year. Attendees received three Continuing Education Credits from an approved curriculum presented by the Child Passenger Safety Specialist. Instructors attended Lifesavers and a two day special needs class taught by Dr. Marilyn Bull in Maine.

Two-day CPS Trainings for birthing and pediatric staff were held in Middlebury, Newport and Bennington. This course covers Vermont Law, safety seats, selection, harnessing and installation as well as misuse and hands on training.

CPS instructors and technicians reported participating in more than 70 displays and one and two hour awareness classes around the state. Head Start, Parent Child Centers, day care staff, parent and teen groups, Boy Scouts, Kiwanis, Refugee Resettlement, birthing classes, bus drivers, service organizations, parent teacher organizations and school children made up the groups trained. Displays were presented around the state at many different venues. These included health and safety fairs, Kids Days, county fairs, home shows, conferences for nurses, police, physicians, and educators.

GHSP received more than 300 requests for CPS printed materials. CPS tip sheets, law cards, educational brochures, growth charts, and 5 step test flyers were mailed out. The toll free line (TOT-SEAT/MT-SEAT) received more than 600 calls requesting information on fitting station locations, low cost car seat purchases and basic CPS information.

During CPS Week, two sponsored inspection events were held. Attendance was boosted by distributing donated movie tickets and food. Using the Click it or Ticket model six details were held in Barre, St. Albans, Milton, Burlington, Hartford and Brattleboro partnering with law enforcement and CPS technicians. The media campaign called BE SEAT SMART was aired on radio and television to raise awareness for car seat use with a special focus on booster seats three weeks prior to CPS Week.

Finally, the partnership with National Safe Kids continued to help with the purchase of car seats and supplies, and promoting child safety seat inspections around Vermont

PROGRAM RESULT

Vermont safety belt use rate slipped from the high of 87.3% in 2008. The slippage was not a surprise but was a disappointment. The highway safety community in Vermont was pleased that the rate stayed above 85% despite Vermont's law being non-standard



enforcement. We attribute the sustained high rate to the hard work of the officers on the road and those persons educating the public of the benefits of being belted. The unprecedented media and aggressive enforcement applied in 2008 is not sustainable with current resources. Only the dedication and hard work of all involved has made the high level of belt use maintained in 2009 possible.

2011 CHILD SAFETY AND CHILD BOOSTER SEAT INCENTIVE GRANTS

The Vermont 2009 projects supported with 2011 grant funds and the amounts of support provided were:

CPS Week Enforcement Task Force: \$5,702

CPS Program Technical Support: \$6,178

Safety Seat Inspections: \$19,200

CPS and Tweens program marketing: \$91,461

Emergency Medical Technician training: \$3,250

School Bus/Special Needs Child Training \$934

POLICE TRAFFIC SERVICES

Vermont has direct Police Traffic Services programs and several programs to support those services. The **direct enforcement** grant programs are § 402 funded for general locally identified problems and by § 164 for a DUI enforcement grants to locals program. These sub grant programs support and compliment the CIOT and You Drink, You Drive, You Lose programs by providing year-long continuing police traffic enforcement presence on Vermont highways. This technique keeps up the pressure between mobilizations and yields Vermont's lower fatalities and increased belt use.

In 2009, these grant enforcement programs accounted for over 16,000 hours of enforcement including over 1,000 hours at 186 checkpoints. Officers on these details stopped over 48,000 vehicles, wrote 15,913 traffic citations, and issued 13,785 warnings. These officers administered 1,790 breath tests and arrested 324 intoxicated drivers. 1,088 tickets were also written for seat belts and CPS citations.

Another effort in Vermont not included in those numbers is the **DUI and CIOT Task Forces**. These regionally aligned teams (there are four of them) are comprised of a Team Captain and four officers. They are used as area and issue specific targeted enforcement. In most cases they are used in areas where limited law enforcement resources are available and an identified problem exists. The teams are especially useful during Click It or Ticket mobilizations to reach into areas of Vermont where enforcement is thin and belt use is low. The teams also are active during *You Drink, You Drive, You Lose*, campaigns. Examples of other times the teams have been deployed are Super Bowl Sunday, Presidents Day weekend in ski towns, and Halloween.

Programs that provide support to the direct enforcement effort are the police liaisons, the Vermont Law Enforcement Challenge, and the crash data analyst.

The **three law enforcement liaisons** are instrumental in coordinating among State, local and county agencies. They plan activities throughout the year, support agencies in planning local activity based on crash history, develop media contact information, train and assist agencies in Vermont Law Enforcement

Challenge submittals and run the CIOT and alcohol mobilization Task Forces.

The **2009 Vermont Law Enforcement Challenge** resulted in 15 entries from agencies throughout the state. Eleven municipal agencies, three Sheriff's departments, and the Vermont Department of Motor Vehicles participated in this year's event. Five officers judged the entries. Following the judging in Vermont, all entries were sent to I.A.C.P. offices in Washington for national judging.

An awards luncheon was held to honor the participating agencies. The Shelburne Police Department was the top scoring agency in all categories closely followed by the Bennington Police Department.

All agencies had the opportunity to select from valuable articles of police equipment including in-car cameras, radars, lightbars, and many other items. The agency made their selection based on their final score with the top scoring agencies selecting first. During the awards presentation portion of the luncheon, agencies were presented with plaques that identified their agencies and category standing.

GHSP presented two annual awards at this luncheon. The Ruby Rainault Memorial Award was presented, posthumously, to Safety Inspector Sam Thompson of the Vermont Department of Motor Vehicles for his work in occupant protection. The Highway Safety award was presented to Capt. Michael Major of the Chittenden County Sheriff's Department for his community outreach efforts above and beyond his normal duties to promote highway safety.

At the IACP Conference the Shelburne Police Department was honored for first place in their category, Orange County Sheriff's Department was honored for a third place finish in the Sheriff's category and the Vermont Department of Motor Vehicles was presented with an award for a third place finish in the Special Law Enforcement category.

The **Crash Data Analyst**, created during 2007, is an asset to all law enforcement agencies to identify crash patterns, causes, and locations. The efforts of the analyst make law enforcement more effective in supporting our goals of reducing death, injury and property damage on Vermont roadways.

COMMUNITY PROGRAMS

PROGRAM OVERVIEW

The educational part of the Vermont Highway Safety Program encourages good transportation safety choices. We work to target our message to specific populations and tailor that message to the problem in that population. For example, in the Vermont Teen Leadership Safety Program and Early Traffic Safety Education our intention is to grow young Vermonters into safety minded adults. Other populations require other messages and we develop them as we identify problems.

The **Vermont Teen Leadership Safety Program** (VTLSP) promotes safe life choices in the young adult population. VTLSP has membership in high schools across Vermont. Each school has adult and teen advisors to mentor and guide the school's activity. Students in these schools conduct peer-to-peer role modeling to promote a wide variety of smart choices. Paramount in these choices are safety belt use and smart choices regarding drinking and especially impaired driving. Students that buckle up and shun drinking and driving as they start their driving careers, are more likely to continue these habits. We continued to work with VTLSP throughout 2009.

VTLSP was also heavily involved with promoting the Stop Teen Alcohol Risk Taking (START) program. This program targets underage drinking parties. With students help through sharing information, teams of enforcement officers are able to intervene with parents and landowners to prevent drinking parties either in a home or on land owned by a consenting adult. If such a party is found to be occurring, these same officers assemble and take action to stop and investigate the party and its sponsors. VTLSP members also create public information campaigns and materials to distribute around the state and promoted the toll free number that is used to report underage drinking. Students of the VTLSP participated in national meetings of SADD, and worked with the National Guard Drug Reduction Unit, the Department of Liquor

Control, School Resource Officers and DARE officers around the state and sent students to the National SADD conference in Washington, DC, along with adult advisors. VTLSP members also testify in the legislature regarding graduated license laws.

The **Vermont Safety Education Center** is a new program that will focus on the 18 to 24 age group of beginning drivers and also on mature drivers. The Center will promote the Dare to Prepare Program, Driving Skills For Life, Alive At 25, and the AARP Driver Safety Program. The Center will also pilot the Teen Driver and Passenger Pledge program. The Center will also work with at risk teens to promote Drivers Education and the Graduated Drivers License (GDL). The Center will also be working on the passage of a Primary Safety Belt Law for Vermont.

The **Community Traffic Safety Program** in Newport, Vermont, Traffic Safety of Orleans and Northern Essex ONE Counties is still active in Vermont's Northeast Kingdom. The program has continued its mission to educate their community members on the importance of safe highway use. This CTSP operates in one of the lowest belt use and highest alcohol use areas of Vermont.

Early Traffic Safety Education program is a statewide program consisting of a speaker with a magic show to travel to elementary schools in Vermont to promote safe behaviors on and around school buses, as pedestrians, bicyclists and motor vehicle passengers. This first step in the growing of highway smart and safe citizens targets students in the early grades of elementary schools. The show is participatory and well accepted by every audience that sees the show.

A program based in the Vermont Department of Labor, the **Work Place Traffic Safety Program**, encourages employers to treat the roadway as the workplace for many of Vermont's workers. By focusing attention on the cost of crashes to businesses, this program helps employers to incorporate traffic safety issues into their company accident reduction plans and policies.

TRAFFIC RECORDS

Problem: Maintaining the momentum of statewide electronic crash data collection expansion.

What was accomplished: The project to electronically collect crash data from the police departments across Vermont was phased in during 2008. Work continued in 2009 to add functionality to the collection process, improve the accuracy of the crash location, and establish data transfer between the webCrash collection system and the Vermont VIBRS computer-aided dispatch system.

The query capability for reporting departments to run “canned” or ad hoc reports to provide near-real time data for planning of highway safety related activity is also on-line and active on the internet. This improvement in accessibility gave reporting agencies, for the first time, the ability to directly query the current crash records. Linking the webCrash system to VIBRS will further enhance this query and reporting system.

The webCrash to VIBRS link enhancement will make webCrash use the reporting tool of choice for more departments across Vermont. This improvement will eliminate the double entry now required to report on

webCrash but use the query function of VIBRS with which many departments are familiar and comfortable.

The lack of that link is a major sticking point of departments reluctant to move to electronic submission.

Funding Sources and Purpose:

408 Funds

- Online Crash Reporting System and Data Collection System developed by Transportation Agency personnel and contractor

Years Covered: All (we have been working on the traffic records strategic plan every year of SAFETEA-LU)

Geographic Area: State of Vermont

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PAID MEDIA REPORT

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

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

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

MEDIA STRATEGY: Click It or Ticket

Traditional media was utilized, specifically television and radio. This very hard-to-reach target demographic and the insert CIOT spots during programming reaches the highest number of Vermonters. Due to media proliferation, internet advertising was also added to the media plan to increase our reach.

MEDIA TACTICS

Content Focus – The media placements within contextually relevant areas such as rock and country, formats on radio and news, sports programming on television, and the internet.

Added Value – Sponsorships, on-air interviews and bonus “no charge” spots were negotiated as part of the campaign equating to **an additional \$19,500 worth of on-air radio exposure at no cost.**

Additional spots were negotiated for under-delivery of audience for previous (2008) CIOT campaign equating to an additional **\$16,000 worth of spot placements on television at no cost.**

Campaign Costs Click It or Ticket	
Media Vehicle	Dollars
Radio	\$ 58,107.06
Broadcast TV	\$74,958.25
Internet	\$ 2,879.57
Media Planning Buying & Management	\$ 12,860.75
TOTAL	\$148,805.63

Frequency of message –The overall campaign garnered a 79.1% reach of men 18-34 statewide, with a 17.4 frequency representing a very strong media buy.

MEASURES OF SUCCESS

Campaign performance was evaluated by a post-campaign survey revealing the campaign was successful in driving seat belt usage over the 85% target goal.

MEDIA STRATEGY - Motorcycle Safety Awareness (May 11 – 31)

This campaign was to increase awareness of the safety precautions necessary when driving a motorcycle. Adults 18+ (skewing slightly to younger men).

Utilized traditional radio statewide as it offered the ability to build the frequency of messaging within the conservative budget allotment.

MEDIA TACTICS

Content Focus – Country, adult contemporary radio formats.

Placement Focus – Spots inserted in morning drive time to gain the most exposure possible.

Added Value – Bonus spots negotiated and added to schedule equating to an **additional \$1600 in spot value**.

Frequency of message – The overall campaign garnered a 13.8% reach of adults 18+ statewide, with a 4.6 frequency.

Campaign Cost Motorcycle Awareness (May 11 – 31)	
Media Vehicle	Dollars
Radio	\$ 4,373.00
Television	N/A
Media Planning Buying & Management	\$ 491.90
TOTAL	\$ 4,864.90

MEDIA STRATEGY - Motorcycle Safety Awareness (June 23 – Sept 6)

This summer campaign increased awareness for the necessity to wear proper safety gear while motorcycle driving. The target audience was adults 18+ (skewing slightly to younger men, statewide). As the most effective mediums to reach the broad target demo statewide, we utilized traditional television and radio.

MEDIA TACTICS

Content/Placement Focus – Radio media plan included the top four highest ranking with adults 18+ (skewing slight younger male) stations in each of Vermont's designated market areas.

Television – Utilized the five broadcast stations in the region along with Comcast Cable Systems. The plan included local news broadcasts, late night talk shows, New England specific sports programming, and prime shows that rank well with the target audience.

Creative – :30 spot entitled “All the Gear” television & radio.

Added Value – Set up on-air interview, bonus spots negotiated and added to schedule, all equating to an **additional \$1600 in spot value**.

Frequency of message –The overall campaign garnered a 60.6% reach of adults 18+ statewide, with a 5.6 frequency.

Campaign Costs Motorcycle Awareness (June 23 – Sept 6)	
Media Vehicle	Dollars
Radio	\$ 10,674.30
Television	\$ 19,399.15
Media Planning Buying & Management	\$ 4,071.10
TOTAL	\$ 34,144.55

MEDIA STRATEGY - Passenger Safety Program Tweens Campaign (Sept 1-19)

Use the immediacy and influence of radio and television statewide to deliver the message of educating parents of children on the proper car seat safety. Additionally, text ads with link to the website were deployed on Facebook to increase reach.

Objective: To alert parents of tween children that they still need to follow special safety guidelines when traveling including booster seats and proper fitting seat belts. Targeting adults 25-64 (parents and grandparents of tweens), and supporting National Child Passenger Safety Week (Sept 12 –Sept 19).

MEDIA TACTICS

Content/Placement Focus – Broad placement of broadcast spots were employed to reach BOTH parents.

Radio: Adult contemporary, country and rock music formats during 6am-7pm weekdays and 10am-3pm weekends.

Television: Majority of the spots were placed in primetime to reach the greatest number of parents. However, additional news and mid-day spots were also purchased to increase frequency.

Facebook: Geo-targeting text toward people with children.

Added Value – Bonus spots were negotiated with all of the stations on the media buy including sponsorships of news, weather, and music billboards. In addition, on-air interviews were coordinated between the stations and CPS in key markets such as St. Johnsbury and Bennington. Added value to schedule **equated over \$10,000 on-air time.**

Frequency of message –The overall campaign garnered a 77.7% reach of adults 25-54+ statewide, with a 7.7 frequency.

Campaign Costs Child Passenger Safety	
Media Vehicle	Dollars
Radio	\$ 27,913.49
Television	\$ 26,658.76
Media Planning Buying & Management	\$ 5,337.30
TOTAL	\$ 59,912.81

MEDIA STRATEGY - DUI - Labor Day

This campaign was to increase the awareness of Vermont's impaired driving laws and increase the public perception of the risks of detection, arrest, prosecution, and sentencing for impaired driving.

As the most effective mediums to reach the broad target demographics statewide, we utilized traditional television and radio.

Target audience was adults 18-34 (with a secondary target of men 18-34).

MEDIA TACTICS

Content/Placement Focus – Radio: Rock, country and Top 40 with spots inserted primarily near the weekend, afternoon, and evening time periods.

Television: Local News, Prime Time and Sports programming.

Added Value – Bonus spots were negotiated with all of the stations on the buy, totaling close to **\$5,000 worth of added value the to schedule.**

*Frequency of message –*The overall campaign garnered a 73.2% reach of adults 18-34+ statewide, with a 3.3 frequency.

Campaign Costs DUI Labor Day	
Media Vehicle	Dollars
Radio	\$ 21,001.16
Television	\$ 20,448.49
Media Planning Buying & Management	\$ 5,485.44
TOTAL	\$ 46,935.09

MEDIA STRATEGY - CIOT Thanksgiving Campaign

Using traditional media, specifically television and radio, to reach this very hard-to reach target demo and insert the CIOT spots during programming and content that draws the highest number of Vermonters. Statewide target with a specific emphasis on the Northeast Kingdom and the New Hampshire/Vermont border.

MEDIA TACTICS

Content/Placement Focus – Radio: Focused media placements within contextually relevant areas, such as rock and country formats on radio, news, and sports programming on television.

A sponsored Drunk Driving PSA was ran on the local FOX channel.

Added Value – Negotiated bonus spots for radio that equated to **nearly \$7500 in additional spot value.**

Frequency of message –The overall campaign garnered a 76.0% reach of adults 18-34+ statewide, with a 5.7 frequency.

Campaign Costs Click It or Ticket Thanksgiving	
Media Vehicle	Dollars
Radio	\$ 23,419.16
Television	\$ 20,647.15
Media Planning Buying & Management	\$ 4,652.60
TOTAL	\$ 47,718.91

MEDIA STRATEGY - *Holiday Impaired Driving Campaign*

Statewide radio and television were the methods used to influence and educate the general population, the target of males, 18-34, and a secondary targeting adult 18+, regarding the consequences of driving under the influence.

MEDIA TACTICS

Content/Placement Focus – Radio: Insert spots on stations targeted to men and purchase afternoon, evening, and weekend time period when there is traditionally more potential for DUI.

Television: Insert spots primarily into prime and sports (football, basketball, hockey) programming to reach target audience utilizing both broadcast and cable.

Added Value – Negotiated bonus spots for radio that equated to **nearly \$7500 in additional spot value.**

*Frequency of message –*The overall campaign garnered a 75.6% reach of adults 18-34+ statewide, with a 7.7 frequency.

Campaign Costs Holiday Impaired Driving	
Media Vehicle	Dollars
Radio	\$ 24,792.24
Television	\$ 40,009.00
Media Planning Buying & Management	\$ 9,500.00
TOTAL	\$ 74,301.34

LOOKING AHEAD

FFY 2009 and 2010 have been difficult years for programming and developing goals, due to uncertainty about funding. Under normal circumstances, factors dictating activities and grant focus are crash data and available funding. Vermont's focus over the last five years has been dedicated to fine-tuning countermeasures designed to increase safety belt use and reduce impaired driving, as well as improving our ability to collect and use data. With generous federal funding, we have achieved more than 85% safety belt use three years in a row, even with a secondary law, and our alcohol-related highway fatalities are lower than the national average and among the lowest in New England. Under normal circumstances, we would be in a position to improve well-established activities, and reach out to new partners to achieve new levels. We have a well-established and wide-ranging cadre of grant managers to reach Vermonters at school, work and in their vehicles. Years of ground work and networking position us to try new ways to reach the remaining 15% resistant public on the safety belt issue, and we are beginning work with new partners on the distracted driving issue.

However, implementation of the FFY 2009 Highway Safety Performance Plan was made incredibly difficult in the current fiscal environment. Every State agency is forced to cut back on budgets, employees, and programs it can support (on any funding source, state or federal), and continuity of all programs are in question with the end of SAFETEA-LU and uncertainty about the requirements and funding level of the next Transportation budget. Since submission of the FFY 2009 HSPP, the State economic environment has degraded significantly, reducing the

State's ability to support enforcement and education programs. These issues trickle down to non-State entities, as well.

Because of these problems - the shortfall in State funds and uncertainty about Federal funds - our first focus continues to be maintaining the infrastructure of highly knowledgeable activists in the field of highway safety. Because it takes many years to develop broad experience and deep understanding of highway safety issues and countermeasures, these are assets not easily replaced. In 2010, we will focus on maintaining the cadre of professionals we have, and improving the knowledge base of those we invest with responsibility for executing our programs. We have a two-year plan for providing training and resources targeted to increase the skill sets of our traffic safety community, and reach out to new partners to align priorities, funding and programs in innovative ways. In this way, we invest in our most valuable resources, and seek new partners with allied funding sources and priorities.

NHTSA has been very supportive in helping us bring these training resources to the state, both in the Regional office and Headquarters, and we are very grateful for this help. In addition, leadership at the Department of Public Safety and the members of the Core Group of the Strategic Highway Safety Planning initiative continue to work with us to strive for continuing improvements in highway safety despite budgeting and personnel issues. All are committed to making the State of Vermont a very safe place to live, work, and drive. We expect to maintain our safety achievements through difficult times, positioning ourselves to move forward in new ways in the future.

PROGRESS MEASURES

Vermont Progress Measures are displayed on the following pages. Measures of Total Fatalities, Seat Belt Use, Young Adult Fatality belt use, total and young adult Alcohol Related-Fatalities, Speed and Motorcycle Fatalities, indicate overall progress in Vermont's highway safety environment.

We use the 3-year average for most goals because our small state has low numbers for annual counts which cause wide variations in the individual years' numbers. Using a 3-year average smoothes the variability for a better measure of how the numbers are changing over the years.

The one goal which we expect to be significantly exceeded in the 2007-2009 period is the three-year average of roadway fatalities (Goal I). The projected number of 2009 deaths is 75. Based on that projection, the three-year average will be 71.3. The related goal established in the 2009 Highway Safety Plan was set at 77. Our goal will be exceeded by 7.5% if the projected number is correct.

Two of our stated goals have been met. The Vermont belt use rate (Goal II) stayed above 85% for the third year in a row. The 2007 – 2009 three-year average of motorcyclist deaths in Vermont

(Goal V) is 7.3, just under the stated goal of 7.5. This assumes there will be no more such deaths this year. With the recent arrival of wintery weather, we are confident the motorcycle season in Vermont is over and the eight deaths recorded through mid-December will be the final number.

The one goal that we do not expect to achieve is the percent of belt use for fatally injured young adults (Goal IIa). The 2007 and 2008 results for this measure were both 25%. Given the low result in the preceding two years, the 2009 percent would have to be 100% to meet this goal. We know from the 2009 fatal crash reports received to date, 100% use rate in that age group will not be met.

The remaining goals Alcohol-Related Fatalities (Goal III), Young Adult Alcohol-Related Fatalities (GOAL IIIa) and Speeding-Related Fatalities are expected to end the 2007 – 2009 period below the established goals.

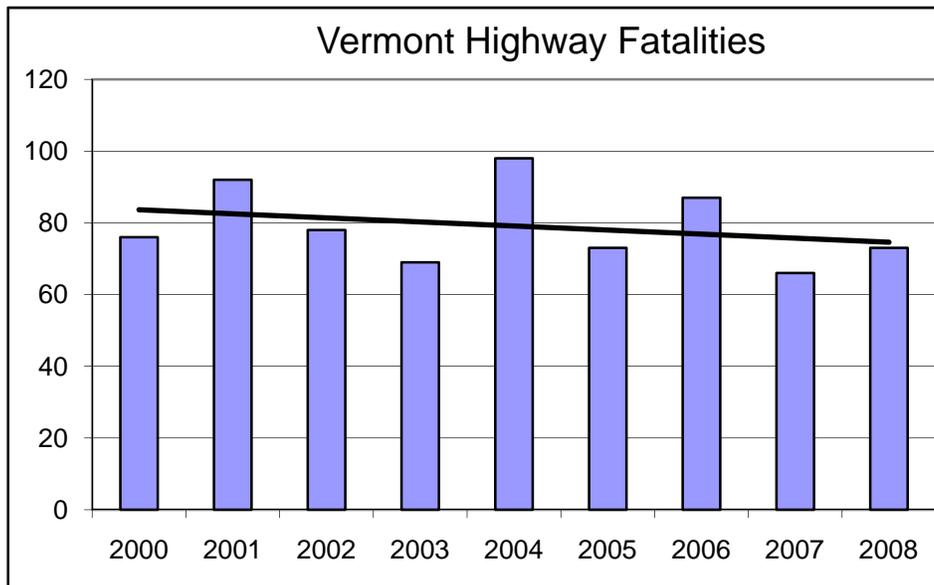
We, in Vermont, are convinced these successes are attributable to highly visible enforcement activity, aggressive media placement and the sustained increase in belt use rate of over 85% from 2007 through 2009.

Goal I: Total Fatalities - Reduce the three-year average of fatalities in Vermont to 77 by the end of the 2009 calendar year.

WILL BE EXCEEDED

Since the late nineties, highway fatalities, a very broad measure of highway safety in Vermont, have declined. That trend has continued through 2009. We are confident the 2009 final number will be less than 80. Even if the number for 2009 is as high as 80, the three-year average for 2007-09 would be 73, 5% under our goal of 77. It would appear we set our 2009 goal too high. However, 2007 and 2008 were stellar years in Vermont for traffic fatalities which were preceded by an abysmal 2006 when 87 people died on Vermont roads. 2009 is turning out to be a more average year for highway deaths in Vermont.

Data:



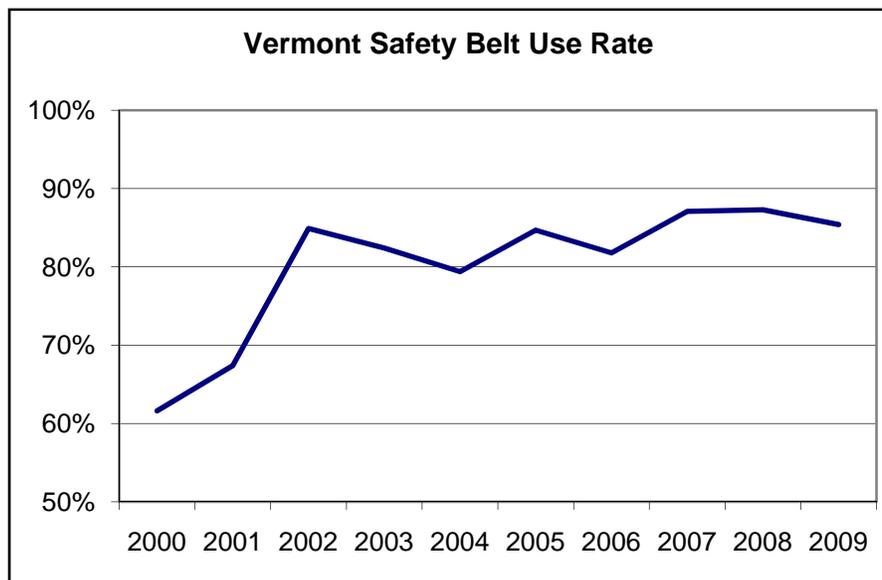
Total Fatalities									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Annual Number	76	92	78	69	98	73	87	66	73
Three Year Average	90.0	86.0	82.0	79.7	81.7	80.0	86.0	75.3	75.3

Goal II: Safety Belt Use Rate - Maintain the Statewide Safety Belt Use Rate at 85% or above through 2009 and beyond.

ACHIEVED

We know the best way to reduce highway deaths and injuries is to increase safety belt use. The Click It or Ticket effort, including high-visibility enforcement and aggressive education activities, is a proven strategy even without a standard enforcement law. Because Vermont is a nonstandard-enforcement state, we recognize keeping the use rate above 85% is an enormous challenge. We put maximum effort and resources into the annual Click It or Ticket mobilization in May/June, and, to a lesser degree, November. The result is a sustained over-85% restraint use rate for the past three years.

Data:



Vermont Belt Use Rate										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Annual Number	61.6%	67.4%	84.9%	82.4%	79.4%	84.7%	81.8%	87.1%	87.3%	85.4%

Goal IIa: Young Adults (ages 15-20) - Increase the three-year average safety belt use to 50% for 15 through 20 year old fatalities by the end of the 2009 calendar year.

NOT EXPECTED TO BE ACHIEVED

Although the actual 2009 use rate for fatally injured persons in this age group is expected to be near 50%, the three-year average percent at the end of 2009 will be in the low forties range. The belt use rate of young adults has been rising for the past decade. With our Click It or Ticket efforts, especially the education aimed at young adults, and the youth programs active throughout the year we expect to see the use rate rise in this population. This age group requires increased attention because as the data below shows, the young adult belt use increases are not keeping up with the general population.

Data:

Percent of Occupant Fatalities Restrained									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Annual Percent Ages 15 - 20	46%	17%	44%	42%	50%	25%	33%	25%	25%
Three-Year Average	27%	29%	36%	34%	45%	40%	36%	28%	37%
Annual Percent All Ages	46%	30%	40%	52%	47%	43%	43%	51%	46%
Three-Year Average	29%	31%	37%	41%	46%	47%	44%	46%	47%

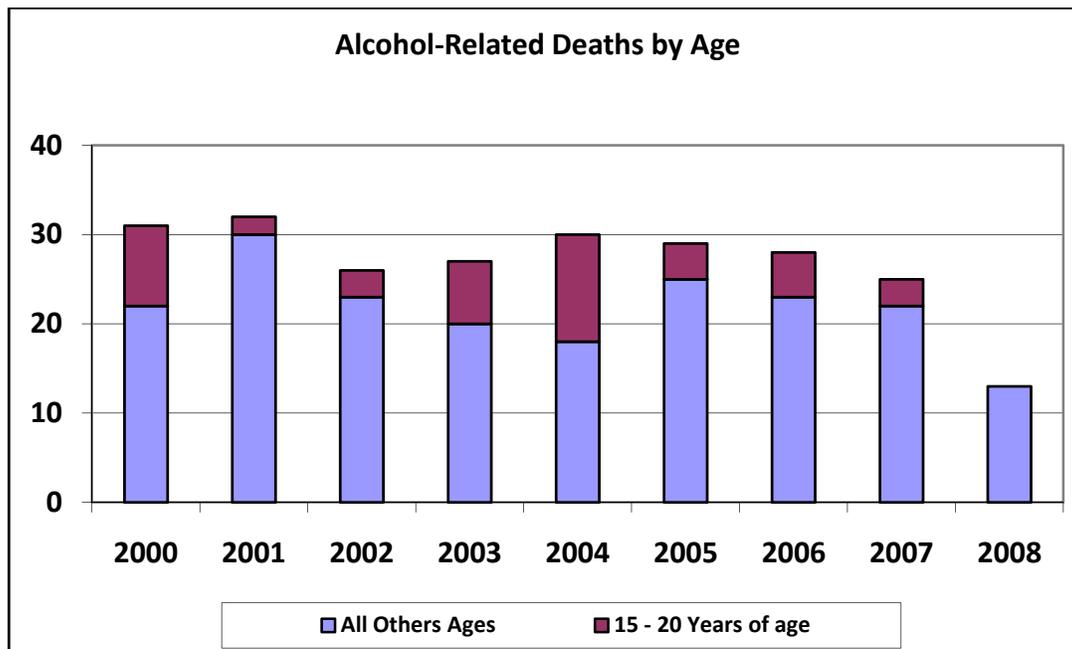
Goal III: Alcohol-Related Fatalities - Reduce the three-year average of alcohol-related fatalities in Vermont to less than 26 by the end of the end of the 2009 calendar year.

EXPECTED TO BE ACHIEVED

The number of alcohol- related fatalities in 2008 (13), nearly guaranteed this goal would be met. At the time we set this 2009 goal, we did not know how low the 2008 number would be. With the 2007 and 2008 numbers being 25 and 13 respectively, there would have to be forty-one alcohol-related traffic deaths in 2009 for Vermont to not meet this goal. The last time there were that many such deaths in Vermont was 1991! As we compile this report, we know there are 17 alcohol-related traffic deaths, 25 known to not be alcohol-related and 21 yet to be determined. To not achieve this goal, there would have to be catastrophic alcohol-related crashes on Vermont highways.

Data:

Alcohol-Related Fatalities									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Annual Number	31	32	26	27	30	29	28	25	13
Three Year Average	33.7	32.3	29.7	28.3	28.0	29.0	29.3	27.3	22.0



Goal IIIA: Young Adult Alcohol-Related Fatalities - Reduce the three-year average of alcohol-related fatalities of 15 through 20 year olds in Vermont to less than four by the end of the 2009 calendar year.

EXPECTED TO BE ACHIEVED

The absence of alcohol-related fatalities in this age group in 2008 all but assured this goal would be met. At the time we set this 2009 goal, we did not expect there would be no such deaths for Vermont young adults. With the sum of 2008 and 2009 being three alcohol-related deaths, there would have to be nine alcohol-related traffic deaths in 2009 for Vermont to not meet this goal. As we compile this report, we know there are three known 2009 alcohol-related young adult traffic deaths; there is one where the data is one yet to be determined. Based on what is known today, to not achieve this goal, there would have to be nine young adult, alcohol-related deaths on Vermont highways.

Data:

Alcohol-Related Fatalities Ages 15 – 20									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Annual Number	9	2	3	7	12	4	5	3	0
Three-Year Average	6.7	4.7	4.7	4.0	7.3	7.7	7.0	4.0	2.7
As Percent of Total	29%	6%	12%	26%	40%	14%	18%	12%	0%

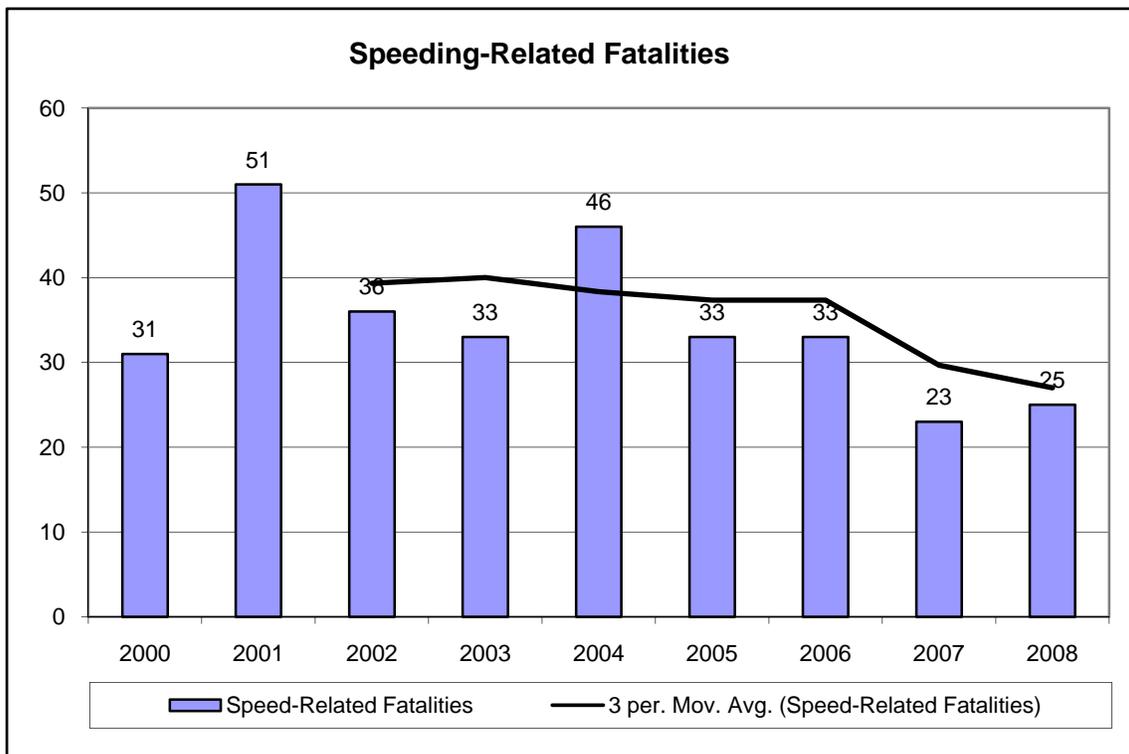
Total Vermont Fatalities 1992 - 2009									
	15 – 20 Year Old Fatalities			All Other Ages			All Ages		
	Alcohol	NonAlcohol	Subtotal	Alcohol	NonAlcohol	Subtotal	Alcohol	NonAlcohol	Subtotal
1992	4	13	17	29	49	78	33	62	95
1993	6	12	18	33	59	92	39	71	110
1994	7	9	16	25	36	61	32	45	77
1995	8	11	19	31	56	87	39	67	106
1996	11	5	16	29	43	72	40	48	88
1997	8	6	14	25	57	82	33	63	96
1998	8	12	20	28	56	84	36	68	104
1999	3	14	17	31	42	73	34	56	90
2000	9	9	18	22	36	58	31	45	76
2001	2	7	9	30	53	83	32	60	92
2002	3	8	11	23	44	67	26	52	78
2003	7	6	13	20	36	56	27	42	69
2004	12	9	21	18	59	77	30	68	98
2005	4	9	13	25	35	60	29	44	73
2006	5	10	15	23	49	72	28	59	87
2007	3	3	6	22	38	60	25	41	66
2008	0	15	15	13	45	58	13	60	73
2009			8			54			62

Goal IV: Speed - Reduce the three-year average of speed-related fatalities in Vermont to less than 30 by the end of the 2009 calendar year.

EXPECTED TO BE ACHIEVED

The data to compute the final number of speed-related highway deaths is the slowest to be finalized. As we write this 2009 Annual Report, we can say the number of 2009 crashes is lower than anticipated and therefore we would expect the speed-related crashes to also be lowered. Based on our projections for 2009 (up to 70 total fatality crashes) and historical trends (35-40% speed-related), we would expect the 2009 speed-related fatality figure to be 28-30. If the final 2009 figure is at the high end of that range (30), the 2007 – 2009 average would be 26; well below our 2009 goal.

Data:



2001	2002	2003	2004	2005	2006	2007	2008
39.7	39.3	40.0	38.3	37.3	37.3	29.7	27.0

Goal V: Motorcycles - Reduce the three-year average of motorcycle fatalities to less than an average of 7.5 per year by the end of the calendar year 2009.

ACHIEVED

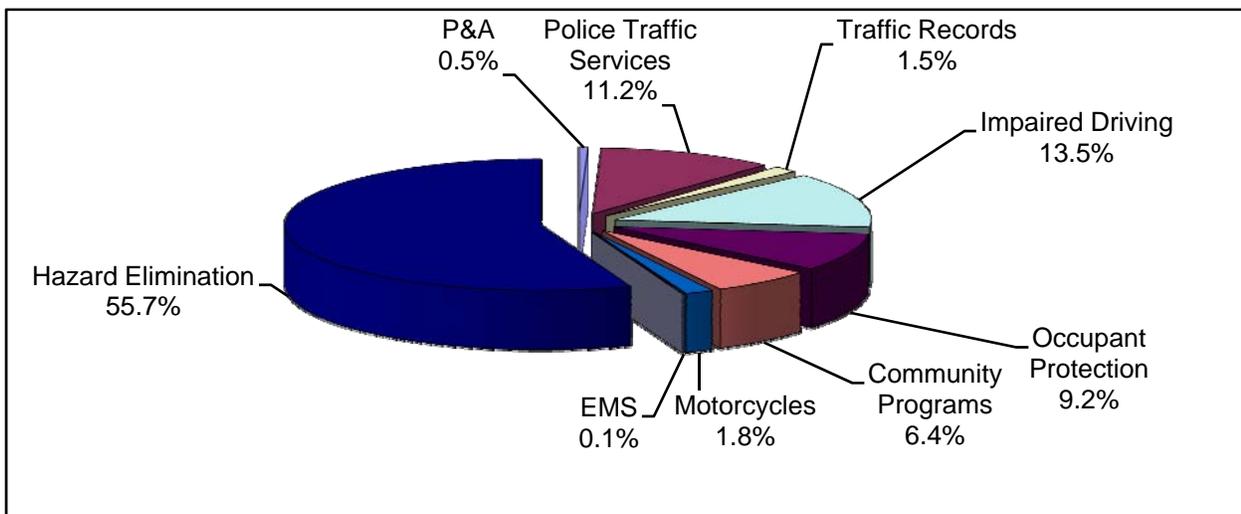
We do not expect to see any more motorcycle fatalities in Vermont in 2009. The count now (early December) is eight deaths. Assuming there are no more in 2009, the 2007 – 2009 average will be 7.33, just below our goal of 7.5. Although there was an increase of one motorcycle crash death in 2009 above 2008, and there was a significant increase in the 2004 – 2006 period, we are confident Vermont motorcycle deaths will continue to stay in the single digits.

Data:

Motorcycle Fatalities										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009 thru November
Annual Number	6	11	5	3	11	14	10	7	7	8
Three-Year Average	5.7	8.0	7.3	6.3	6.3	9.3	11.6	10.3	8.0	7.3

FUNDING SUMMARY

Financial Summary - Total Federal Funds Used FFY 2009										
	402	405	406	408	410	2010	2011	164	Total	% of Total
P&A	\$23,462		\$15,542						\$39,004	0.5%
Police Traffic Services	\$755,686		\$45,491						\$801,177	11.2%
Traffic Records	\$24,531			\$83,860					\$108,391	1.5%
Impaired Driving	\$20,000				\$671,275			\$280,638	\$971,913	13.5%
Occupant Protection	\$353,343	\$183,860					\$126,724		\$663,927	9.3%
Community Programs	\$459,603								\$459,603	6.4%
Motorcycles						\$126,701			\$126,701	1.8%
EMS	\$8,000								\$8,000	0.1%
Hazard Elimination								\$3,999,984	\$3,999,984	55.7%
TOTAL	\$1,642,832	\$183,860	\$61,033	\$83,860	\$671,275	\$126,701	\$126,724	\$4,280,622	\$7,176,907	



FUNDING SUMMARY (SUPPLEMENT)

Financial Summary - Total Federal Funds Used FFY 2009										
	402	405	406	408	410	2010	2011	164	Total	% of Total
P&A	\$23,462		\$15,542						\$39,004	1.3%
Police Traffic Services	\$755,686		\$45,491						\$801,177	27.6%
Traffic Records	\$24,531			\$83,860					\$108,391	3.7%
Impaired Driving	\$20,000				\$671,275			\$280,638	\$971,913	23.9%
Occupant Protection	\$353,343	\$183,860					\$126,724		\$663,927	22.9%
Community Programs	\$459,603								\$459,603	15.9%
Motorcycles						\$126,701			\$126,701	4.4%
EMS	\$8,000								\$8,000	0.3%
TOTAL	\$1,642,832	\$183,860	\$61,033	\$83,860	\$671,275	\$126,701	\$126,724	\$280,638	\$2,896,285	

