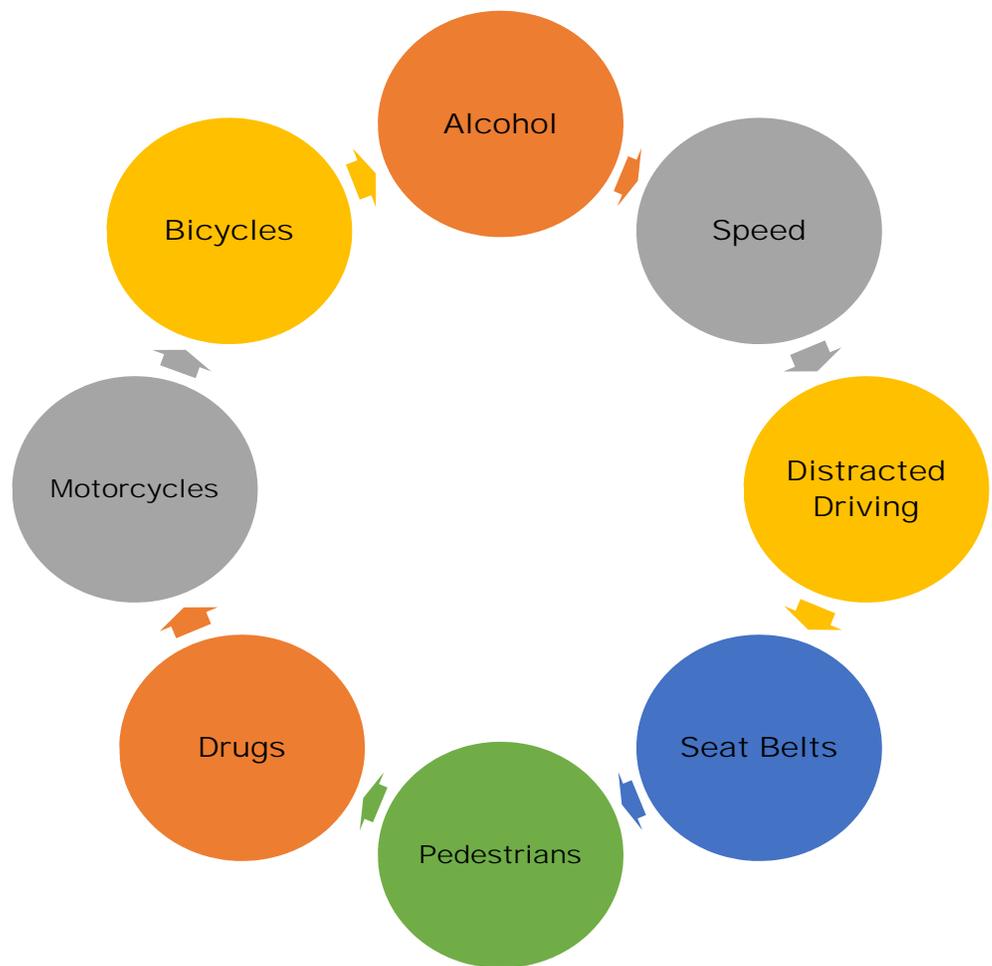


Governor's Highway Safety Program

Annual Report 2016



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Governor's Highway Safety Program

One National Life Drive

Montpelier, Vermont 05633

www.ghsp.vermont.gov

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Mission Statement -

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

Message from the Governor's Representative

The State of Vermont Governor's Highway Safety Program (GHSP) staff respectfully submits the following *Annual Report for Federal Fiscal Year 2015* (FFY2015) to the National Highway Traffic Safety Administration (NHTSA).

On March 20, 2015, the Honorable Governor Peter Shumlin designated the Agency of Transportation (VTrans) as the appropriate agency to implement the State's Highway Safety Program. Effective April 5, 2015, the transition from the Department of Public Safety (DPS) to VTrans officially began. As the newly appointed Governor's Representative and the Secretary of Transportation for the State of Vermont, we are excited to welcome the Governor's Highway Safety Program to VTrans. The GHSP has complimented the Office of Highway Safety by adding the behavioral aspect to our data group, engineers and the Vermont Highway Safety Alliance (VHSA). By housing the GHSP at VTrans, we are able to provide a more comprehensive approach to highway safety in Vermont.

In order to ensure our roads in Vermont are safe to travel, we as a community must work collaboratively through the use of data to guide our priorities. The VHSA creates a statewide integrated highway safety network by bringing together a broad cross section of public and private organizations representing all users of the State's roadways. The Alliance of 40 plus organizations encompasses the 4 E's of highway safety - Education, Enforcement, Engineering, and Emergency Medical Services. The Highway Safety Plan (HSP) created by the GHSP will continue to remain closely linked to the State's Strategic Highway Safety Plan (SHSP) created by the VHSA and is the planning document addressing the behavioral highway safety priorities of the SHSP. The 2015 Annual Report highlights the work of our many partners through traffic safety initiatives and countermeasures outlined in the HSP.

Sadly, as a nation, we lost over 30,000 lives on our roadways in 2015. As of December 25, 2015, we have witnessed 53 fatalities on Vermont roadways. Approximately 1/3 of those fatalities involved alcohol or drug impairment and 30% failed to use or were improperly using seatbelts. We also saw an increase in deaths involving vulnerable users and motorcyclists. Aggressive driving, speed and distracted driving have factored into the number of lives lost on Vermont roads. As a result, the priorities of the GHSP and the VHSA reflect those of National and State statistics. We must continue to focus on impaired driving, speed, distracted driving and occupant protection, while also ensuring that our vulnerable users, motorcyclists and work zones are safe. In promoting the "Toward Zero Deaths" philosophy, we recognize that one death is too many.

In conclusion, VTrans is very proud of all the work performed by our many partners and we are thankful for their valuable contributions. We appreciate all of the support provided in FFY15 from our regional partners at the National Highway Traffic Safety Administration (NHTSA), as well as our other federal partners. Finally,

VTrans would like to thank DPS for their contribution in making the transition to VTrans a success. On behalf of all the staff at VTrans, we pledge to continually strive toward ensuring Vermont's roads are safe for travel.

Executive Summary

On behalf of the Governor of Vermont and the Secretary of Transportation, the Governor's Highway Safety Program (GHSP) is pleased to submit the Federal Fiscal Year 2015 Annual Report. The Annual Report is prepared to provide an overview of Vermont's efforts to ensure the safest possible driving environment for those who live in, work in, or otherwise visit the state. The GHSP staff works collaboratively with all federal, state and local agencies, organizations and other entities to maximize resources and realize the most effective and efficient outcomes. The utilization of cooperative partnerships and implementation of timely and accurate data optimizes existing resources and promotes the implementation of countermeasures to reduce crashes and save lives. Intelligent application of data, science, technology and education ensures the GHSP achieves the most effective return on investment for all funds expended in the promotion of Vermont's highway safety projects.

Annual Report Development Calendar

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

| Timeline | Activity |
|-------------|---|
| | Produce final Financial Obligation Closeout (voucher) and obtain GHSP Administrator approval |
| December 15 | Submit draft AR for final review and approval by GHSP Administrator |
| December 31 | Submit final AR to NHTSA Regional Office |
| January | Distribute copies of AR to the GHSP email list including state and congressional legislators and post on the GHSP website |

State of Vermont Progress Assessment

Core Performance Measures

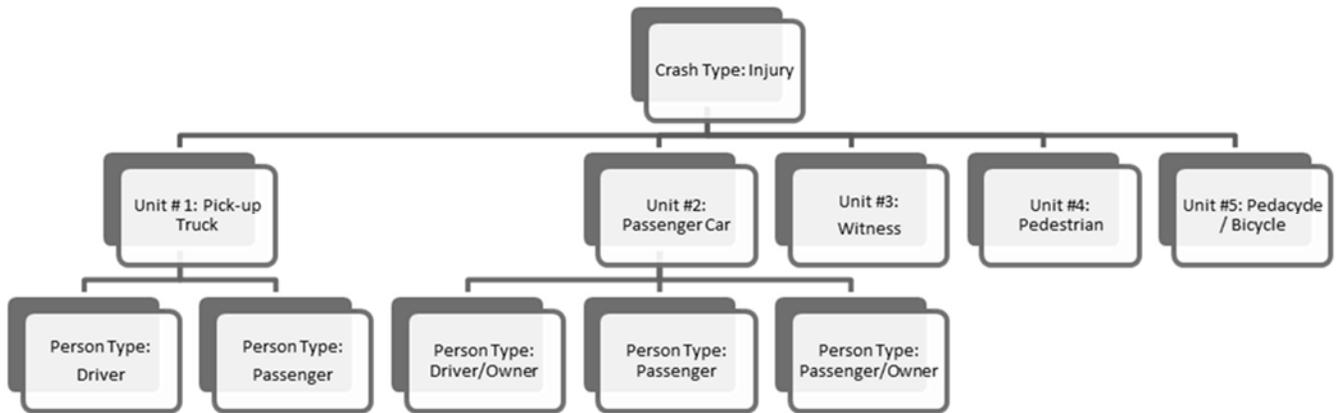
DATA

The State of Vermont, Governor's Highway Safety Program's 2015 Highway Safety Plan is the source of the goals identified in this section of the 2015 Annual Report. Where current 2015 data is not compiled, 2014 goals are used. The assessment of each goal is contained in a table demonstrating the number of crashes, person counts, or citations by year and includes a three- year moving average through the overall analysis time frame. Utilizing the three- year moving average smoothes out fluctuations in data and demonstrates the pattern or trend of a particular data range more definitively. A moving average format utilizes a specific number of data points, three- years in these assessments, averages them and then uses the average value as a point in the trend line.

Crash data is recorded and can be assessed on three- basic levels: crash, vehicle or unit and person. A crash report must have at least one vehicle or unit and is listed as one of three- crash types: property damage only, injury or fatal. Obviously, property damage only crashes cannot involve any injuries or fatalities. A crash report must have at least one fatality. A fatal crash reportable to the National Highway Traffic Safety Administration must have at least one fatally injured person involved in a crash with a least one motor vehicle, in transport, and the death must occur with 720 hours of the initial crash.

One crash may involve multiple vehicles, or units, as well as multiple persons. For example, one injury crash type may involve three- vehicles/units, such as: (unit #1) a pickup truck; (unit #2) a passenger car; (unit #3) a witness; and four persons: (unit #1) the operator (unit #1); (unit #2) operator/owner; (unit #2) passenger. The

following chart illustrates an example of the relationship between crash type, vehicle/unit type and person type:



At the time of the Annual Report compilation, the national FARS data available is from the prior year (2014). Any 2015 state data cited is current at the time of the report.

This data has been collected, collated and analyzed and/or reviewed by the State of Vermont FARS Analyst; the Agency of Transportation Highway Safety Manager and members of the Governor's Highway Safety Program staff to ensure the most accurate and informative reporting possible.

All of the law enforcement agencies in Vermont, with the exception of one small municipal agency, use Vermont's electronic reporting system Web Crash for submitting motor vehicle crash reports to the state. The one agency that does not use Web Crash submits paper reports to the state, and the data is entered into the database manually by VTrans staff.

As a general VTrans Crash procedure, April is the cut off month used for annual reporting on the previous calendar year. This procedure is communicated to law enforcement annually to assure AOT has received all of the previous calendar year data in the system. However, there are instances where the crash reports may not get submitted within this timeframe. For this reason, Web Crash is built to never reject a law enforcement report, no matter when submitted. This will explain the slight differences in the yearly counts from report year to report year.

Goal C1: Number of traffic fatalities (FARS¹)

To decrease by 4.3 percent from the three-year average of 67.3 in 2011-2013 to a three-year average of 64.4 by December 31, 2015.

Results:

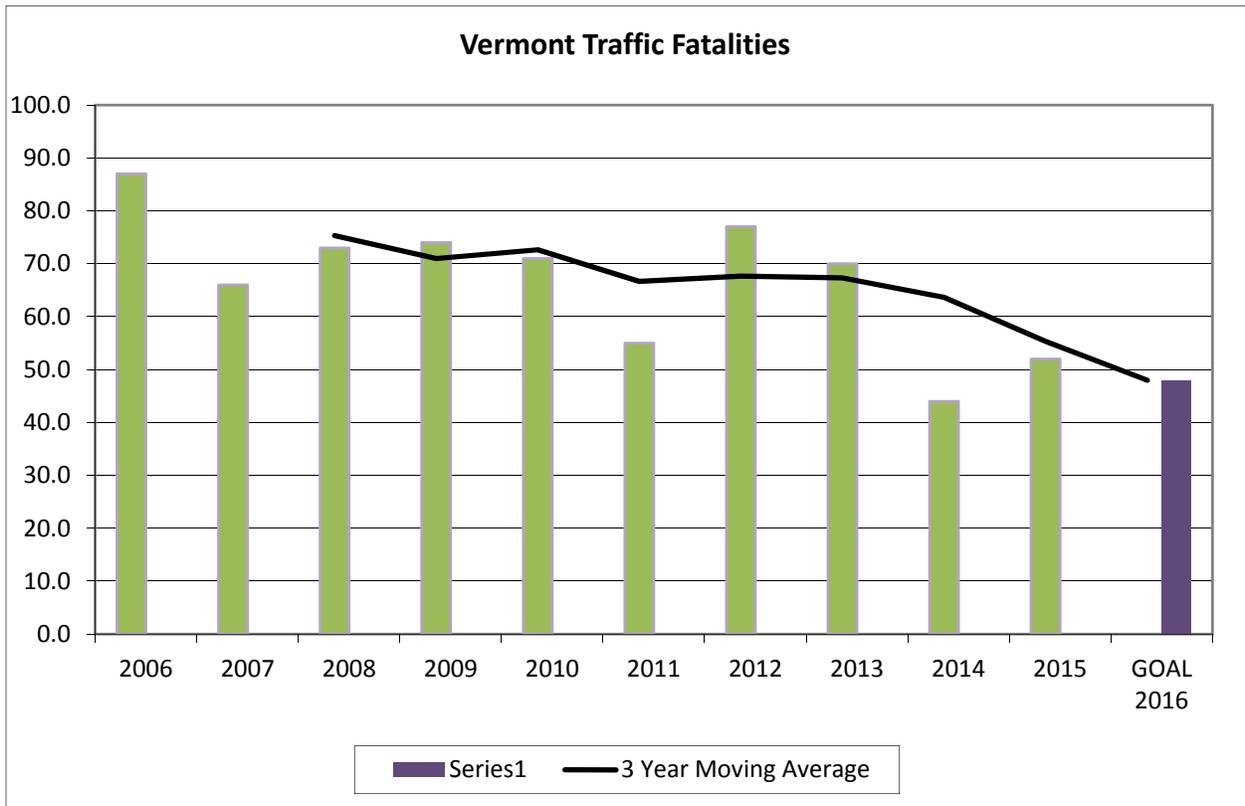
With the increase in fatalities from 44 in 2014 to 52 in 2015 the rate has increased 18.18%. However, Vermont has still surpassed the three-year average goal of 64.4 in 2013-2015 to 55.3.

| Year | Fatalities | 3-Year Average |
|----------------|------------|----------------|
| 2004 | 98 | |
| 2005 | 73.0 | |
| 2006 | 87.0 | 81.0 |
| 2007 | 66.0 | 74.8 |
| 2008 | 73.0 | 75.0 |
| 2009 | 74.0 | 71.0 |
| 2010 | 71.0 | 68.3 |
| 2011 | 55.0 | 69.3 |
| 2012 | 77.0 | 68.3 |
| 2013 | 70.0 | 61.5 |
| 2014 | 44.0 | 63.7 |
| 2015 | 52.0 | 55.3 |
| Projected 2016 | 48.0 | 48.0 |

Projection for 2016 48
2015 to Date 52

*Used trend line to determine projection.

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



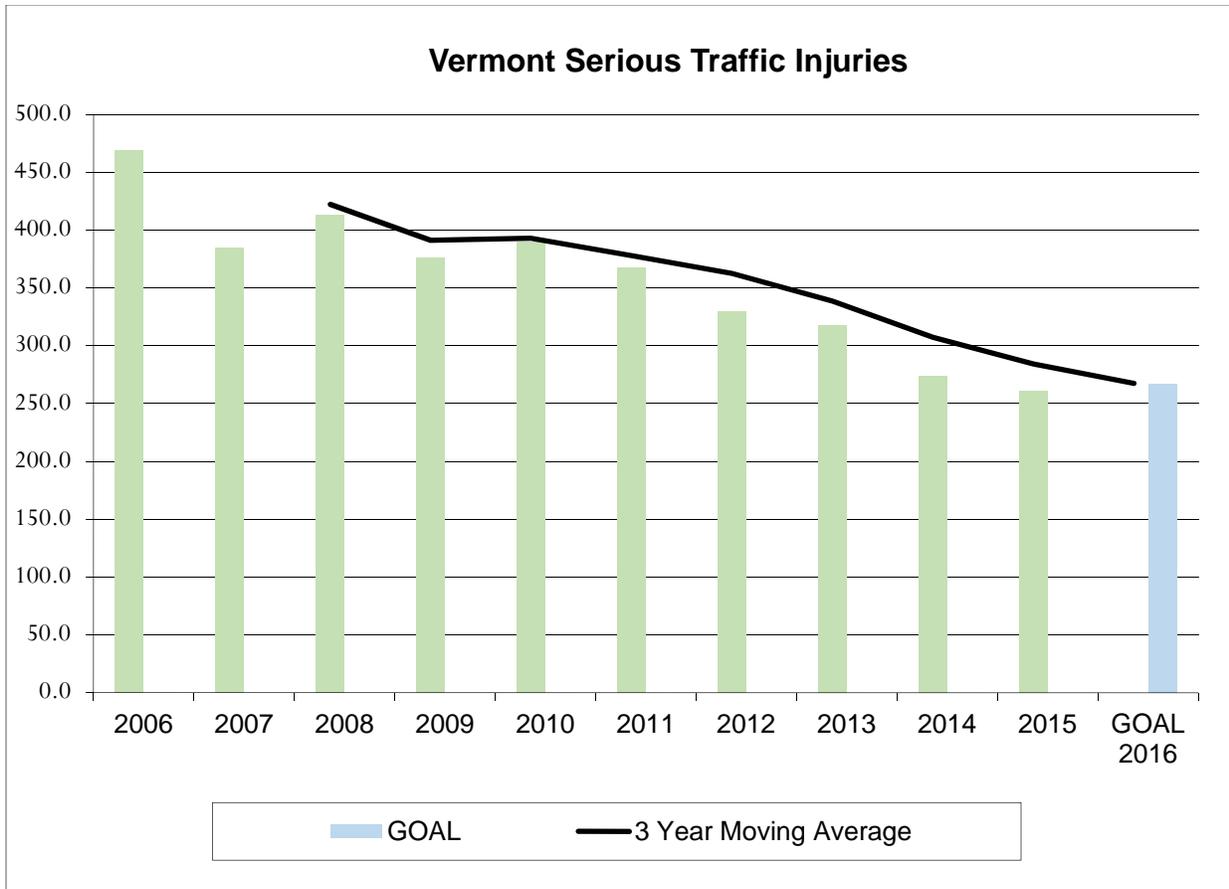
Goal C2: Number of serious injuries in traffic crashes (Vermont Crash Database)

To decrease serious traffic injuries 7.9 percent from the three-year average of 338.7 in 2011 - 2013 to a three-year average of 311.9 by December 31, 2015.

| Year | Serious Injuries | 3-Year Average |
|------------------|------------------|----------------|
| 2006 | 469.0 | |
| 2007 | 385.0 | |
| 2008 | 413.0 | 422.3 |
| 2009 | 376.0 | 391.3 |
| 2010 | 390.0 | 393.0 |
| 2011 | 368.0 | 378.0 |
| 2012 | 330.0 | 362.7 |
| 2013 | 318.0 | 338.7 |
| 2014 | 274.0 | 307.3 |
| 2015 | 261.0 | 284.3 |
| GOAL 2016 | | 311.9 |

Projection for 2016
2015 to Date

311.9
52



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

Results:

The goal of 311.9 remains skewed because of the corrections made to past data. The reason for the difference in numbers is due to the use of more refined data-mining queries and better quality control and assurance measures.

However, there is a clear downward trend in serious injuries. There is a -9.06% change between 2013 and 2014 three-year moving averages and the trend is likely to continue when 2015 data is finalized.

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

| Year | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---------------------|------|------|-------|-------|-------|-------|------|------|
| Serious Injuries | 385 | 413 | 376 | 390 | 368 | 333 | 322 | 276 |
| 3-Year Mov. Average | | | 391.3 | 393.0 | 378.0 | 363.7 | 342 | 311 |

Goal C3: Fatalities/VMT

To maintain the three-year average for fatalities per 100 million vehicle miles travelled from 2007 – 2012 at 0.94 by December 31, 2015.

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

Results:

Vermont's 2011-2013 three-year average of 0.94% may not indicate the likelihood of reaching the above stated goal for 2013. The significant reduction in fatalities in 2014 has positively affected the 2014 average. The 2013 data comes from the Vermont Crash Database and the Vermont Agency of Transportation. The FARS data for this measure are not yet available. When the data becomes available from FARS, GHSP will make the substitution.

| Year | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|----------|------|------|------|------|------|------|------|------|
| National | 1.36 | 1.26 | 1.15 | 1.11 | 1.10 | 1.13 | 1.11 | TBA |
| Vermont | 0.88 | 1.02 | 0.97 | 0.98 | 0.77 | 1.07 | 0.98 | 0.62 |

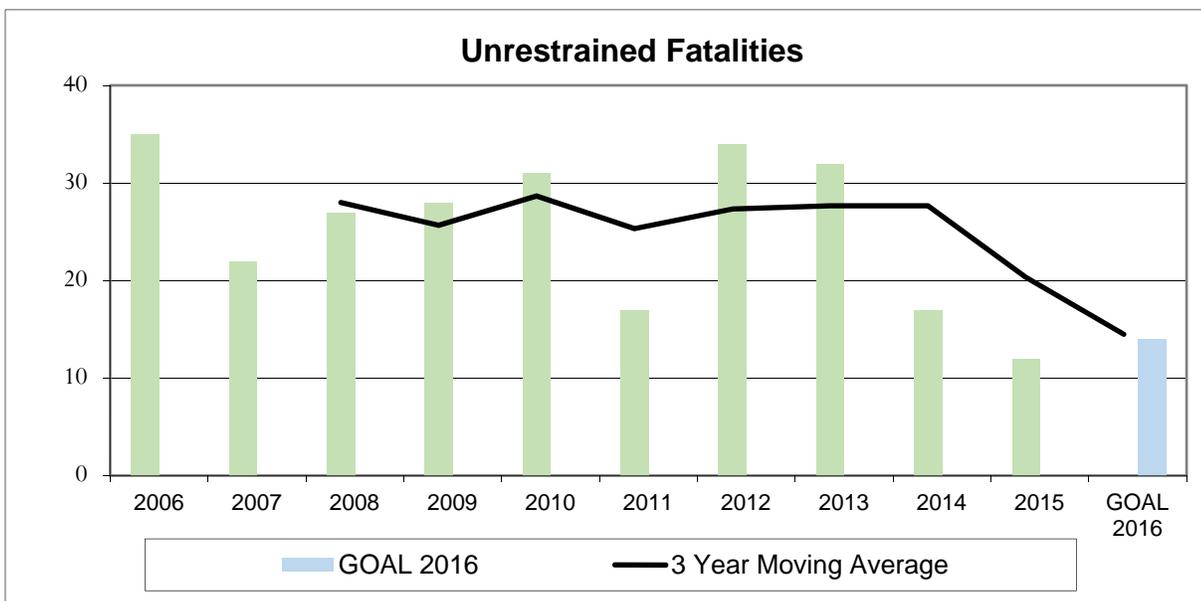
Goal C4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

To decrease unrestrained passenger vehicle occupant fatalities 0.5 percent from the three-year average of 27.7 in 2011 - 2013 to a three-year average of 27.5 by December 31, 2015.

Results:

The 2014 three-year moving average of 29 is a 3.3% decrease over the 2012 three-year moving average of 30. The 2015 three-year moving average of 20.3 is a 30% decrease over the 2014 three-year moving average of 29.

| Year | Unrestrained Fatalities | 3-Year Average |
|----------------|-------------------------|----------------|
| 2006 | 35 | |
| 2007 | 25 | |
| 2008 | 30 | |
| 2009 | 30 | 28 |
| 2010 | 32 | 31 |
| 2011 | 20 | 27 |
| 2012 | 37 | 30 |
| 2013 | 32 | 30 |
| 2014 | 17 | 29 |
| 2015 | 12 | 20.3 |
| Projected 2016 | 14 | 14.3 |



Goal C5: Alcohol-Impaired Driving Fatalities

To maintain alcohol-impaired driving fatalities at the three-year average of 20.7 in 2011-2013 by December 31, 2015.

Results:

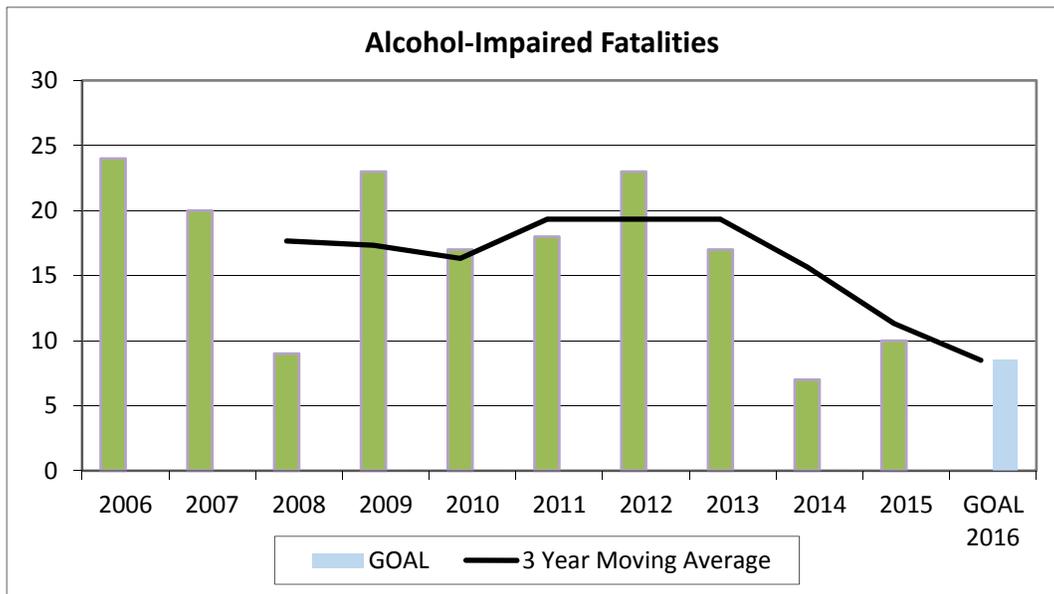
The three-year average in 2014 was 15.7. The three-year average in 2015 has decreased to 11.3, a -29 % change. 2015 has had 10 fatalities to date.

**** FARS data used for this assessment, not VCSG data.**

Projection for 2016 8.5
 2015 to Date 10

*Used trend line to determine projection.

| Year | Alcohol-Impaired Fatalities | 3-Year Average |
|----------------|-----------------------------|----------------|
| 2005 | 27 | |
| 2006 | 24 | |
| 2007 | 20 | 23.7 |
| 2008 | 9 | 17.7 |
| 2009 | 23 | 17.3 |
| 2010 | 17 | 16.3 |
| 2011 | 18 | 19.3 |
| 2012 | 23 | 19.3 |
| 2013 | 17 | 19.3 |
| 2014 | 7 | 15.7 |
| 2015 | 10 | 11.3 |
| Projected 2016 | 8.5 | 8.5 |



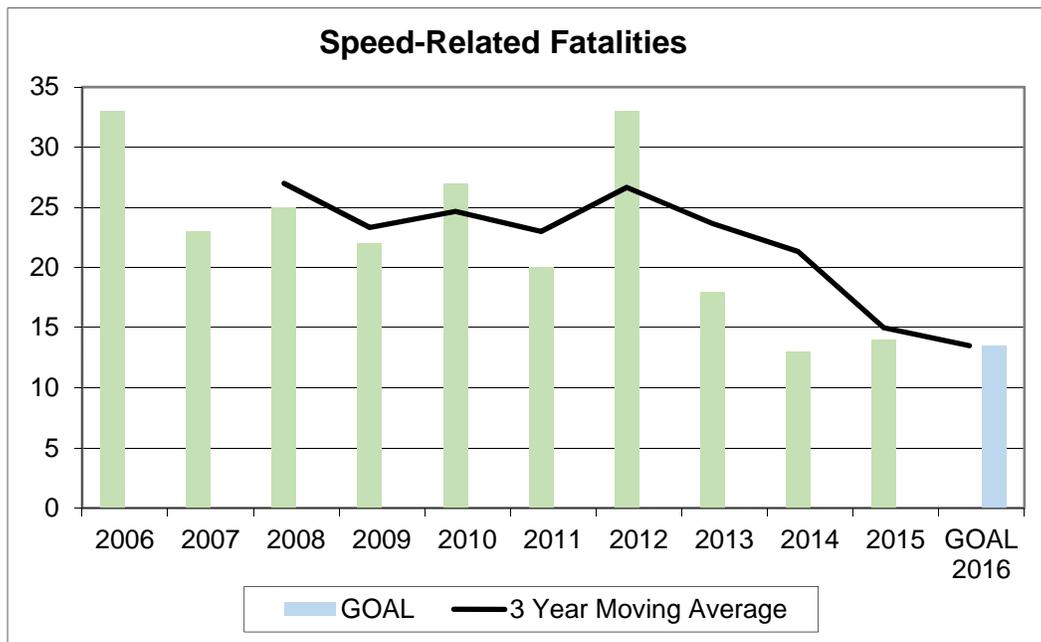
Goal C6: number of speed-related fatalities (FARS)

To decrease speed-related fatalities 4.9 percent from the three-year average of 23.7 in 2010 - 2013 to a three-year average of 13.5 by December 31, 2015.

Results:

The three-year moving average in 2013 was 24. The three-year moving average in 2014 was 22, a -8.33% change. The downward trend may continue when the 2015 FARS numbers are finalized.

| Year | Speed-Related Fatalities | 3-Year Average |
|------------------|--------------------------|----------------|
| 2006 | 33 | |
| 2007 | 23 | |
| 2008 | 25 | 27.0 |
| 2009 | 22 | 23.3 |
| 2010 | 27 | 24.7 |
| 2011 | 20 | 23.0 |
| 2012 | 33 | 26.7 |
| 2013 | 18 | 23.7 |
| 2014 | 13 | 21.3 |
| 2015 | 14 | 15.0 |
| GOAL 2016 | | 13.5 |



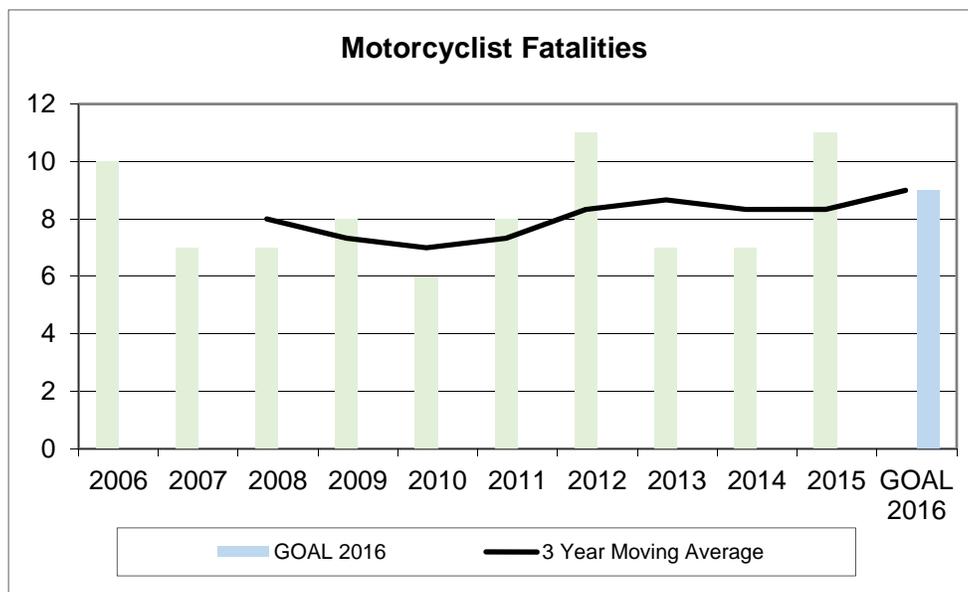
Goal C7: Number of motorcyclist fatalities (FARS)

To decrease motorcyclist fatalities 19.2% from the three-year average of 8.7 in 2011 - 2013 to a three-year average of 7.0 by December 31, 2015.

Results:

The three-year average by December 31, 2014 was 8, an -11.1% change from the 2013 moving average of 9. The 2013-2015 average may hold steady or trend upward when the 2015 FARS numbers are finalized. GHSP cannot explain this persistent level in motorcycle fatalities.

| Year | Motorcyclist Fatalities | 3-Year Average |
|----------------|-------------------------|----------------|
| 2005 | 14 | |
| 2006 | 10 | |
| 2007 | 7 | 10.3 |
| 2008 | 7 | 8.0 |
| 2009 | 8 | 7.3 |
| 2010 | 6 | 7.0 |
| 2011 | 8 | 7.3 |
| 2012 | 11 | 8.3 |
| 2013 | 7 | 8.7 |
| 2014 | 7 | 8.3 |
| 2015 | 11 | 8.3 |
| Projected 2016 | 9 | 8.5 |



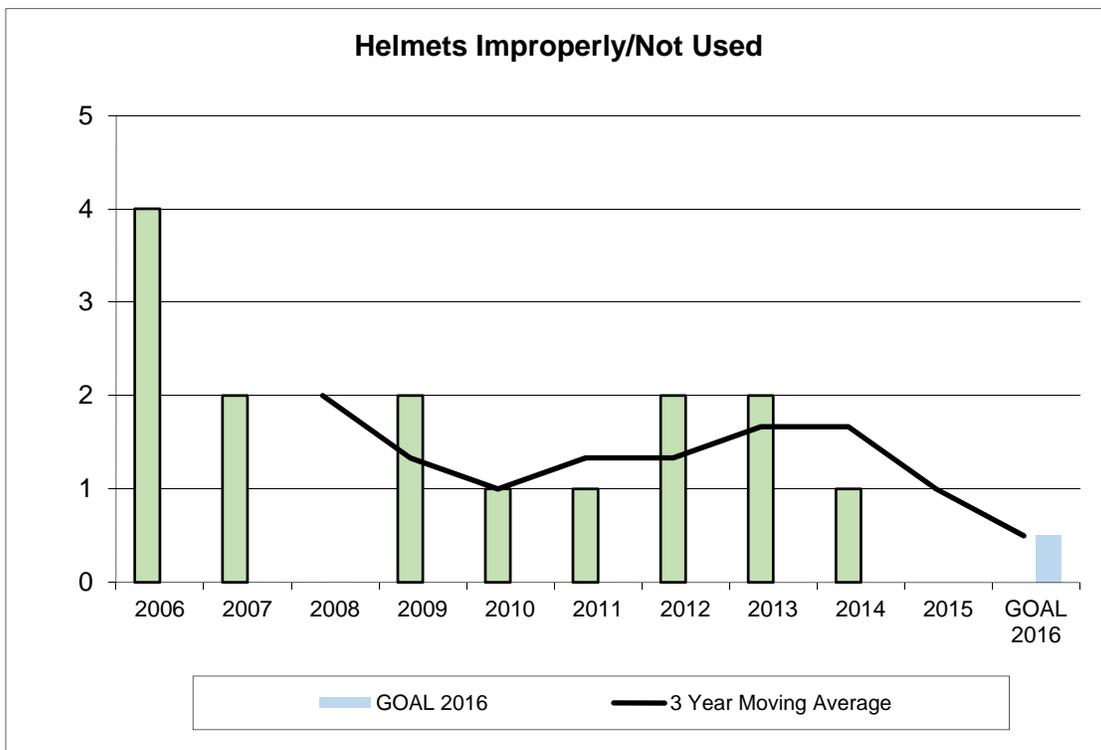
Goal C8: Number of unhelmeted motorcyclist fatalities (FARS)

To decrease unhelmeted motorcyclist fatalities 6 percent from the three-year average of 1.7 in 2011 -2013 to a three-year average of 1.6 by December 31, 2015.

Results:

The 2012-2014 three- year moving average is 1.6. 2015 is showing 0 unhelmeted motorcyclist fatalities at this time.

| Year | Helmet Improperly/ Not Used | 3-Year Average |
|-------|-----------------------------|----------------|
| 2005 | 1 | |
| 2006 | 4 | |
| 2007 | 2 | 2.3 |
| 2008 | 0 | 2.0 |
| 2009 | 2 | 1.3 |
| 20010 | 1 | 1.0 |
| 2011 | 1 | 1.3 |
| 2012 | 2 | 1.7 |
| 2013 | 2 | 1.7 |
| 2014 | 1 | 1.0 |
| 2015 | 0 | 0.9 |



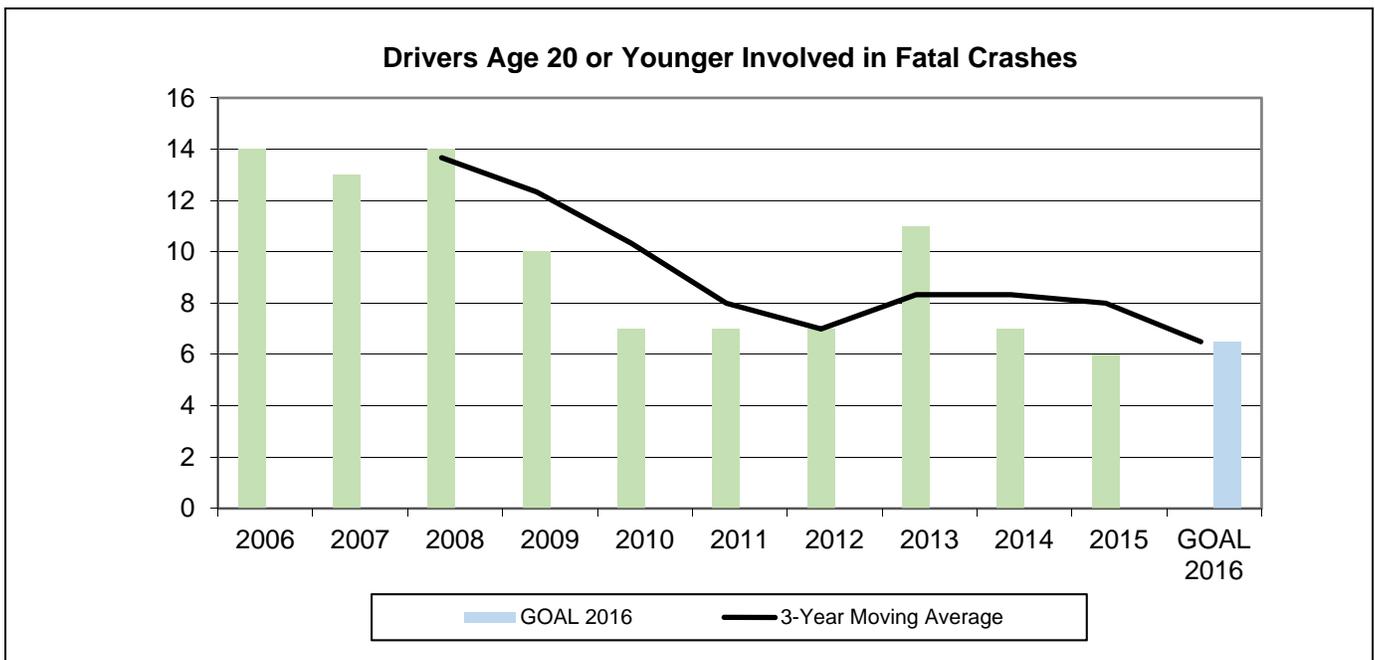
Goal C9: Number of drivers aged under 21 involved in fatal crashes (FARS)

To decrease drivers age 20 or younger involved in fatal crashes 19.0 percent from the three-year average of 7.0 in 2011 through 2013 to a three-year average of 5.7 by December 31, 2015.

Results:

The three-year average by December 31, 2014 was 8. A strong downward trend has begun in 2015 however, still not reaching our goal of 5.7. A final number will be reached when FARS numbers are finalized.

| Year | Drivers Age 20 or Younger | 3-Year Average |
|------------------|---------------------------|----------------|
| 2006 | 14 | |
| 2007 | 13 | |
| 2008 | 14 | 13.7 |
| 2009 | 10 | 12.3 |
| 2010 | 7 | 10.3 |
| 2011 | 7 | 8.0 |
| 2012 | 7 | 7.0 |
| 2013 | 11 | 8.3 |
| 2014 | 7 | 8.3 |
| 2015 | 6 | 8.0 |
| GOAL 2016 | | 6.5 |



Goal C10: Number of pedestrian fatalities (FARS)

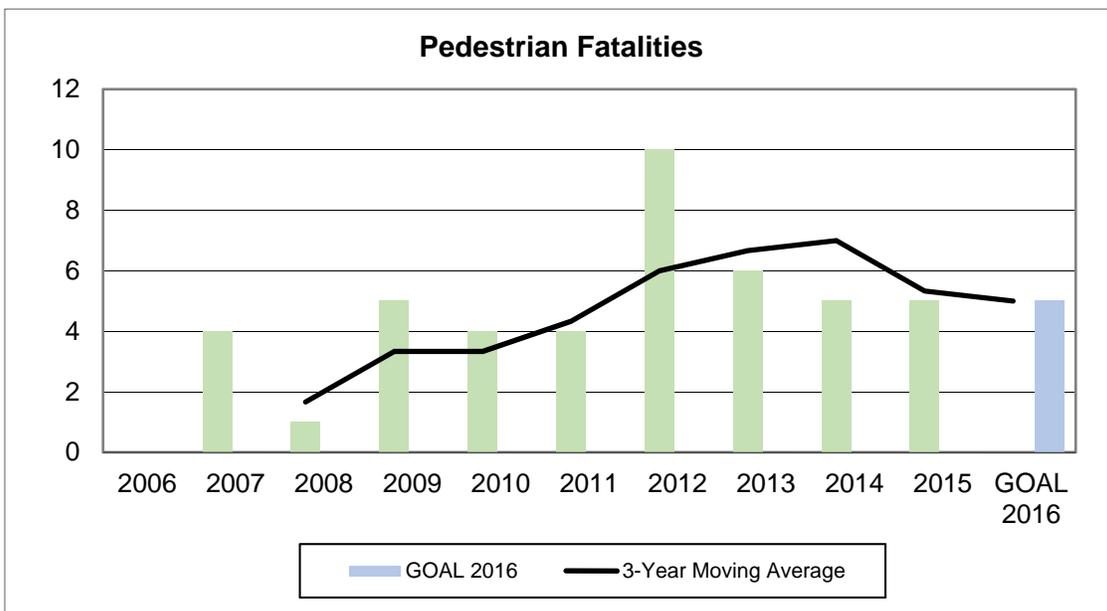
To decrease pedestrian fatalities 16.3 percent from the three-year average of 6.3 in 2011 - 2013 to a three-year average of 5.3 by December 31, 2015.

Results:

| Year | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------------|------|------|------|------|------|------|------|------|------|
| Pedestrian Fatalities | 4 | 1 | 5 | 4 | 3 | 10 | 6 | 5 | 5 |
| 3-Year Mov. Average | 4.0 | 2.5 | 3 | 3 | 4.0 | 6 | 7 | 7 | 5.0 |

The three-year average by December 31, 2014 was 7. Although local pedestrian advocacy groups continue to conduct outreach and education, the 2015 three-year average is likely to still remain above the goal of 5 once the 2015 FARS numbers are finalized.

| Year | Pedestrian Fatalities | 3-Year Average |
|------------------|-----------------------|----------------|
| 2006 | 0 | |
| 2007 | 4 | |
| 2008 | 1 | 1.7 |
| 2009 | 5 | 3.3 |
| 2010 | 4 | 3.3 |
| 2011 | 4 | 4.3 |
| 2012 | 10 | 6.0 |
| 2013 | 6 | 6.7 |
| 2014 | 5 | 7.0 |
| 2015 | 5 | 5.3 |
| GOAL 2016 | | 5 |

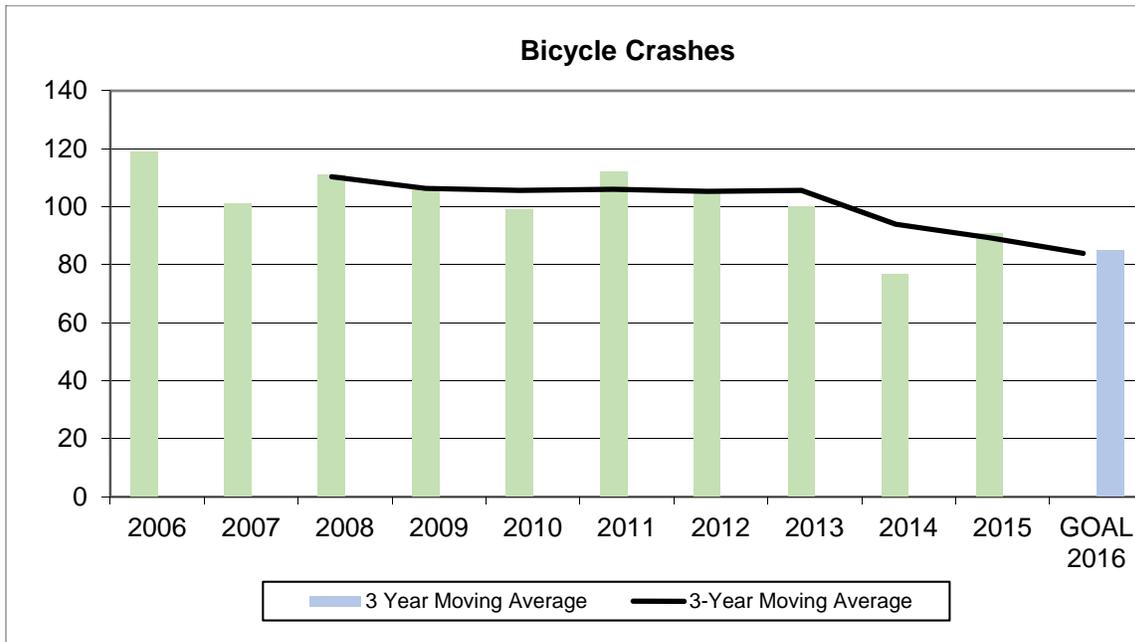


Goal C11: Bicycle Safety Performance Measures

GOAL: To reduce serious bicycle crashes, per year, by 5% by December 31, 2015

| Year | Bicycle Fatalities | Bicycle Crashes | 3-Year Average |
|------------------|--------------------|-----------------|----------------|
| 2006 | 0 | 119 | |
| 2007 | 0 | 101 | 110 |
| 2008 | 0 | 111 | 110.3 |
| 2009 | 0 | 107 | 109.5 |
| 2010 | 1 | 99 | 107.4 |
| 2011 | 0 | 112 | 106 |
| 2012 | 0 | 105 | 106.8 |
| 2013 | 0 | 100 | 104.6 |
| 2014 | 0 | 77 | 98.6 |
| 2015 | 4 | 91 | 97 |
| GOAL 2016 | | | 85.0 |

Projection for 2016 85.0 *Used trend line to determine projection.



Strategy:

The safety of bicyclists in Vermont is part of the Agency of Transportation's (VTTrans) mission and there are a number of initiatives in place to address this topic. VTTrans collects crash data on reported crashes statewide from local, county and state law enforcement. This crash data includes those where a pedestrian or bicyclist fatality resulted or where a pedestrian or bicyclist was involved in a crash with a motor vehicle. The number of bicyclists involved in major crashes is relatively low and constitutes 2-4% of all major crashes. The most recent period of five years of complete crash data is 2010 – 2014. In VT, the total number of major crashes varied during that recent five-year period but has been steadily declining. The 2014 drop to 77 crashes may have been weather related or due to other factors. Vermont's first bicycle fatality since 2009 occurred in the spring of 2015 and then two additional bicycle fatalities occurred in rapid succession. The hope is that the downward trend in crashes will continue or remain relatively level with no significant reversal, and that Vermont will return to zero bicycle fatalities.

Evaluation:

Vermont's first bicycle fatality since 2009 occurred in the spring of 2015 and then two additional bicycle fatalities occurred in rapid succession. GHSP amended the 2015 HSP to add Bicycle Safety Media in order to remind the general driving/riding public to "Share the Road". The hope is that the downward trend in crashes will continue or remain relatively level with no significant reversal, and that Vermont will return to zero bicycle fatalities.

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

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 0.5 % from a three-year average rate of 84.6% in 2011 - 2013 to a three-year average rate of 85.0% by December 31, 2015.

Results:

The three- year average by December 31, 2014 was 84.7%. The belt rate for 2015 increased to 86%. Regionally there is noticeably lower usage along the entire northern tier of the State, which remains below 80% while all other counties all exhibit higher usage rates exceeding 86%. GHSP staff will continue to review data and create focused messaging and enforcement in these areas of decreased use rate.

| Year | Belt Use Rate | 3-Year Average |
|------------------|---------------|----------------|
| 2005 | 84.7% | |
| 2006 | 81.8% | |
| 2007 | 87.1% | 84.5% |
| 2008 | 87.3% | 85.4% |
| 2009 | 85.4% | 86.6% |
| 2010 | 85.2% | 86.0% |
| 2011 | 84.7% | 85.1% |
| 2012 | 84.2% | 84.7% |
| 2013 | 84.9% | 84.6% |
| 2014 | 85.0% | 84.7% |
| 2015 | 86.0% | 85.3% |
| GOAL 2016 | | 85.0% |

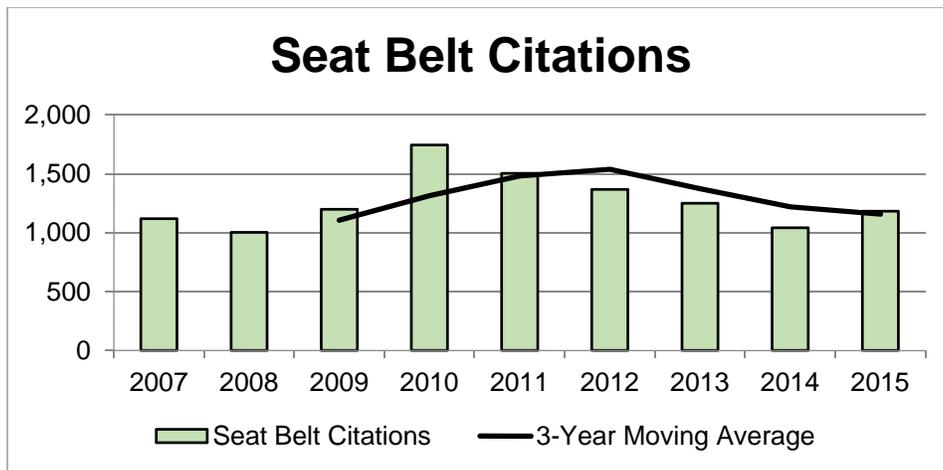
Activity Performance Measures

Goal A1: Seat Belt Citations (GHSP Performance Charts)

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

| Year | Belt Tickets | 3-Year Average |
|------|--------------|----------------|
| 2007 | 1,120 | |
| 2008 | 1,004 | |
| 2009 | 1,199 | 1,108 |
| 2010 | 1,746 | 1,316 |
| 2011 | 1,505 | 1,483 |
| 2012 | 1,368 | 1,540 |
| 2013 | 1,251 | 1,375 |
| 2014 | 1,043 | 1,221 |
| 2015 | 1,184 | 1,159 |

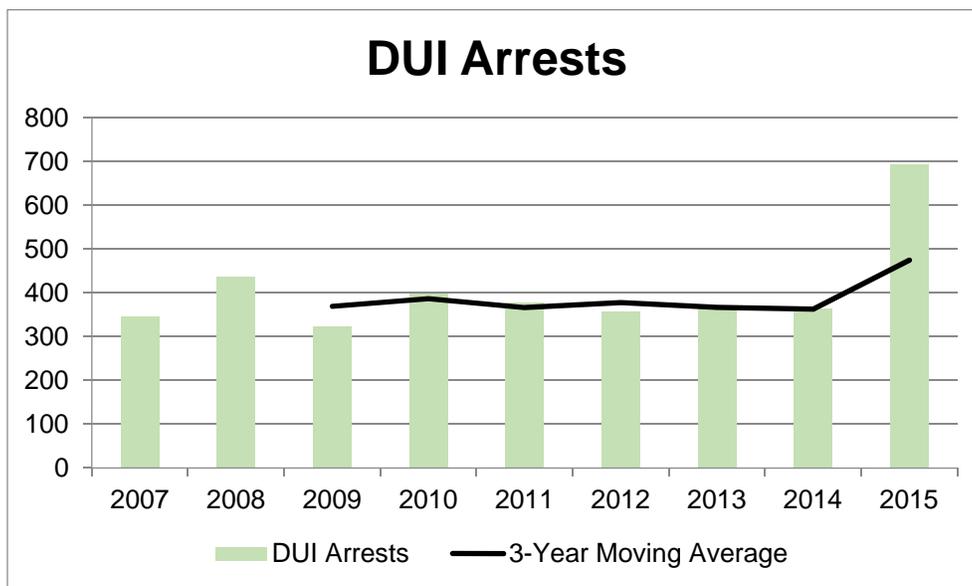
| Year | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| Seat Belt Citations | 1,999 | 1,746 | 1,505 | 1,368 | 1,251 | 1,043 | 1,184 |
| 3-Year Average | | 1,316 | 1,483 | 1,540 | 1,375 | 1,221 | 1,159 |



Goal A2: DUI Arrests (GHSP Performance Charts)

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

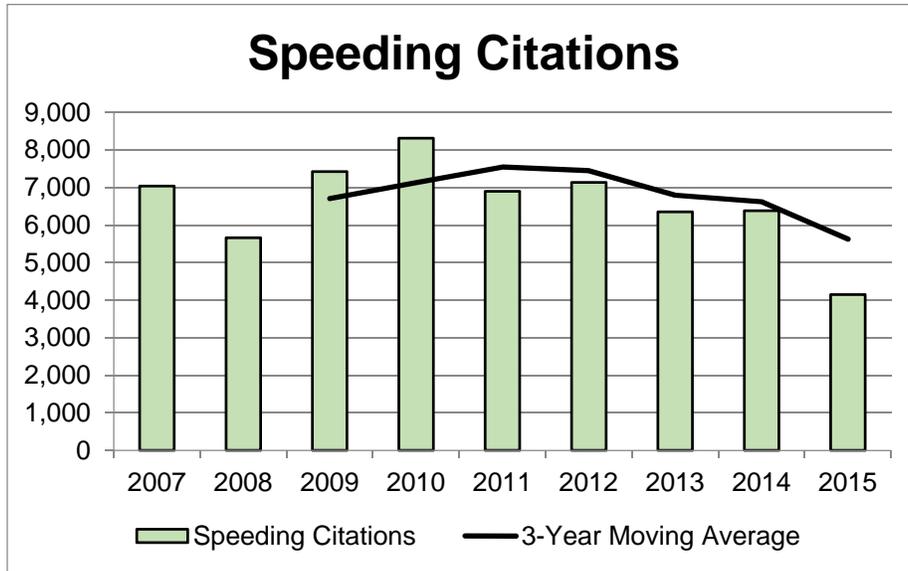
| Year | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|----------------|------|------|------|------|------|------|------|------|
| DUI Arrests | 438 | 324 | 398 | 377 | 358 | 357 | 348 | 694 |
| 3-Year Average | | | 387 | 366 | 378 | 377 | 374 | 466 |



Goal A3: Speeding Citations (GHSP Performance Charts)

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

| Year | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Speeding Citations | 5,663 | 7,423 | 8,311 | 6,900 | 7,134 | 7,134 | 6,383 | 4,147 |
| 3-Year Average | | | 7,132 | 7,545 | 7,448 | 7,375 | 7,456 | 5,888 |



Project Selection

Enforcement

Vermont’s FFY 2015 Highway Safety Plan (HSP) identifies the state’s priority enforcement categories as: impaired driving; improperly restrained vehicle occupants; excessive speed and distracted driving. In addition, other crash causation factors are addressed when identified through the use of data. The Highway Safety Plan is closely related to those priorities which mirror the Critical Emphasis Areas (CEAs) described in the state’s 2012 Strategic Highway Safety Plan (SHSP). The combination of these two documents (as required by MAP-21) is the working platform which provides the foundation for the Vermont Highway Safety Alliance (VHSA). Although the Alliance has many non-enforcement partnerships, these organizations promote enforcement efforts with strong supporting outreach and messaging.

LEA partners include the Vermont State Police, all of the fourteen sheriffs’ departments, forty-eight of fifty-nine municipal agencies, four active Constables, the Department of Motor Vehicles Commercial Vehicles and Safety Unit,

and the Vermont Department of Liquor Control. As part of the standard grants procurement process, all of these agencies are required to submit pertinent data, specific to their own geographical areas of responsibility.

Grant awards are provided to sub-grantees based on data; problem identification; proposed strategies; measurement design and projected outcomes. The use of local data, strategy and law enforcement allows implementation of enforcement efforts at very specific levels. By coordinating local, county and state agencies' efforts, the ability to produce high visibility enforcement (HVE) at the local level is expanded into state wide campaigns. These are the foundation for effective participation in NHTSA's national campaigns such as *Click It or Ticket* (CIOT), *Drive Sober or Get Pulled Over* and other nationally endorse HVE efforts.

As stated, Vermont's law enforcement officers enjoy enforcement authority state-wide. These powers allow the state's DUI Task Force and CIOT Task Force to be quickly deployed into those areas, which are identified by data, as the locations where HVE becomes more effective. In addition, working with Vermont Highway Safety Alliance partners, two other task forces have been formed and are currently operational. The Distracted Driving Task Force and the Occupant Protection 802 (OP802) Task Force are both coordinated via VHSA. In addition, the Impaired Driving Task Force Committee was formulated to address concerns identified in the 2012 Impaired Driving assessment conducted by a team of subject matter experts selected by NHTSA.

To support Impaired Driving efforts, the Vermont Drug Recognition Expert (DRE) Program continues to grow within the state. GHSP hosted the state's second DRE School during 2014. The DRE program now has 35 certified practitioners and will continue to expand as needed. DRE's are closely supported by the ever increasing number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE). Vermont's DRE's conducted more than 250 evaluations during calendar year 2014 and are on track to meet or exceed that number during calendar year 2015.

The follow statistical information is provided:

| 2015 GHSP Enforcement Grant Statistics | |
|---|--------|
| Enforcement Hours | 18,118 |
| Vehicles Stopped | 88,919 |
| Traffic Citations | 12,333 |
| Seat Belt & CPS Citations | 1,183 |
| Warnings | 27,210 |
| Breath Tests | 1,516 |
| DUI Arrests | 450 |
| Speeding Tickets | 8,781 |

Education

The process of selecting the most efficient and effective educational partners is also based on data. Potential grantees for FFY 2015 were required to submit a "Logic Model" describing (graphically): inputs, processes, measurements, outputs, and short/long term outcomes. This process helps the potential grantee to: clearly understand problem identification; resources needed; progress measurement; and the expected goals as a result of these activities. GHSP

continues to advocate educating Vermont's young drivers, particularly to the dangers of distracted driving, impaired driving, seat belt use, and impaired driving. The 2011 Driver's Education Assessment has continued to provide solid strategic recommendations for improvement and growth. The safety of bicyclists and pedestrians remains a very important part of the overall roadway safety efforts and is always a potential area of critical concern. Another area of continued focus is the reduction of workplace related motor vehicle crashes and the injuries and deaths caused by these events. The average age of the Vermont population continues to rise, and the increase in senior operators presents a growing demographical area of concern. Impaired driving due to drug and prescription drug abuse is a growing concern statewide, providing the impetus for a multidisciplinary Drugged Driving Summit organized by GHSP in the spring of 2015. The first DUI Court in the state, located in Windsor County is well underway and collecting important data that will help demonstrate the benefits of this model for reduction of DUI recidivism. Education, public outreach, and media development, working with enforcement, engineering, and emergency medical services are all important components of Vermont's 2015 Highway Safety Plan. Extended use of technology, advanced data recognition, extended partnerships and public support will enable the recent successes to continue into the new fiscal year.

Evaluation

Timely and accurate collection of data coupled with regular tracking and analysis throughout the year allow the GHSP and our highway safety partners to both measure performance and develop quick, successful responses to emerging problems before they increase in seriousness. The Vermont State Police Traffic Safety Analyst, a GHSP supported position used by all law enforcement agencies throughout the state remains vacant. The position is being relocated back into the GHSP office. During this vacancy, GHSP continues to utilize the data provided by our partners at the Vermont Agency of Transportation (VTrans).

Engineering

The GHSP staff and members of Vermont's Agency of Transportation (VTrans) have engaged in a number of collaborative missions. VTrans' direct access to local communities through the hosting of Regional Traffic Safety Forums extends the GHSP reach into some of the state's smallest political subdivisions. The combining of separate state resources through creative planning and cooperative implementation provides a broader spectrum of assets to address roadway issues.

VTrans supports many of the GHSP enforcement and educational programs by using the agency's variable message boards (VMBs) as implements of outreach. During the past year these VMBs have carried messages reminding the riding public to slow down, buckle up and don't use hand held electronic devices. These VMBs are placed on high volume interstate locations and reach a great many riding Vermonters each day.

GHSP also relies on the team of VTrans data analysts for the majority of Vermont's data. The data team's timely ability to compile, analyze and distribute specific data is pertinent to GHSP's year round strategic planning to reduce crashes.

Emergency Medical Services

The Vermont Department of Health's EMS unit is another very vital source of information and data, readily available to GHSP staff. The Statewide Incident Reporting Network (SIREN) program is continuing to build capacity to provide very precise information relating to EMS run time data for those treated and transported to hospital for injuries sustained in

motor vehicle crashes. Currently, the Prehospital Incident Reporting System “SIREN” Emergency Medical Services database is at 100%, with ALL ground based EMS agencies reporting in data.

Work continues to pilot the data integration effort between SIREN and Emergency Department Data with the University of Vermont Medical Center, Vermont’s Trauma Center. As this moves forward, data will become more readily available as the Vermont Department of Health’s Hospital Injury, Trauma Center, and Medical Examiner databases continue to grow and become more accessible.

In addition, the Traffic Records Coordinating Committee continues to work to improve the integration of Crash Data with SIREN. SIREN is projected to move to NEMSIS Version 3, in January 2016, improving data collection points in several areas, including “Cause of Injury”, “Use of Occupant Safety Equipment”, “Airbag Deployments”, and “Use of ACN (Auto Crash Notification) systems”. GHSP will continue to support and work with the EMS staff on this important data acquisition project.

Projects and Activities

Alcohol & Other Drugs Program Area

Goal:

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

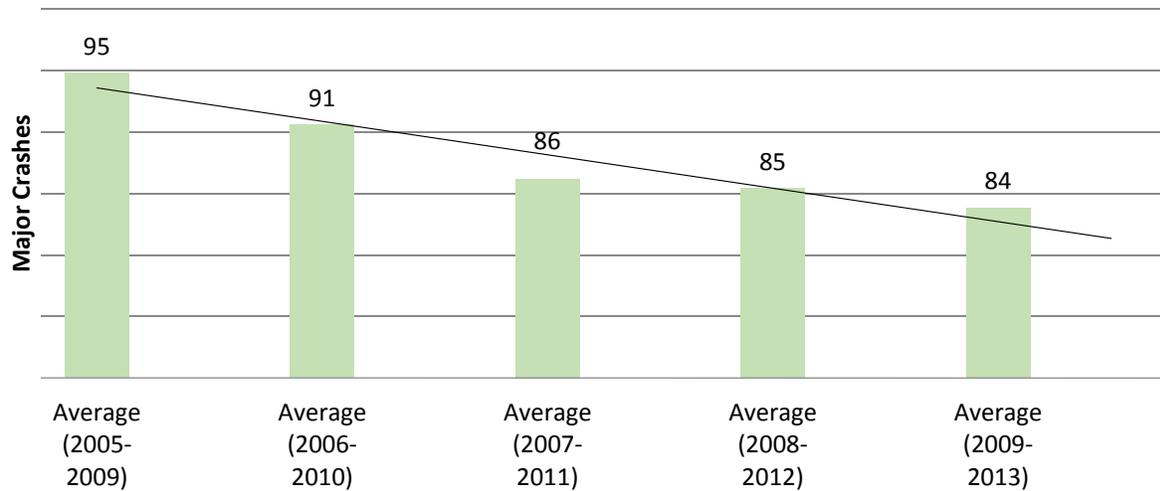
Program Evaluation:

GHSP’s media campaign has been designed to support the daily efforts of law enforcement at the local levels. GHSP sub grantees are engaged continuously in strategies to convince the public not to drive if they’ve been drinking or under the influence of another drug. Law Enforcement Agencies continue to conduct high visibility patrols to detect and apprehend those who refuse to comply with the deterrent messaging. Those resources become more efficient and effective when they are deployed using data, science and technology. GHSP continues to work with partners to carefully analyze all pertinent data and support those efforts conducted at times and locations identified by this data.

A review of the data trends demonstrated in the chart below, indicate that Vermont continues to decrease the number of serious crashes attributed to impaired driving. As calendar year 2015 draws to a close, data analysis indicates the number of traffic fatalities suspected of involving alcohol to be in the single digits.

These results have been achieved through the application of a combination of effective strategies. But productive countermeasures are most effective when deployed in the right places, at the right times and in the most efficient manner. During FY2015 Vermont has continued to strengthen the state’s impaired driving reduction efforts by carefully implementing the projects listed in the FY2015 Highway Safety Plan. The combination of specific messaging, supported by data driven enforcement and a strong supporting cast of partners are the primary reasons for the increased success of Vermont’s impaired driving reduction programs.

Alcohol and/or Drugs Indicated*



Alcohol &/or Drugs INDICATED: Major Crashes where Contributing Circumstances 1 or 2 is Under the Influence or Apparent Operator Condition 1 or 2 was Under The Influence or Had Been Drinking or Operator BAC = 0.01+ or Drug TestResults indicate positive findings.

*Previously referred to as Impaired Driver Major Crashes.

It should be noted that some of the impaired driving projects listed in the FY2015 HSP have not been implemented. Most notably the following projects:

| Project | Reason Not Implemented | Future Projection |
|----------------------------------|---|--|
| Impaired Driving Project Manager | Scope of work in progress. | Will secure a contracted position in the future. |
| DUI Information Integration | Awaiting development of associated data programs. | Program to be evaluated by future Impaired Driving Project Manager |

Local Grants for Impaired Driving Enforcement

Goal:

To utilize the most current and appropriate data to deploy state, county and local law enforcement resources to those locations which are specifically identified as high impaired driving crash locations.

Strategies:

Providing funds to law enforcement agencies using data driven information to enhance enforcement efforts statewide; GHSP strategies include:

- Promoting success of the goal by assisting law enforcement agencies with training, technical assistance, and the latest technological advancements to increase their ability to successfully complete High Visibility Enforcement (HVE)
- Utilizing strategic countermeasures based on crash and arrest data in conjunction with other traffic safety related information
- Incorporating increased Standardized Field Sobriety Tests (SFST), ARIDE and enhanced awareness trainings to raise the skills of law enforcement officers to detect and reduce the incidents of drug impaired driving and drug and alcohol impaired driving
- Using demographic studies, based on data and other information to conduct media outreach and public education by sending safety messages are designed for specific areas of the population. (These messages are designed to appeal to those segments of the population which are more prone to drive while impaired.)

Project Evaluation:

The success of this project is evaluated on the success of agencies that applied for, and received grant funds following a thorough application process and evaluation. Agencies requesting grant funds are required to attend grant training sessions held throughout the state. To successfully complete a grant application, agencies were required to use their local crash and arrest data. In addition, they are required to provide a narrative explaining previous success in order to support their funding request. The agencies are required to set goals and define expected outcomes and they were cautioned that they will be held accountable for the appropriate use of allocated funds and the ultimate results of their efforts.

Agencies were supported by not only funds but with training opportunities in SFST training, ARIDE training and, potentially, the training as a Drug Recognition Expert (DRE). The DDACTS model is yet another tool offered as a viable use of resources.

The GHSP Law Enforcement Liaisons (LEL's) also support the success of the agencies by providing materials needed to participate in High Visibility Enforcement (HVE) campaigns and promoting training opportunities to all agencies.

The GHSP staff monitors trends in crash and DUI arrest data and uses this information to evaluate agency progress and consideration for additional enforcement needs.

The 2015 Operational DUI Task Force was activated to move enforcement assets quickly into areas hosting special events or where the most recent data identifies trends that need immediate attention. This Task Force has proven to be very helpful when tailoring an enforcement measure for a specific location or a particular date.

The administrative Impaired Driving Task Force, created within the Vermont Highway Safety Alliance in the summer of 2013, met during and continues to use the information gained in the 2012 Impaired Driving Assessment. The recommendations of the Assessment Team are being used as a framework to develop a full time position of an Impaired Driving Program Coordinator to bring all aspects of impaired driving under the responsibility of one key coordinator. This, too, was a recommendation of the 2012 Impaired Driving Assessment.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---|-------------------------|---------|--------------|--------|
| 1115 - 5100 - 1115 -5162 NH15164-100-162 | Vermont Law Enforcement | 956,000 | \$315,561.96 | §164AL |

NOTE**Due to the transition of the program from Department of Public Safety (DPS) to the Agency of Transportation (AOT) the project numbers changed mid grant cycle. Numbers in red are DPS project numbers found in the FY15 HSP. Numbers in black are the new AOT numbers. This will be throughout the document.

NOTE**All Expended amounts are as of 12/10/2015

Vermont State Police DUI Regional Task Force

Goal:

To provide sustained enforcement and education to all areas of the state which are within the State Police's (VSP) geographical area of responsibility.

Strategies:

The Vermont State Police use the Data Driven Approaches to Crime and Traffic Safety (DDACTS) as a model to direct their enforcement statewide. The deployment of resources is directed utilizing timely data analysis and graphic crash mapping. In addition to the regular enforcement efforts of the troopers working at each of the twelve barracks, the State Police has a Traffic Operations Unit that consists of two teams of troopers whose mission it is to augment the highway safety functions at the barracks level. All State Police resources work cooperatively with municipal, county and other state agencies to provide overlapping coverage throughout the state.

Project Evaluation:

The Vermont State Police continue to be the leaders in DUI enforcement in the state. More troopers received additional SFST and ARIDE training. Currently there are fifteen (15) troopers certified as Drug Recognition Experts (DRE's).

The energy surrounding *Sober Summer* campaign of the summer of 2013 carried over into the two HVE campaigns at the end of 2013 (Thanksgiving Click It or Ticket and Holiday DUI campaign) and on into 2014 with active participation in the DUI Task Force operations on New Year's Eve and Super Bowl Sunday. All of these efforts were supported by GHSP's media contractor through messaging designed to reach the targeted audiences.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-----------------------------|---------|------------|---------|
| 1415-4020 NH15405D-020 | VSP Regional DUI Task Force | 100,000 | 0 | §405(d) |
| 1215-4320 NH15410-320 | VSP Regional DUI Task Force | 281,250 | 193,047.17 | §410 |

DUI Mobile Task Force

Goal:

To maintain a highly mobile, highly motivated team of law enforcement officers, carefully selected for their DUI enforcement history.

Strategies:

The DUI Task Force Team's strategy is based on the Click It or Ticket model. The team members are recruited from all agencies in Vermont. Prior to becoming a team member officers are required to demonstrate proficiencies in all phases of DUI enforcement. They have to submit a résumé to the LELs. They are required to participate in an oral interview and provide a history of their DUI arrests. The DUI Task Force is a group of four (4) teams consisting of 5-7 officers.

These officers are located throughout the state to address immediate concerns of DUI enforcement. These teams are supervised by four Team Captains and can be activated independently or by a request from a state, county or municipal law enforcement agency. They are prepared to deal with emerging issues at all levels.

The Team Captains are charged with the responsibility to plan saturation patrols using the most recent crash and DUI arrest data. They have direct access to the personnel that maintain data files in an effort to quickly mobilize into an area with an emerging problem.

The Teams conduct briefings prior to activation to share information pertaining to specific areas for patrols and what is the prevalent type of drug/alcohol impairment. They have also been asked to be available to communities that request assistance during a local event such as a fair, concert, or other incident. During 2015 the teams were activated for Super Bowl Sunday, St. Patrick's Day, Halloween night, and activities surrounding special events at colleges, fairs and large community events. Two Task Force Teams were activated for the Tunbridge World's Fair for two nights at the request of Sheriff Bill Bohnyak. Other events included Ring Night at Norwich University in Northfield, the Garlic Fest in Bennington, the Addison County Field Days to be present at and around a concert and the Brew Fest in Burlington to name a few.

In addition, an Impaired Driving Task Force sub-committee met regularly to look at the recommendations of an Impaired Driving Assessment conducted in 2012. This committee worked cooperatively with the DUI Task Force to provide input to the team members.

Project Evaluation:

As mentioned the DUI Task Force was activated in the early part of 2015 with some patrols planned for the 2015 Super Bowl Sunday. From that point forward throughout 2015, many patrols were planned. Some of those are detailed above. The teams responded to requests from local law enforcement agencies for assistance at special events in communities where impaired drivers were likely to be found, and were present at the Vermont State Fair in Rutland and the Barton Fair. The Chittenden County team worked in conjunction with the Chittenden County SHARP team to conduct sobriety checkpoints throughout Chittenden and Franklin County areas with additional officers conducting patrols in the immediate area.

Note: These funds are provided as amendments to participating agencies' DUI enforcement grants once task force activities are identified, so FFY15 expenditures are included in the expended total for Project #1 above.]

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-------------------------|---------|----------|--------|
| 1115-5153 NH15164-152 | Vermont Law Enforcement | 250,000 | - | §164AL |

1. Project Title: Driving Impaired Related Equipment

Goal:

To provide in-state blood testing for all DUI related offenses committed in the State of Vermont and reduce the number of blood tests which are sent out of state for testing.

Strategies:

The primary strategy is to support the State of Vermont Forensic Laboratory with funding for blood testing equipment and technology which will enable them to conduct all DUI related blood testing within the state.

Project Evaluation:

As of the end of FFY2015, the State Forensic Laboratory was in the process of implementing a plan to develop the capacity to conduct all impaired driving blood sample testing in-state. This includes the future purchase of additional blood testing equipment which will enable them to conduct in-state, DUI-Drug related blood testing.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---------------|---------|----------|--------|
| 1214-4315 NH15410-315 | Vendors | 150,000 | | §410 |

2. Project Title: Impaired Driving Program Coordinator

Goal:

To create a central point of access, control, management and correlation of all DUI related activities that occur within the state.

Strategies:

The intent is to provide a statewide liaison to develop one central repository for all data and information relating to DUI enforcement, outreach, technology and training. The coordinator would ensure continued development, evolution and efficiency of Vermont’s DUI programs.

Project Evaluation:

Although there is a continuing need to establish a coordinator for this project, a broader view of impaired driving to include all drugs needs to be included in the plans for this position. An “Impaired Driving Project Manager” with a more diversified scope of responsibilities would provide a more accurate approach to the state’s impaired driving issues. Unfortunately, this program was not activated in FFY15, however, we expect a revised version of this position to be filled by early 2016.

No funds were expended for this project in FFY15.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|------------------------------|---------|----------|--------|
| 1415-4016 NH15405D-016 | Impaired Driving Coordinator | 100,000 | 0 | 405(d) |

3. Project Title: DUI Information Integration

Goal:

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

Strategies:

The plan for this project is to develop and implement a standard, user friendly data retrieval system which integrates the various DUI related Records Management Systems in Vermont.

Project Evaluation:

The development of a standard platform for the collection and evaluation of data and information relating to DUI has not yet been established.

No funds were expended for this project in FFY15.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|-------------------|---------------|---------|----------|--------|
| 1114-5201 | Contractor | 122,000 | 0 | §164AL |

4. Project Title: SFST Updates and A.R.I.D.E.

Goal:

To provide the Standard Field Sobriety Testing practitioners with the most recent curriculum updates available.

Strategies:

The GHSP's intent is to increase the number of SFST instructors and link SFST training with ARIDE and DRE training curricula.

Project Evaluation:

During 2014, the Vermont Criminal Justice Training Academy continued the process of increasing the state's cadre of Standard Field Sobriety Testing (SFTS) instructors from six to ten. Subsequent instructors will be added when viable candidates are identified and classes taught by senior instructors become available. This increase in the number of SFST instructors allowed Vermont's SFST practitioners to have access to the latest updates to the SFST/ARIDE/DRE curricula. The ability to update SFTS practitioners, plays a significant role in the continuation of related ARIDE training and the evolution of these students into potential candidates for the DRE program.

During 2015, 108 Vermont police officers attended three- Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings. During the past few years the increasing number of officers exposed to ARIDE training has generated a noticeable increase in the number of DRE evaluations conducted by Vermont's DREs. It is projected that the number of DRE evaluations conducted during calendar year 2015 will approach or surpass 200.

[NOTE: The ARIDE trainings were charged to the DRE Program in FFY 15. None of the below funds were spent.]

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|--|---------|----------|---------|
| 1415-4017 NH15405D-017 | Vermont Law Enforcement (A.R.I.D.E Training) | 75,000 | 0 | §405(d) |
| 1215-5301 NH15164-301 | Vermont Law Enforcement (SFST Training) | 100,000 | 4,250 | §164AL |

5. Project Title: DUI Court Pilot

Goal:

To continue to enhance the Windsor County DUI Treatment Docket (WCDDT)

Strategies:

The DUI Court is an accountability court dedicated to changing the behavior of the hardcore DUI offenders. The goal of DUI Court is to protect public safety by using the highly successful Drug Court model that uses accountability and long-term treatment. Early studies of DUI Courts have shown successful results. Numerous individual courts have evaluated

their program to find a significant reduction in recidivism. The mission of the (WCDTD) is to increase public safety and reduce recidivism and costs by providing coordinated, comprehensive, and intensive treatment and supervision of high risk DUI offenders. This coordinated and comprehensive team approach is designed to protect the interests of the public while at the same time address the needs of the addicted individual.

Project Evaluation:

The Windsor County DUI Treatment docket (WCDTD) will continue to work with an independent evaluator to provide process and outcome evaluations, and a cost-benefit analysis of the program. The process evaluation is underway by the Crime Research Group (CRG), and is focusing on the policies, protocols and procedures of the program, and all aspects of its operation from reviewing program documents and forms, to interviewing participants at each phase. To date, two rounds of interviews have been conducted, and separate Team member and initial stakeholder interviews have also been conducted. Ongoing analysis of the program’s fidelity to the national model for DWI courts and the guiding principles will be conducted. Outcomes to be measured and evaluated include in-program compliance and timeliness of compliance; post-program behavior; time to recidivate (and all related data including time/date of arrest, type of offense, and other indicators that may have impacted recidivism). The outcome evaluation will include a comparison group analysis.

In 2015, the WCDTD graduated its first participants. Progress continues to be made with regard to the Mobile Court Model.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|--------------------------------------|---------|------------|--------|
| 1215-4300 NH15410-300 | Vermont Court Administrator's Office | 240,000 | 117,335.44 | \$410 |

6. Project Title: DUI Court Implementation – Statewide

Goal:

To expand the existing Windsor County DUI Court model to other Vermont jurisdictions.

Strategies:

The GHSP staff will continue evaluation of the Windsor County DUI Court model to determine if that model, some variation of that model or a differently formatted court program is appropriate for other Vermont counties. The expansion will be presented to Justices of the Vermont Supreme Court, for a buy-in which is critical to expanding the model.

Project Evaluation:

The DUI Court model has not been expanded into other jurisdictions, however Washington County has put a team together to attend training. Efforts to determine appropriate expansion strategies and jurisdictional needs are ongoing,

along with education opportunities for court personnel and community partners statewide. These efforts will continue into FFY2016.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|--|---------|------------|---------|
| 1215-4301 NH15410-301 | DPS & Vermont Court Administrator's Office | 468,600 | 166,046.33 | §410 |
| 1415-4037 NH15405D-037 | DPS & Vermont Court Administrator's Office | 240,000 | 0 | §405(d) |

7. Project Title: Consultant to Streamline DUI Affidavit

Goal:

To develop a statewide DUI arrest processing form that is user friendly, expedient and in complete compliance with all statutory requirements.

Strategies:

The current Vermont DUI arrest affidavit is viewed by many in the state's law enforcement community as too lengthy and time consuming to complete. Vermont's Traffic Safety Resource Prosecutor has been working closely with the State's Attorneys Association and the Department of Public Safety legal staff to design a suitable format which is acceptable and compliant.

Project Evaluation:

This project was evaluated by GHSP staff and was discontinued from the FFY16 plan.

No funds were expended for this project in FFY15.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------|---------|----------|--------|
| 1215-4310 NHJ15410-310 | Consultant | 100,000 | 0 | §410 |

8. Project Title: Traffic Safety Resource Prosecutor (TSRP)

Goal:

To serve as a comprehensive legal resource for the GHSP team, all Vermont prosecutors and law enforcement.

Strategies:

The Vermont TSRP works with elected State's Attorneys and their deputies, the attorney general, law enforcement, and all other highway safety stakeholders to increase awareness of the legal resources available to these entities to further their mission. The TSRP contributes to and supports the efforts of the Judicial Outreach Liaison (JOL), and the two

LELs. Additionally, the TSRP serves as the primary resource for all of Vermont’s prosecuting attorneys on matters of highway safety. The TSRP is also a training resource for law enforcement and other traffic safety partners in the local community, as well as the federal government.

Project Evaluation:

The 2015 Federal Fiscal Year saw the TSRP challenged by the increase in Drugged Driving cases and the litigation and laboratory services they require. Demand for TSRP services among prosecutors continues to be high. In addition to actively litigating in excess of 50 cases throughout Vermont this year, including several multi-day DUI trials, the TSRP represented the state in a number of appellate cases before the Vermont Supreme Court. The TSRP continues to field multiple daily requests for advice and counsel from fellow prosecutors and law enforcement officers. These requests were in addition to providing approximately 16 hours of annual instruction to cadets enrolled in the Academy. The TSRP continued as a member of the DRE oversight committee, as well as a liaison to policymakers who require assistance in identifying and defining legal issues they encounter in their work.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|------------------------------------|---------|-----------|---------|
| 1415-4025 NH15405D-025 | Vermont Dept. of States’ Attorneys | 130,000 | 88,687.37 | §405(d) |

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

Goal:

To ensure there is a Drug Recognition Expert (DRE) available to respond to every appropriate request to conduct a DRE evaluation on motor vehicle operators suspected of operating under the influence of drugs other than alcohol.

Strategies:

The FFY2015 DRE strategies included: increasing the number of current certified DREs and DRE Instructors within the state; promoting the DRE program through the delivery of Advance Roadside Impaired Driving Enforcement (A.R.I.D.E.) training; continued recruitment of qualified DRE candidates; improving data collection on DRE cases and evaluate at new technologies to collect both roadside and evidentiary drug tests more efficiently.

Project Evaluation:

Vermont’s cadre of DREs is currently at 35. Vermont has recruited qualified candidates and will hold a January 2016 class to hopefully add at least ten additional DREs. In addition, three- Deputy State’s Attorneys will also participate in the entire course curriculum, including the field certification training in Phoenix, AZ.

Two DREs have achieved their instructor rating in 2015, making a total of five DRE instructors available in Vermont. A.R.I.D.E. training is a very effective recruitment tool for the DRE program and is now mandatory for every new certified law enforcement officer in the state. Many potential candidates have been introduced to the DRE program via the two day A.R.I.D.E. training. The DRE program has also benefited from providing Drug Identification Training for Educational

Professionals (D.I.T.E.P.) to almost every school district in the state. The DRE program will continue to expand in response to the state’s growing opioid issues and that relationship to impaired driving.

In October 2015, all DREs were issued tablets to perform evaluations electronically and collect additional data that has not been collected in the past. This will help improve the quality of data to determine more accurate locations of when and where evaluations are being conducted as well as crash type involvement.

Vermont has completed a year long oral fluid pilot program on the use of oral fluid (saliva) drug testing for both roadside and evidentiary samples. There is pending legislation to allow oral fluid samples to be collected at roadside and for evidentiary purposes.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---|--|---------|-----------|---------|
| <p>1415-4030 - 1415-4032</p> <p>NH15405D-030/031/032</p> <p>1415-4034-1415-4036</p> <p>NH15405D-034/036</p> | Vermont Law Enforcement & Lab Contractor | 215,000 | 81,070.01 | §405(d) |
| <p>1415-4033</p> <p>NH15405D-033</p> | DRE Test Case | 150,000 | 0 | §410 |

10. Project Title: Forensic Laboratory Support Program

Goal:

To increase the State of Vermont Forensic Laboratory’s capacity to provide efficient and effective testing of both blood and breath to support enforcement efforts.

Strategies:

GHSP provided funding to enable the purchase of a new instrument for blood alcohol analysis, new DMTs, printers, other DUI processing equipment, and materials and testing supplies. Funds also enabled Lab staff to attend specialized training which is specifically related to blood and breath testing.

Project Evaluation:

In addition to the major equipment listed above, the Lab purchased miscellaneous parts for repair of DMTs, blood collection kits and laboratory supplies. Staff members attended the American Academy of Forensic Sciences annual meeting, the International Association of Chemical Testing annual meeting, Intoximeters training/maintenance school and DMT manufacturer training. All of these offered up to date skills and knowledge from the field.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---|-----------------------------|---------|------------|---------|
| <p>1415-4040</p> <p>NH15405D-040</p> | Vermont Forensic Laboratory | 294,600 | 109,492.83 | §405(d) |

11. Project Title: Judicial Outreach Liaison

Goal:

To support the outreach and education work of the current Judicial Outreach Liaison (JOL).

Strategies:

The GHSP staff working collaboratively with the state’s TSRP will continue to develop opportunities to utilize the JOL’s experience and judicial knowledge to improve the state’s impaired driving programs.

Project Evaluation:

During the past year, the JOL has provided a number of helpful insights and opinions relating to the state’s judicial system’s relationship to impaired driving. The judge also continued working with the state’s TSRP on the continued development of Vermont’s impaired driving initiatives. In addition, the JOL had hosted regular interviews with relevant stakeholders on cable television concerning the proposals for legalization of recreational marijuana that would result in increased traffic accidents and fatalities.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------|--------|----------|---------|
| 1415-4026 NH15405D-026 | Contractor | 75,000 | 6,540.22 | §405(d) |

12. Project Title: Impaired Driving Summit

Goal:

To provide current impaired driving research, data and other information to Vermont highway safety partners.

Strategies: The Impaired Driving Summit was developed in response to the Governor and Vermont Legislature’s concern about the rise in opioids abuse as well as GHSP and partners’ recognition of prescription drug use as factors in impaired driving. A day long summit was held in Montpelier on March 10, 2014, with presentations by local, state and federal experts. The invited audience included from law enforcement, transportation, health and mental health agencies, state’s attorneys, judges, legislators, community-based agencies and regional and federal partners. AAA New England was a co-sponsor of the event.

Evaluation: In 2014, more than 120 people registered for the event; participants were enthusiastic about the amount of information provided. The event was taped and posted to the GHSP website. The event was not repeated in 2015, therefore, we have no expenditures to report. As this was recognized as a valuable event, and since drug related fatalities continue to be a top priority, planning has already begun for 2016.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------|--------|----------|---------|
| 1415-4084 NH15405D-084 | Contractor | 30,000 | 0 | §405(d) |

Occupant Protection Program Area

1. Project Title: Click It or Ticket National Mobilization & Night Time Belts Targeted High Visibility Task Force

Goal:

To provide Task Force coverage to designated geographic areas of the state.

Strategies:

In 2006 the Vermont Governor's Highway Safety office created the Click It or Ticket Task Force. The concept included the creation of four regional teams that are mobilized during the May Click It or Ticket High Visibility Enforcement (HVE) campaign. Each of these teams is supervised by a Team Captain. Using crash data and occupant protection surveys, the teams conduct saturation patrols in the areas directed by the data for every day of the campaign, including night details. The Teams are made up of law enforcement officers and troopers from all agencies in the state. The key to the success of these teams is flexibility and real time data. On any given day during the campaign, the Teams have the ability to move quickly from one area of need to another depending on traffic patterns and proven data.

In recent years the Teams have conducted some nighttime patrols which have proven to be a challenge, especially in rural areas of our state due to low light conditions. However, some patrols have been conducted in more urban areas near shopping centers or residential areas that have street lights. Safety checkpoints have been established using scene lighting purchased by local agencies using incentive funds.

In addition, the VHSA Occupant Protection Task Force, known as OP-802, was led by Vermont's northern Law Enforcement Liaison and supported law enforcement officers, community leaders and private industry in an area of the state known as the Northeast Kingdom, a geographic area made up of three- counties. Surveys show this area as being the least compliant in the state. The mission of this Task Force is to use education and strict enforcement in an effort to assist designated regions to combat the low usage rate.

Project Evaluation:

The Task Force Team concept has encouraged more of Vermont's law enforcement agencies to participate in this effort and welcome the Teams into their towns and villages. The result has been a well-coordinated and more efficient campaign. The level of awareness has increased in the areas of weak compliance and consequently compliance has increased accordingly.

[**Note:** These funds are provided as amendments to participating agencies' OP enforcement grants once task force activities are identified, so FFY15 expenditures are included in the expended total for Project #2 in the Police Traffic Services Program Area below.]

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--|-------------------------|---------|----------|--------|
| 1415-1000 – 1415-1058 NH15402-100-158 | Vermont Law Enforcement | 357,500 | - | §402 |
| 1415-1000 – 1415-1058 NH15402-100-158 | Vermont Law Enforcement | 175,000 | - | §402 |

2. Project Title: Child Passenger Safety Statewide Program

Goal:

To provide Child Passenger Safety education and services to all areas of the state and reduce the number of deaths and injuries by promoting regular use of child safety seats and safety belts.

Strategies:

The program maintained the following objectives for FFY 2015: increasing Vermont communities knowledge of the proper use of child restraints through the efforts of the state’s fitting stations, inspection events, BeSeatSmart website, a telephone helpline, and distribution of educational materials; reducing the barrier of cost of car seats to parents, grandparents and other child-guardians by providing seats at no or reduced cost to low-income families; and offering basic certification education and re-cert training for car seat technicians to carry out these services statewide. The activities to carry out these objectives included:

- Organize and manage regional distribution of low cost seats, including a log of sites’ annual distribution data
- Support regional organization of local inspection events statewide and promotion of inspection events calendar including National Child Passenger Safety Week activities
- Support roster of fitting stations and hospital newborn safety check programs
- Collect inspection and installation data from fitting stations and inspection events
- Maintain a roster of 125 to 150 certified technicians and instructors statewide
- Conduct and evaluate:
 - 1) at least one five-day national standardized Basic Certification course;
 - 2) a one-day Tech Update with CEUs;
 - 3) recertification training as needed and other trainings as funding allows
- Collaborate with CPS programs in NHTSA Region One to share experience and expertise to create joint training opportunities
- Expand membership of the existing Emergency Medical Services for Children Advisory Committee to include appropriate stakeholders from the CPS program to provide a forum and guidance to further develop the CPS program

All of these activities were planned, implemented, and reviewed within the framework of a commitment to operate the state CPS program in a data-informed approach. VDH’s district office structure helps to facilitate statewide access while addressing the demographic needs and highway safety challenges of each region.

Project Evaluation:

Priority activities for 2015, included the following:

- A. During FFY15, the focus of the funded activities included three- full courses for new technicians and one renewal course, located in regions based on identified need for CPS technicians. The certified technicians base increased again this year, from 126 to 160 nationally certified technicians statewide. In addition, there were three- regional Tech Updates with CEU offerings. In addition, the CPS Program facilitated three- four-day National Certification classes in 2015. Vermont currently holds the highest re-certification rate in the country. Staff worked to update Newborn Safety Checklists for use by hospitals based on new national best practice recommendations, planning to engage hospitals to have certified technicians on staff or where to refer parents.
- B. In 2015, we distributed over 1200 child safety seats distributed to low income families. The low income seat voucher distribution program remains in place through the twelve WIC offices statewide to insure access for income qualified families (less than 300% poverty level), one per child installed in a vehicle by a certified technician with the child present (or expectant mother). This program works to increase awareness of existing fitting stations as a community resource and will ultimately decrease misuse.
- C. The Vermont Child Passenger Safety program offered awareness training to law enforcement, nurses, and educators. Law enforcement technicians act as resources within their communities to assist un-trained officers on child restraint laws and enforcement of Vermont’s Child Passenger Safety laws. Over 30% of all the certified technicians in Vermont represent law enforcement. Currently, 10 of the 14 counties in Vermont have certified technicians placed within law enforcement their agencies.
- D. Vermont Child Passenger Safety program held courses in some of the counties that are without trained law enforcement personnel last winter. The hope was to add some new law enforcement personnel to these areas. Unfortunately, we did not have any interested departments or personnel at the time. We will work with state police and local law enforcement to identify potential candidates for our 2016 training schedule.

| Law Enforcement Agency | Counties |
|--|------------|
| Vergennes Police Department | Addison |
| Bennington Police Department | Bennington |
| Manchester Police | Bennington |
| Manchester Police Department | Bennington |
| Manchester Police Dept. | Bennington |
| St. Johnsbury Police Department | Caledonia |
| Vermont State Police - St. Johnsbury | Caledonia |
| Chittenden County Sheriff's Department | Chittenden |
| Chittenden County Sheriff's Office | Chittenden |
| Colchester Police Department | Chittenden |
| Colchester Police Department | Chittenden |
| Colchester Police Department | Chittenden |
| Hinesburg Police Department | Chittenden |
| Hinesburg Police Department | Chittenden |
| Milton Police Department | Chittenden |

| | |
|--|------------|
| Shelburne Police Department | Chittenden |
| Shelburne Police Dept. | Chittenden |
| South Burlington Police Department | Chittenden |
| South Burlington Police Department | Chittenden |
| South Burlington Police Department | Chittenden |
| UVM Police | Chittenden |
| Vermont State Police – Williston | Chittenden |
| Essex County Sheriff's Dept. | Essex |
| Grand Isle County Sheriff's Department | Grand Isle |
| Grand Isle County Sheriff's Department | Grand Isle |
| Grand Isle County Sheriff's Department | Grand Isle |
| Grand Isle Sheriff Department | Grand Isle |
| Morristown Police Department | Lamoille |
| Orange County Sheriff's Department | Orange |
| VT. State Police – Bradford | Orange |
| Vermont State Police – Derby | Orleans |
| Brandon Police Department | Rutland |
| Rutland City Police | Rutland |
| Rutland City Police Department | Rutland |
| Vermont Department of Motor Vehicles | Statewide |
| Vermont Department of Motor Vehicles - Enforcement | Statewide |
| Vermont DPS | Statewide |
| Vermont Intelligence Center-Vermont State Police | Statewide |
| City of Barre | Washington |
| Department of Public Safety | Washington |
| Northfield Police Department | Washington |
| Northfield Police Department | Washington |
| Vermont State Police - Middlesex | Washington |
| Washington County Sheriff's Department | Washington |
| Vermont State Police - Rockingham | Windham |
| VT State Police Royalton Barracks | Windsor |
| Woodstock Police Department | Windsor |

The Vermont Child Passenger Safety program utilizes the National Certification course developed through National Highway Traffic Safety Administration, Safe Kids Worldwide and the National Child Passenger Safety Board. The national standardized Child Passenger Safety Technician Certification Course is usually three- to four days long and combines classroom instruction, hands-on work with car seats and in vehicles, and a community safety seat checkup event. Successful completion of this course certifies the individual as a national CPS technician for two years.

Courses held during 2015:

- Georgia, VT, Franklin County, January 2015, Georgia Fire and Rescue, 9 certified
- Rutland, VT, Rutland County, September 2015, Rutland Regional Ambulance, 8 certified
- Springfield, VT, Windsor County, May 2015, Springfield Fire Department, 18 certified

In addition, the SafeKids Child Passenger Safety Awareness Class was offered in 2015 to the following groups:

- Vermont Department of Children and Families – Oct 2015

- Copley Hospital – April 2015
- Family Center of Washington County – Nov 2015

Current list of child restraint inspection stations, check-up, and clinics.

| Event Location | Date |
|---|-------------|
| Georgia Rescue Community Seat Check | 1/31/2015 |
| Beginning Childbirth Expo | 4/11/2015 |
| Community Bible Church Seat Check | 6/6/2015 |
| St. Johnsbury WIC Seat Check | 7/8/2015 |
| Happy Days Preschool Seat Check Event - Arlington VT | 8/20/2015 |
| Champlain Valley Fair Seat Check | 8/31/2015 |
| Rutland Police Department - Car Seat Inspection Enforcement Event | 9/19/2015 |
| Orleans County Safety Days & Seat Check Event | 9/26/2015 |
| Family Center of Washington County | 11/14/2015 |

Ongoing activities include:

- 46 Local fitting stations, at least one in each county
- Checked over 2,000 seats and correcting installation/installing 1,095 seats.
- 160 Certified Child Passenger Technicians throughout State
- 15 Community inspection events
- Over 160 hotline calls
- Distribution of 575 seats to fitting stations
- Distribution distributed over 75,000 pieces of educational materials.
- Continue to update Facebook page and website

As always, the Vermont Department of Health, Child Passengers Safety Program will look to make improvements in its program, increase training and public awareness, and seek out new ways to educate the public about Child Passengers Safety.

It should be noted, that in accordance with NHTSA rules, that the CPS program spends up to the 50% of its §2011 funds toward the ***“purchasing and distributing child safety seats and restraints to low-income families”***. All additional funds needed toward the purchasing and distributing of child safety seats and restraints to low-income families, above that 50% of the §2011 funds, comes from the Vermont Department of Health General Budget

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-------------------------|---------|------------|---------|
| 1415-3000 NH15405B-000 | VT Department of Health | 380,000 | 179,068.32 | §405(b) |
| 1415-6500 NH152011-500 | VT Department of Health | 55,000 | 34,659.40 | §2011 |

Police Traffic Services Program Area

Goal:

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

1. Project Title: Vermont State Police Occupant Protection Enforcement (CARE)

Goal:

To maintain a VSP Traffic Safety unit in addition to all VSP barracks to patrol in high crash areas during peak crash times.

Strategies:

The VSP utilize a data driven approach to deploy resources to high crash or aggressive driving areas, particularly during holiday periods. VSP partners with local and county agencies to reduce serious injury/fatal crashes. Mapping of critical areas and utilization of previous year's data is a driving tool for enforcement efforts.

Project Evaluation:

The Vermont State Police participated in every major enforcement campaign throughout the entire 2015 Financial Fiscal Year. In addition, the State Police have used grant funds to increase seatbelt education and enforcement in the Northeast Kingdom where seatbelt usage is much lower than the rest of Vermont. Derby and St. Johnsbury Trooper's patrolled elementary and middle schools. The State Police participated in two NE Drive to Save Lives Campaigns and National Distracted Driving month. The grant gave the State Police the opportunity to provide extra coverage on holiday weekends throughout the year. The events are tracked through data driven mapping provided by the FARS analyst.

VSP used 2469 total hours on their grant. 2187 hours were used for patrols and checkpoints. Remaining hours were used for assists and administrative costs. 3115 vehicles were stopped and 5674 people were contacted. The seatbelt compliance rate at checkpoints was 98%. There were 17 Safety Checkpoints performed during which 2768 people were contacted. There were 1,919 traffic warnings issued, 1044 speeding tickets issued and 372 other traffic violations issued. 10 DUI arrests were made.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|----------------------|---------|------------|--------|
| 1415-1049 NH15402-149 | Vermont State Police | 292,500 | 156,507.23 | §402 |

2. Project Title: Local Grants for Occupant Protection Enforcement

Goal:

To provide the maximum level of occupant protection enforcement throughout the state.

Strategies:

Annually, the Governor’s Highway Safety Program notifies all law enforcement agencies in the state of the availability of grant funds for occupant protection enforcement. Agencies are encouraged to apply for funds and can do so only after attending grant training workshops. These workshops are held in locations throughout the state to make it more convenient for the requesting agency. Agencies are given the tools and training necessary to successfully complete a grant application. The agency must use their local data, drawn from several resources, to justify the need for their community and agency funding. The data must include crash data, arrest data, and information relative to traffic citations issued. They must provide goals and performance measures, to include statistical data from previous years, and list the results of those efforts. The performance measures include tracking vehicles stopped per patrol hour, belt violation tickets issued, belt to unbelted ratios measured, participation in CIOT, and participation in NHTSA mobilizations.

All applications are reviewed by GHSP staff. Recommendations for funding are based on the past performance of the agency, using the data sheets provided from the previous year’s enforcement activity to include previous expenditures on the grant, the quality of the application, and the amount of funds available. Following this preliminary review, a second review is conducted by an Advisory Panel.

Project Evaluation:

As a result of this grant application process, the number of agencies participating in High Visibility Enforcement (HVE) campaigns has increased dramatically. They are required to participate in two to three- HVE campaigns a year. Prior to an enforcement campaign all agencies receive a mailing that details the upcoming event and the goals of that campaign. Agencies that have successfully completed the grant application process have a source of funding for the campaign that does not take away from their local budgets for traffic enforcement or other needs. These agencies are encouraged to work with neighboring agencies to expand upon the goals of the campaign.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--|-------------------------|---------|------------|--------|
| 1415-1000-1415-1059 NH15402-100-159 | Vermont Law Enforcement | 626.900 | 372,023.67 | §402 |

3. Project Title: Law Enforcement Training Programs

Goal:

To provide GHSP with funding to support traffic safety related trainings which emerge with little or no prior notification.

Strategies:

Traffic Safety training is continually evolving and at times there's not enough lead time notification to incorporate these trainings into the state's Highway Safety Plan. Earmarking funds for such trainings, allows the Law Enforcement Community opportunities to participate in training which is beneficial to the core missions of the state's highway safety program. The Vermont State Police sent a law enforcement officer to participate in an Older Driver Summit in Massachusetts.

Project Evaluation:

A limited number of funds were expended in FFY2015.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-------------------------|--------|----------|--------|
| 1415-2102 NH15402-282 | Vermont Law Enforcement | 10,000 | 235.69 | §402 |

4. Project Title: Mobilization Equipment Incentives

Goal:

To increase participation in the national and state High Visibility Enforcement campaigns.

Strategies:

By offering traffic safety equipment to enhance the enforcement capabilities of law enforcement agencies, the GHSP realized this would encourage and support agencies to participate.

The Governor's Highway Safety Program developed a plan to help facilitate the purchase of new equipment to increase participation and the quality of evidence in those cases which require continued prosecution.

Prior to each HVE campaign mailings are sent to every law enforcement agency in the state inviting that agency to participate in the campaign. This mailing lists the dates of the campaign and the "rules of engagement" for the campaign. Requirements are established for a minimum numbers of hours dedicated to the event. They are required to use their data, which is provided by GHSP to conduct activities.

Project Evaluation:

In 2007, participation in the HVE events was beginning to decrease. Only forty-four (44) percent of the municipal agencies participated and sixty-five (65) percent of the sheriff's departments participated. In the past year, 90% of the total 81 municipal agencies participated in more than 3 out of 4 events. 58 of the agencies participated in all 4 (100%)

of the campaigns. The VSP and Sheriff’s departments are also actively engaged in the campaigns. The agencies over the years have improved their equipment, and the quality and quantity of the police/public interaction has improved. The performance measure included that the equipment must be used for the Highway Safety and DUI activities and the equipment offered was directly related to improvement of efficiency and effectiveness of the traffic safety programs.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|----------------------|-------------------------|---------|------------|--------|
| 02140-1415-2000-2070 | Vermont Law Enforcement | 301,500 | 211,149.59 | §402 |

Law Enforcement Support

Goal:

To increase law enforcement ability to participate in data driven traffic safety efforts, promote NHTSA’s enforcement priorities and encourage sustained, effective enforcement throughout the year.

Project Evaluation:

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

1. Project Title: Highway Safety Program Coordinators

Goal:

To sustain GHSP’s ability to manage, coordinate and evaluate sub grantee performance in police traffic services.

Strategies:

The designated staff is responsible for all duties related to oversight of Impaired Driving and Occupant Protection Programs including application review, program monitoring, review of monthly and quarterly reports and analysis of grant activities data. The staff members ensure GHSP policies are followed and monitor the grantees for compliance, through email correspondence, by telephone and on-site visits.

Project Evaluation:

The HS Program Coordinator #2 worked throughout the year and transitioned with the program to AOT, the HS Program Coordinator #1 position was filled July 13th 2015. (The Part-time Program Assistant is funded here and under the Program Administration section; that position was vacated mid-year.)

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---------------------------|---------|-----------|--------|
| 1415-2200 NH15402-290 | HS Program Coordinator #1 | 93,750 | 21,622.25 | §402 |
| 1415-2201 NH15402-290 | HS Program Coordinator #2 | 106,250 | 69,909.50 | §402 |
| 1415-2202 NH15402-290 | HS Program Assistant | 25,000 | 2,623.00 | §402 |

2. Project Title: Vermont Law Enforcement Challenge

Goal:

To provide assistance to Vermont's law enforcement agencies in the evaluation and improvement of their traffic safety countermeasures.

Strategies:

In 2013 the Law Enforcement Challenge application was revised to meet the needs of our law enforcement agencies. The goals of the revision include simplifying the application process and developing a document that can be used as a blueprint by the agency. The 2013 application was revised again for the 2014 program. The judging of the 2014 applications was completed on July 7, 2015 with an awards luncheon held on August 25, 2015.

Project Evaluation:

With the revised application now available it was hoped that participation would increase. Participation remains stagnant, program is under review.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-----------------|--------|----------|--------|
| 1415-2102 NH15402-281 | Various Vendors | 12,000 | 2,204.77 | §402 |

3. Project Title: Law Enforcement Liaisons

Goal:

To provide assistance to Vermont's law enforcement agencies with funding for highway safety initiatives, training, opportunities, technical assistance, guidance with High Visibility Enforcement (HVE) campaigns, grant questions and the Law Enforcement Challenge application process.

Strategies:

With the second Law Enforcement Liaison on board, and areas of responsibilities determined, tasks have been divided and assignments developed that will enable our LEL's to expand the scope of interaction with our partners.

Project Evaluation:

A greater number of, and better contacts have been established with our LE partners and our partners in the Vermont Highway Safety Alliance. That enables our LEL's to see projects through more efficiently and effectively. The LEL's have been given responsibilities to oversee Task Force operations. The results are the development of strong ties, built on trust, with LE agencies. Each LEL now has the ability to review data and use this information when meeting with agency administrators for more productive outcomes.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|----------------|--------|-----------|---------|
| 1314-4012 NH15405D-012 | LEL #1 - South | 50,000 | 46,167.28 | §405(d) |
| 1415-2120 NH15402-283 | LEL #1 - South | 56,250 | 20,914.85 | §402 |
| 1314-4013 NH15405D-013 | LEL #2 - North | 50,000 | 37,439.93 | §405(d) |
| 1415-2121 NH15402-284 | LEL #2 - North | 56,250 | 12,989.76 | §402 |

4. Project Title: DUI Related Equipment

Goal:

To support the use of reliable PBT's by all law enforcement agencies.

Strategies:

To provide funds to support the maintenance and repair of preliminary breath testing devices.

Project Evaluation:

During this past year the GHSP office has identified a vendor for PBTs and made a substantial investment in the replacement of PBT's for all agencies. Most, but not all, of the older models PBT's were replaced, however, some of the used units were in serviceable condition. Those units were checked for correct calibration, fitted with a fresh power source and reissued to court officers, Fish and Wildlife officers, constables and others. It is doubtful that repairs of the oldest units will be authorized if problems arise in the future.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-------------------------------|---------|----------|--------|
| 1215-4315 NH15410-315 | Updated PBTs for Vermont LEAs | 150,000 | 0 | \$410 |

5. Project Title: Crash Reconstruction Support

Goal:

To provide support for Vermont State Police Crash Reconstruction in developing a team of officers trained in the skill, science, and technology of crash reconstruction with the goal of providing an effective response to each crash incident.

Strategies:

The Vermont State Police Crash Reconstruction Team went through a significant restructuring in 2008. GHSP has provided support for many of the equipment purchases and enhancements.

Since 2008, the team has been called upon more and more frequently to assist local, county and state agencies to assist with serious injury and fatal crash investigations. Training needs have increased significantly as the team has become more active and utilized. As the only police agency in Vermont with a Crash Reconstruction Team, the grant allows members of the VSP to attend training that is not provided within the state of Vermont. It also provides equipment, equipment maintenance, and upgrades.

The team has increased to 15 reconstructionists who maintain a significant amount of equipment to collect and diagram evidence from crash scenes. The reconstructionists also obtains Event Data Recorders from vehicles airbags and powertrain control modules to determine critical factors and causations, such as speed, engine throttle and braking.

Project Evaluation:

GHSP assisted in the ongoing education of the crash team members. There were several out of state trainings attended on various collision analyses, and GHSP funded 3 troopers to attend in the grant period.

The team averages responding to 50 serious injury/fatal collisions per year. Many of calls are to assist local and county law enforcement agencies. The Crash Reconstruction team’s support in these serious crashes has undoubtedly improved overall traffic reporting in determining the most accurate causation of the collision. Complete and extensive investigation of traffic crashes provides the first step toward successful determination of causation factors and subsequent adjudication, when appropriate.

GHSP funded the purchase of the software updates for the reconstruction equipment, including an EDR Kit, the Crash Data Retrieval (CDR) software and cables that plug into vehicles.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|----------------------|-----------|----------|--------|
| 1415-2100 NH15402-280 | Vermont State Police | 20,000.00 | 6,851.49 | §402 |

Motorcycle Program

State Motorcycle Rider Education Program

Goal:

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

Strategies:

In 2015, The Vermont Rider Education Program (VREP) presented a basic motorcycle safety course for individuals interested in obtaining a motorcycle learner’s permit as well as a longer classroom course sequence for those wanting a motorcycle endorsement for their driver’s license. Training includes exercises designed to teach the basics of motorcycle operation and work on enhancing skill levels. The program also includes discussions on wearing proper riding gear (DOT helmet, eye protection, full fingered gloves, motorcycle riding jacket and pants, and over the ankle footwear), the risks associated with using drugs or alcohol while riding, and how to be visible to other motorists. There are eight training sites around the state. Rider course instructor training was also offered. In addition, regular media messaging aired during the motorcycle riding season.

Project Evaluation:

During the program’s 2015 training season 1, 287 students attended courses at the nine sites (129 courses); 1,151 successfully completed. Many students wish to take the course early in the training season in order to have more riding time available.

In 2015, the program purchased 32 new motorcycle helmets to replace the helmets at the program’s Pittsford and Highgate training locations.

Planning ahead, in the spring of 2016 the Vermont DMV Rider Education Program will be updating the curriculum used to train novice students to the Motorcycle Safety Foundation’s updated Basic RiderCourse (BRCu) curriculum. Instructor materials have been purchased in preparation for the change to using the BRCu curriculum. The new curriculum uses Power Point presentations during the classroom portion of the course instead of the traditional training videos. Due to this change the program needed to purchase large screen televisions to replace smaller televisions at three- training locations.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|--------------------------------------|-----------|-----------|---------|
| 1415-6000 NH15405F-000 | Vermont Department of Motor Vehicles | 70,000 | 49,711.39 | §405(f) |
| 1215-6000 NH152010-600 | Vermont Department of Motor Vehicles | 13,969.00 | 13,969.00 | §2010 |

Traffic Engineering Services Program Area

1. Project Title: Hazard Elimination Program

Goal: To utilize §164 funds to address specifically designated high crash locations.

Strategies:

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

Project Evaluation:

Projects in various phases of planning, implementation and completion during 2015 for several busy traffic corridors and high crash locations around the state included: intersection safety improvements, installation of center rumble strips, road straightening, and roundabouts for better traffic flow. Other smaller local projects were also completed.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|----------------------------------|--------------|--------------|--------|
| 1214-5500 NH15164H-500 | Vermont Agency of Transportation | 1,077,018.62 | 1,077,018.62 | §164AL |

Community Educational Programs

Goal:

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

1. Project Title: Local Law Enforcement Educational Programs

Goal:

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

Strategies:

Local law enforcement agencies implement education programs focused on youth traffic safety awareness, younger drivers, work with youth and adults to both reduce impaired and distracted driving and increase seat belt use defined by the data and/or vulnerable user issues identified in their local communities. Programs and events are conducted in the schools, often in connection with driver education classes or school safety days, or at community events such as town festivals or county fairs.

Project Evaluation:

In 2015 the local law enforcement agencies, including Orange County Sheriff’s, Essex County Sheriff’s and the Northfield Police Department continue several successful, interactive community education activities with local driver education classes, youth bike safety rodeo, local Safety Days, and Texting and Driver Safety awareness. Orange County Sheriff’s and the Northfield Police Department have also increased the inclusion of child passenger safety information in their education programming. Use of Facebook to publicize all of the educational events has proven to be an excellent outreach tool.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|------------------------------------|--------|----------|--------|
| 1415-2412 NH15402-412 | Orange County Sheriff’s Department | 5,000 | 1,793.45 | §402 |
| 1415-2410 NH15402-410 | Essex County Sheriff’s Department | 3,000 | 2,018.45 | §402 |
| 1415-2411 NH15402-411 | Northfield Police Department | 4,500 | 1,971.82 | §402 |

3. Project Title: Local Motion Safe Streets Coalition

Goal:

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

Strategies:

The Chittenden County Non-profit Local Motion leads the Safe Streets Collaborative, a broad-based campaign to educate cyclists, pedestrians and motorists about sharing the road safely. Local Motion targets problem intersections for education/enforcement events and uses outreach and education strategies for demographic groups such as youth and college students with lower rates of helmet use and unfamiliarity with local ordinances. Education is also provided to parents and younger children through participation in community, school and local hospital health/safety fairs and promotional events.

Project Evaluation:

For FFY 2015, Local Motion reached and exceeded many of their education and outreach goals in Chittenden County. This included distribution of 713 helmets to youth/teens/young adults. In addition, more than 650 bike lights and over 2000 reflective leg bands, strips and vests were distributed to cyclists. Recognition of parent education as a “habit building” tool for youth is pointing Local Motion staff toward review of distribution opportunities and community partnerships continue to grow and move forward.

The bike law sheets continue to be popular, and posting them on bike racks has been a very effective strategy. This year, sidewalk stenciling awareness outreach was combined with a new “Rides a Bike” motorist awareness campaign. The visibility and popularity of this campaign was excellent; continued use of these kinds of outreach is planned.

| Deliverable | End of Year Total | Goal | Percent of Goal |
|---|-------------------|-------|-----------------|
| Bike Law Summaries | 5005 | 2,500 | 200% |
| “Rides a Bike” campaign and Stenciling Events | 7 | 10 | 70% |

There has been a continuing decrease in helmet purchases by students sponsored events. Local Motion continues to look for ways to engage young adults in safe riding behaviors.

There are no data collection factors that would affect this data, and there has been a noticeable decrease in helmet metrics again this year. Many of the local helmet events have seen a dramatic decrease in helmet purchases from last year to this year. This is a clear indication that additional helmet outreach/education is needed beyond distribution events.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---------------|--------|----------|--------|
| 1415-2413 NH15402-413 | Local Motion | 75,000 | 50,000 | \$402 |

2. Project Title: Vermont State Police Educational Program

Goal:

To provide highway safety presentations statewide in the jurisdictions served by the Vermont State Police (VSP) to address the identified highway safety issues including, high incidence of DUI’s, lower than average seat belt usage rate, and bike and pedestrian hazards.

Strategies:

The VSP conducts interactive highway safety presentations for teen driver education classes at schools, businesses, and other community groups, particularly in jurisdictions where they provide primary local coverage. One focus in FFY15 is targeted teen driver education classes with emphasis on alcohol impairment, speeding, distracted driving, occupant protection and motorcycle safety. VSP also coordinates an active educational presence with the VHSA at the Champlain Valley Exposition, the larger of the state’s two statewide summer fairs, and provides education in conjunction with the enforcement campaigns targeted to the public at large. VSP continually used Facebook to promote safety messages in an effort to reach a broader public.

Project Evaluation:

The Vermont State police participated in a number of public speaking traffic safety events during the year for a total of 205.5 hours. Events were held for Car Seat Safety Schools, Drivers Ed classes, Lake Monsters Games and the Champlain Valley Fair. The grant was also used as part of the ‘Drug Impaired Training for Educational Professionals’ program. Events were evaluated by the participating troopers to assess the effectiveness of the project.

Grant funds supported the purchase of education messaging materials for these events, which included the message “Drive Sober or Get Pulled Over”, and “Do Your Part, Drive Smart.” Other items distributed were brochures, and handbooks.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|----------------------|--------|-----------|---------|
| 1415-4081 NH15405D-081 | Vermont State Police | 30,000 | 7,987.82 | §405(d) |
| 1415-2415 NH15402-415 | Vermont State Police | 10,000 | 14,341.68 | §402 |
| 1415-3021 NH15405B-021 | Vermont State Police | 20,000 | 0 | §405(b) |

4. Project Title: Vermonters’ Victim Impact Panel

Goal:

To conduct victim-informed behavior change programs for DUI probationers statewide and provide victim-informed DUI education resources on request.

Strategies:

The Department of Corrections DUI Victim Impact Panel is an awareness program for offenders convicted of misdemeanor driving under the influence of alcohol or other drugs. Educators conduct a two-part curriculum in probation offices and community justice centers around the state. Videos of victim impact panel speakers are also available for other educational presentations. The program offers the annual Red Ribbon Tree DUI public awareness

event during December at the Vermont State Capitol timed to coincide with the launch of the holiday DUI enforcement and media efforts.

Project Evaluation:

The VIP/Safe Driving Program was offered in every county of the state of Vermont at least four times in FFY 2014. Six Community Justice Centers are now offering the program in addition to the Department of Corrections community office sites. Of the eleven combined site locations, nine are fully submitting the evaluation tool completed by program participants.

In 2014 they released a production video based on the story of Victim Impact Panel speakers was created and distributed to all sites providing the Safe Driving Program and to all Drivers Education teachers statewide. In 2015, a second video was produced and was distributed to all sites.

The annual Red Ribbon Ceremony was held at the Statehouse on December 10th, 2015 in commemoration of those impacted by DUI throughout the year.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-----------------------------------|--------|----------|---------|
| 1415-4082 NH15405D-082 | Vermont Department of Corrections | 36,200 | 64.52 | §405(d) |

5. Project Title: Youth Safety Council of Vermont

Goal:

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

Strategies:

The GHSP funds the Youth Safety Council (YSC) educational project of interactive presentations at teen drivers' education classes around Vermont using the Vermont DMV curriculum 'Turn Off Texting' (TOT). The program involves driving a golf cart course twice, once without texting and the second time using a cellphone to text. Participants are asked to complete surveys prior to the intervention, just after, and then several months later at the end of the drivers' education classes to measure the effectiveness of the program in changing students' awareness and behavior.

Project Evaluation:

The YSC TOT course was presented at 59 sites across Vermont during the grant term. The Youth Safety Council collected a total of 1350 pre and post surveys completed. Numbers are down this year, due to their main presenter being out with an injury, and the lack of a second presented during that time frame. A partnership with the University of Vermont Transportation Center for a graduate student to compile and analyze the evaluation data is underway; report will be available early in 2016. The program is increasingly well received, in demand and provided good media opportunities to help create awareness for the general public. YSC's director is active with the VHSA Education and

Outreach focus group in exploration of strategic collaboration around coordinated implementation of teen and community highway safety education programs like TOT.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|----------------------|--------|-----------|--------|
| 1415-2417 NH15402-417 | Youth Safety Council | 60,000 | 55,107.27 | §402 |

6. Project Title: Workplace Traffic Safety Program

Goal:

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

Strategies:

Project RoadSafe, based at the Associated General Contractors of Vermont, engages in statewide and regional workforce safety forums and conferences and conducts employer worksite requested presentations to provide education/training and materials on highway safety. They also offer the NSC certified Alive@25 course at Vermont’s technical schools. They maintain a program website and distribute an eNewsletter.

Project Evaluation:

AGC reported training more than 2000 people of all ages in RoadSafe. This extensive activity ranged from participation in trade shows and conferences (900+) to workplace safety trainings (700+) to classroom driver training safety presentations (150+). RoadSafe was also involved in several other activities around the state, including the Regional Planning Commission forums, the Drivers Education Summit put on by the Vermont State Department of Motor Vehicles Division, and several other on site presentations at company safety day events.

AGC continues their work with the National Safety Councils course, “Alive@25” This course was offered again this year in Vermont’s Tech Schools, with 87 students attending five different sessions. In addition, AGC staff conducted the four-hour course, “DDC-4 defensive driving”, with more than 60 employees from a several different companies successfully completing this course.

AGC Staff participated in the annual rotation of statewide safety conferences for the public and private trade and business sectors and the regional forums conducted by the Vermont Highway Safety Alliance. The Project RoadSafe eNews continued monthly distribution and maintained a regularly updated training schedule and other information on the AGC website.

Project RoadSafe continues data review collaboration with Workers Compensation and Safety Division of the Vermont Dept. of Labor.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---|--------|-----------|--------|
| 1415-2416 NH15402-416 | Associated General Contractors of Vermont | 95,000 | 93,576.89 | §402 |

7. Project Title: Teen Driver Educator Summit

Goal:

To provide a consistent and continued education for Vermont driving schools and school based instructors. To help the capacity of teen educators statewide provide up to-date and data-informed driver education instruction to teenage drivers.

Strategies:

The third annual summer Teen Driver Education Summit, *Focus on Safety: Sharing the Road*, was held on July 30, 2015 at St. Michael's College. This annual day-long summer institute is a collaboration between GHSP and the Department of Motor Vehicles designed to provide a full day of professional development credits to enhance the skills and capacity of driver educators (commercial and school-based) in order to fully engage teen drivers and their parents during their course sequence. The day includes plenary sessions of legislation, enforcement, education, bike safety, and evaluation information from state and national sources. There are workshops to introduce and share tested curriculum and other tools. There is also interactive time to connect with some of the community-based programs and various resources available to supplement driver education offerings.

Project Evaluation:

Approximately 85 participants were welcomed by the Commissioner of the Department of Motor Vehicles, Driver Training Coordinator of the Department of Motor Vehicles, Education Program Coordinator of the Governors Highway Safety Program, Chief of the Governors Highway Safety Program, and Chief Engineer of the Agency of Transportation.

The Director for the Department of Motor Vehicles Safety and Enforcement lectured on Legislative Highlights. The Executive Director of Local Motion presented on Vulnerable Road Users. The Agency of Transportation presented, DATA - What's New, and the Director of the Youth Safety Council presented, Data on Distraction.

A resource Fair Exhibit was set up in the parking lot and participants were able to interact with local transportation agencies while viewing and learning about the vehicles and equipment. Evaluations were positive overall.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-----------------|--------|----------|--------|
| 1415-2414 NH15402-414 | Various Vendors | 6,000 | 1,496.00 | \$402 |

8. Project Title: Community Programs Coordinator

Goal:

To coordinate and manage GHSP education grants and related contracts.

Strategies:

This full-time staff position is split between community education programs and the Traffic Records Coordinator duties. Community education responsibilities involve management and monitoring of the education grants and activities, and related contracts for education events and public education materials. Regular document review, site visits and technical assistance with grantees and contractors; attend training for professional development and collaborative meetings with highway safety partners as needed, including the VHSA Education and Outreach Focus Group. This staff member also provides support with program evaluation for all education grants and GHSP projects.

Project Evaluation:

The Community Programs Coordinator (CPC) reviewed grant reports monthly and quarterly in coordination with the DPS Grants Management Unit position assigned to GHSP. Site visits were conducted as necessary. Grant application workshops were conducted for the 2015 grant cycle. Regular communication was maintained from start to finish with partners and contractors for the Teen Driver Educator Summit and production of public education materials. The CPC served on the VHSA Education and Outreach Focus Group and the OP802 Task Force and attended other relevant highway safety partner meetings and events as requested.

The time-reporting for this position will indicate which portion of the person’s time will be on traffic records and which portion of their time will be focused on community programs.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---|--------|-----------|--------|
| 1415-2400 NH15402-400 | Community Programs Coordinator Employee | 45,000 | 36,722.01 | \$402 |

9. Project Title: GHSP Partners Travel and Training

Goal:

To provide funding for those non-law enforcement partners to participate in traffic safety related trainings which are appropriately related to the state’s critical emphasis areas.

Strategies:

Provide funding and support to selected non-law enforcement partners to enable travel and attendance at trainings selected by GHSP and promoting NHTSA traffic safety priorities.

Project Evaluation:

Traffic safety related training opportunities can emerge without much prior notice. Information and technology often appear after the state’s Highway Safety Plan has been created, submitted and subsequently approved. Funding this project provides GHSP’s non-law enforcement partners with the opportunity to participate in trainings that they couldn’t otherwise attend. This project ensures GHSPs highway safety agency partners (non-law enforcement) can attend specific, selected trainings and workshops which will ultimately enhance the state’s traffic safety environment.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-----------------|--------|----------|--------|
| 1415-2421 NH15402-421 | Various Vendors | 19,000 | 3,7456 | §402 |

10. Project Title: Lifesavers Highway Heroes Awards

Goal:

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

Strategies:

GHSP hosts an annual awards ceremony to officially recognize those individuals and organizations displaying extra effort and energy promoting the GHSP priorities during the past year. The gathering encourages networking and relationship-building between diverse highway safety advocates.

Evaluation:

During FFY14 the VHSA began to discuss including awards in the VHSA Annual Meeting. GHSP encouraged the VDH CPS program to initiate its own awards program during Child Passenger Safety Week. Discussion was held about how best to re-define the Lifesavers Highway Heroes event. No event was scheduled and no funds expended.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-----------------|--------|----------|--------|
| 1415-2420 NH15402-420 | Various Vendors | 18,500 | 2,204.77 | §402 |

Paid Media

1. Project Title: Click It or Ticket

Goal:

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

Primary Target Audience:

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

Campaign Parameters: May 11 – May 25, 2015

Communication Channels: Radio | Television | Internet

Strategies:

Utilized television as the primary medium to reach the target audience supported by video placements on internet channels across desktop, tablet and mobile platforms. Traditional and internet radio was also used to gain frequency and further extend the reach.

Media Tactics:

| Medium | Programming |
|-------------------------|---|
| Television | Placed television spots primarily in prime time programming--59% of the buy was allocated to this daypart. |
| <i>Est. Added Value</i> | <i>Any under delivery of gross rating points from last year's television CIOT buy were made up for on year's campaign plus negotiated 739 additional spots (8% of the buy) on broadcast and cable for an added value of \$9,829.50</i> |
| Radio | Radio spots aired on broadcast stations where ratings indicate Men 18-34 are most likely to be listening like country and adult alternative formatted stations. No charge spots were negotiated with the stations due to client non-profit status. |
| <i>Est. Added Value</i> | <i>Negotiated 717 additional :30 and :10 spots (32% of the buy) at no charge for an added value of \$8,292.40</i> |
| Internet | Purchased video ad placements on Goggle/YouTube and this channel provided 13,931 in stream videos. Likewise ran pre-roll video ads on Hulu and Xfinity Millennial media (mobile) and to expand reach in recognition that these channels have increased usage by younger adults. Placed ads on Facebook that reached 51,741 people in Vermont and Pandora on-line radio was included as part of the internet campaign. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional 9,838 impressions of added value banners and over-delivery of the video. Total value: \$105.13</i> |

Frequency of Message:

| Demo | Reach | Frequency |
|-----------|-------|-----------|
| Men 18-34 | 94.3% | 6.6 |

Campaign Costs:

| | |
|--|-------------------|
| Budget | \$75,00.00 |
| Television | \$30,419.61 |
| Radio Spend | \$22,009.90 |
| Internet Spend | \$14,771.84 |
| Media Planning, Buying and Management and Creative | \$7,490.00 |
| Total Spend | \$74,691.3 |

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------|---------|----------|---------|
| 1415-2501 NH15402-501 | HMC Marketing | 96,242 | 74,691 | §402 |
| 1415-3011 NH15405B-011 | HMC Marketing | 245,000 | 0 | §405(b) |

2. Project Title: Motorcycle Safety

Goal:

Raise awareness among Vermont drivers of the safety precautions that should be implemented towards motorcycle riding and riders.

Please see page 45 for the DMV Funding Source for these Media Buys.

Primary Target Audience:

- Adults 18+
- Adults 18-34

Campaign Parameters: Motorcycle Safety Month May 5, 2015 – May 31, 2015

- Americaid – June 1-6, 2015
- Laconia Motorcycle Week – June 13-21, 2015

Communication Channels: Broadcast Radio

Strategies:

Utilize traditional radio and placed ads on stations most likely to reach a broad audience.

Media Tactics:

| Medium | Programming |
|-------------------------|--|
| Radio | Placed radio spots every other week beginning 5/4 and running through 6/21. Ads were placed broadly Monday through Friday, 6am-7pm to take advantage of lowest unit rates. Radio stations are chosen based on the highest ratings for listenership according to Arbitron audio research data for the State of Vermont. Radio spots were placed Monday through Friday, from 6am-7pm to take advantage of lowest unit rates. Radio stations were chosen based on the highest ratings for listenership according to Arbitron research data. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional radio spots at no charge and added value sponsorships to elevate awareness. Added value: \$6,723 or 393 additional spots 393</i> |

Frequency of Message:

| Demo | Reach | Frequency |
|--------------|-------|-----------|
| Adults 18+ | 52.8% | 8.2 |
| Adults 18-34 | 55.2% | 9 |

Campaign Costs:

| | |
|---------------------------------------|--------------------|
| Budget | \$28,200.00 |
| Radio Spend | \$51,202.00 |
| Media Planning, Buying and Management | \$2,265.00 |
| Total Spend | \$28,199.35 |

3. Project Title: **DUI Labor Day**

Campaign Objective:

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

Primary Target Audience:

- Adults 18-34
- Adults 18+

Campaign Parameters:

Timing: August 19 - September 7, 2015

Communication Channels: Radio | Television | Internet

Media Strategy:

Utilized the video asset for placement on television and across the most widely used digital channels. Facebook and traditional and internet radio was also used to gain frequency.

Media Tactics:

| Medium | Programming |
|-------------------------|--|
| Television | Place television spots primarily in prime time programming and sports (close to 55%). |
| <i>Est. Added Value</i> | <i>additional no charge spots were negotiated due to DPS non-profit status equating to 725 spots or \$7,708 in added value</i> |
| Radio | Placed ads on stations where ratings indicate Adults 18-34 are most likely to be listening, like country and adult alternative formatted stations. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional :30 and :10 radio spots at no charge and sponsorship mentions to elevate awareness. An additional 1100 (or close to 40% more) spots were included for a total of \$11,142 in added value</i> |
| Internet | Purchased video ad placements across digital channels including: YouTube (36,000 in stream views) , Hulu & Xfinity (26,248 pre-roll views). Likewise, video placements were made on the mobile only ad network: Millennial Media which generated 18,164 views . Facebook reached over 71,000 people with this campaign. |
| <i>Est. Added Value</i> | Utilized client non-profit status to negotiate additional 10,846 impressions of added value banners and over-delivery of the video. Total value: \$128.76 |

Frequency of Message:

| Demo | Reach | Frequency |
|---------------|-------|--------------------|
| Adults 18-34 | 75.9% | 8 |
| Budget | | \$88,000.00 |
| TV Spend | | \$32,683.58 |
| Radio Spend | | \$25,059.70 |

Campaign Costs:

| | |
|---|--------------------|
| Internet Spend | \$17,135.04 |
| Media Planning, Buying and Management; plus, Creative Development | \$13,035.00 |
| Total Spend | \$87,913.32 |

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-------------------------|---------|-----------|---------|
| 1415-4092 NH15405D-092 | HMC Marketing Media Buy | 208,500 | 87,913.32 | §405(d) |
| 1215-5402 NH15164-402 | HMC Marketing Media Buy | 100,000 | 0 | §164 |

4. Project Title: Drug Impaired Driving**Campaign Objective:**

To deliver a newly developed hard-hitting message that drug and alcohol users should develop social strategies to prevent them from getting behind the wheel of a car while impaired.

Primary Target Audience:

- Adults 18-34 (skewed slightly towards men)
- Adults 35+

Campaign Parameters:

Timing: September 28 – November 22, 2015

Communication Channels: Radio | Television | Internet

Media Strategy:

The media plan incorporated the most relevant communication channels to gain the greatest media penetration toward the target audiences. It included the use of both traditional broadcast and digital media in an effort to reach Vermonters statewide. The agency's non-profit status was used to negotiate lowest/best vendor rates and to obtain added value.

| Medium | Programming |
|-------------------------|---|
| Television | Placed television spots primarily in prime time and sports programming--almost 60% of the buy has been allocated to these time periods. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate an additional 536 spots at no charge for an</i> |

| | |
|--|---|
| <i>estimated added value of \$9,248.</i> | |
| Radio | Placed radio spots on stations where ratings indicate Adults 18-34 are most likely to be listening like country and adult alternative formatted stations. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional 817 radio spots at no charge for an estimated added value of \$8,923.</i> |
| Internet | <p>Inserted video ad placements on YouTube (33,938 in stream views), Hulu, Xfinity plus Millennial Media recognizing that these digital channels offer the best opportunities to reach the target audience. Pandora radio was added to expand reach.</p>  |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional 38,392 impressions of added value banners and over-delivery of the video. Total value: \$277.30</i> |

Frequency of Message:

| Demo | Reach | Frequency |
|--------------|-------|-----------|
| Adults 18-34 | 78.8% | 9 |

Campaign Parameters:

| | |
|---|---------------------|
| Budget | \$125,000.00 |
| TV Spend | \$37,882.50 |
| Radio Spend | \$21,200.70 |
| Internet Spend | \$15,940.00 |
| Media Planning, Buying and Management; plus, Creative Development | \$49,976.25 |
| Total Spend | \$124,999.45 |

NOTE: This campaign is still being reconciled

5. Project Title: Entercom Boston WEEI 93.7 Red Sox Radio

Campaign Objective

The “Strike Out Drugged Driving” program focused on creating awareness and educating Vermont residents and tourists on the dangers and repercussions for drugged driving. Mediums for connecting these messages with the intended audience were:

- 26 x :30 On air commercials during Red Sox Radio broadcast on the nine Vermont Red Sox radio network stations. on the radio throughout Vermont with nine different Red Sox Radio stations. Spots strategically placed during weekend series games.
- A 1 x half inning interview on Red Sox Broadcast on August 16- vs. Seattle – Vermont Day at Fenway. 300,000 x banner ad impressions in Vermont, 100,000 per month for three- months. This campaign was strategically targeted:
 - Webusers who have recently visited GHSP’s website.
 - Keyword searchers – “driving while high”, physical effects of Marijuana”, “THC Impairment”
 - Vermont residents and current visitors.
- Online: targeted banner advertisements served to those individuals within Vermont’s borders who have specifically engaged with drugged d riving content utilizing contextual search marketing advertising.
- 225,000 x :15/:30 Video pre-roll impressions on the effects of drug driving featuring Vermont State Police. 75,000 per month for three- months.

Primary Target Audience

- Adults 25 – 54 (skewing towards men)

Secondary Target Audience

- Adults 18 – 35 (skewing towards men)

Campaign Parameters

Project dates: July 1 – December 31, 2015

Communication Channels: Radio

| | |
|--------------------|-----------------|
| Budget | \$49,000 |
| Radio | \$33,000 |
| Total Spend | \$33,000 |

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|-------------------|-----------------|--------|----------|--------|
| NH15405D - 100 | Entercom Boston | 49,000 | 33,000 | §402 |

6. Project Title: Prescription DUI

Campaign Objective:

Develop a targeted media plan delivering messaging that drug (specifically prescription drugs) and alcohol users should develop social strategies to prevent them from getting behind the wheel of a car.

Primary Target Audience:

- Adults 50+ (skewing slightly towards men)

Campaign Parameters:

Timing: September 28 – November 22, 2015

Communication Channels: Radio | Television | Internet

Media Strategy:

The media plan incorporated the most relevant communication channels to gain the greatest media penetration toward the target audiences. It included the use of both traditional broadcast and digital media in an effort to reach Vermonters statewide. The agency’s non-profit status was used to negotiate lowest/best vendor rates and to obtain added value.

Media Tactics:

| Medium | Programming |
|-------------------------|---|
| Television | Placed television spots primarily in news, prime access and prime time programming--almost 60% of the buy has been allocated to these time periods. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate an additional 905 spots at no charge for an estimated added value of \$12,068.</i> |
| Radio | Placed radio spots on stations where ratings indicate older adults are most likely to be listening like country, classic rock and classic hits stations. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional 900 :10 & :30 radio spots at no charge for an estimated added value of \$9,942.</i> |
| Internet | Inserted video ad placements on YouTube (20,467 in stream views) , Hulu and Xfinity (CSV+). Pandora radio was added to expand reach. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional 2,677 impressions of added value banners and over-delivery of the video. Total value: \$81.39</i> |

Frequency of Message:

| Demo | Reach | Frequency |
|------------|-------|-----------|
| Adults 50+ | 86.5% | 11.1 |

Campaign Costs:

| | |
|--|---------------------|
| Budget | \$125,000.00 |
| TV Spend | \$45,552.13 |
| Radio Spend | \$22,912.60 |
| Internet Spend | \$6,294.46 |
| Media Planning, Buying and Management; plus, Creative Development | \$50,003.00 |
| Total Spend | \$124,762.19 |
| NOTE: This campaign is still being reconciled | |

7. Project Title: Thanksgiving Occupant Protection

Campaign Objective:

The objective of this campaign is to increase seat belt usage among all Vermonters, from the average of 85% to 90% usage. Combined law enforcement and paid media efforts are used for this initiative.

Primary Target Audience:

- Men 18-34
- Adults 18+

Campaign Parameters

Timing: November 13 – November 29, 2015

Communication Channels: Radio | Television | Internet

Media Strategy:

Utilized television as the primary medium to reach the target audience supported by placements of the :30 TV spot on-line. Traditional radio was also being used to gain frequency supported by spots on digital radio.

Media Tactics / Campaign Costs:

| Medium | Programming |
|------------------|---|
| Television | Placed television spots primarily in prime time programming—over 50% of the buy has been allocated to this daypart. |
| Est. Added Value | <i>Any under delivery of gross rating points from last year’s television buy was made up for this year’s campaign consequently resulting in approximately 492 spots at no charge or \$7,720 in added value.</i> |
| Radio | Concentrated radio spots on stations where ratings indicate Men 18-34 are most likely to be listening like country and adult alternative formatted stations. |
| Est. Added Value | <i>Utilized client non-profit status to negotiate additional 1012 spots at no charge including sponsorships in weather, news, sports & special programming. Total value: \$9,588.95</i> |
| Internet | On-line video ad placements have been made on Comcast Spotlight Video Plus (CSV+), YouTube and Hulu to expand reach recognizing the increased usage of these specific channels across tablet and mobile devices. |
| Est. Added Value | <i>Utilized client non-profit status to negotiate additional 3,676 impressions of added value banners and over-delivery of the video. Total value: \$98.62.</i> |

| | Demo | Reach | Frequency |
|------------------------------|-----------|-------|-----------|
| Frequency of Message: | Men 18-34 | 92% | 8.6 |

| | | |
|------------------------|--|--------------------|
| Campaign Costs: | Budget | \$75,000 |
| | Television Spend | \$33,748.65 |
| | Radio Spend | \$20,513.90 |
| | Internet Spend | \$10,526.20 |
| Campaign Costs: | Media Planning, Buying and Management to-date (reconciliation in progress) | \$10,150.00 |
| | Total Spend | \$74,974.75 |

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-------------------------|---------|-----------|---------|
| 1415-3010 NH15405B-010 | HMC Marketing Media Buy | 201,400 | 74,974.75 | §405(b) |
| 1415-2500 NH15402-500 | HMC Marketing Media Buy | 61,033 | 0 | §402 |

8. Project Title: DUI Holiday

Campaign Objective:

The campaign's primary objective is to warn Vermonters of the dangers of drinking & driving especially around holidays and celebrations with the ultimate goal of decreasing DUI fatalities.

Primary Target Audience:

- Adults 18-34 (skewed slightly towards men)
- Adults 18+

Campaign Parameters

Timing: December 16 – January 6, 2016 (mirrors NHTSA calendar)

Communication Channels: Radio | Television | Internet

Media Strategy:

The media plan utilizes the most relevant communication channels to gain the greatest media penetration toward the primary target audience. It includes the use of traditional broadcast (television, cable & radio) as well as digital media in an effort to reach Vermonters statewide.

Media Tactics:

| Medium | Programming |
|-------------------------|---|
| Television | Placed television spots on channels with high viewership of the target audience: primarily in sports & prime time programming with over 65% of the buy allocated to these dayparts. |
| <i>Est. Added Value</i> | <i>Bonus spots were negotiated based on rating point under delivery from the 2014 campaign and due to non-profit status. Total estimated no charge of 585 spots or over \$10,500 in added value.</i> |
| Radio | Radio spots have been purchased to air on broadcast stations with high ratings for both the primary and secondary audiences. Research indicates they are most likely to be listening to formats such as country and adult alternative formatted stations. |
| <i>Est. Added Value</i> | <i>Utilized client non-profit status to negotiate additional spots at no charge including sponsorships in weather, news, sports & special programming. Total estimated value: \$12,739 or 1315 spots at no charge.</i> |

| | |
|----------|--|
| Internet | <p>Purchased video ad placements on YouTube, Hulu, The WeatherChannel.com & and Xfinity, recognizing that these channels have increased usage by younger adults—especially of content viewed on mobile devices. New to this campaign is the addition of a programmatic ad network, Acuity, which allows for geographic, demographic, behavioral, and interest targeting.</p> <p>Audio and banner placements were made on Pandora (an on-line radio channel).</p> |
|----------|--|

Frequency of Message:

| Demo | Reach | Frequency |
|--------------|-------|-----------|
| Adults 18-34 | 91.8% | 8.9 |

Campaign Costs:

| | |
|--|--------------------|
| Media Spend | \$100,000 |
| Television Spend | \$42,106.45 |
| Radio Spend | \$26,951.80 |
| Internet Spend | \$17,924.80 |
| Media Planning, Buying and Management; (campaign placements still in progress) | \$13,015.00 |
| Total Spend | \$99,998.05 |

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------|---------|-----------|---------|
| 1215-5403 NH15164-403 | HMC Marketing | 100,000 | 99,998.05 | §164 |
| 1415-4091 NH15405D-091 | HMC Marketing | 125,000 | 0 | §405(d) |

9. Project Title: NESN CRUISIN' NEW ENGLAND

Campaign Objective:

To emphasize the importance of safe driving in the State of Vermont

Primary Target Audience:

- Adults 18+

Campaign Parameters

Timing: January 1, 2015 – July 30,2015 (78 episodes)

January 1, 2016 – July 30,2016 (78 episodes)

Communication Channels: Television | Print

Project Evaluation:

A :30 television spot was produced to run within the ½ hour feature program of *Cruisin’ New England* which aired on NESN (New England Sports Network) out of Boston and reaches all of New England. The spot stresses the importance of driving safely on Vermont roads whether the viewer lives in or visits Vermont. In addition to the television exposure, the contract includes a full page ad in a correlating magazine and features the same safe driving message. The magazine is distributed at events New England wide including the “Big E”. As added value, the vendor is planning to film one or two episodes in Vermont.

Campaign Costs:

| | |
|--|--------------------|
| Media Spend | \$50,000.00 |
| Television Spend | \$25,015.00 |
| Media Planning, Buying and Management; (campaign placements still in progress) | \$24,985.00 |
| Total Spend | \$50,000.00 |
| NOTE: \$37,500 paid in 2014 | |

10. Project Title: Sports Marketing Campaign

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

Strategies:

The Sports Marketing Program will use the highway safety message, *Drive Sober or Get Pulled Over*, in places where sport fans congregate so that they are reached audibly through public address announcements, visually through venue billboard signs and website banners, and interactively by having an on-site presence at the venue to connect with fans in a personal manner, by signing a designating driver pledge.

Evaluation:

Alliance Sports ran the campaign at the following venues at 2015:

- Vermont Lake Monsters Baseball in Burlington
- University of Vermont Hockey in Burlington
- University of Vermont Basketball in Burlington

- Bear Ridge Speedway in Bradford
- Devils Bow Speedway in Fair Haven
- Thunder Road International Speedway in Barre

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------------------|--------|----------|---------|
| 1215-5401 NH15164-401 | Alliance Sports Marketing | 89,000 | 22,250 | §164AL |
| 1415-4094 NH15405D-094 | Alliance Sports Marketing | 81,700 | 31,150 | §405(d) |

11. Project Title: Public Information and Educational Material

Goal:

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

Strategies:

Developing pertinent highway safety promotional materials for public distribution.

Project Evaluation:

During FFY 2015 GHSP staff developed pertinent highway safety promotional materials for public distribution. These included bumper stickers with the message, “Focus: Drive Now – Call/TXT Later”, and “Drive Sober or Get Pulled Over”. Slap wrist bands

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-----------------|--------|----------|---------|
| 1415-2510 NH15402-510 | Various Vendors | 15,000 | 1,066.73 | §402 |
| 1415-4095 NH15405D-095 | Various Vendors | 15,000 | 0 | §405(d) |
| 1415-3023 NH15405B-023 | Various Vendors | 15,000 | 0 | §405(b) |

Evaluation and Data Collection

Goal:

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

1. Project Title: Traffic Safety Analyst

Goal:

To develop a system which provides accurate and timely data, easy to access and applicable to countermeasures applied to priority traffic safety issues.

Strategies:

In 2014, timely and effective crash mapping and data analysis provided the GHSP staff, sub-grantees and partners tools for strategy development. The identification of crash “hot spots” and informational integration with on-going and emerging Data Driven Approaches to Crime and Traffic Safety (DDACTS) helped address ongoing state and local priorities.

Project Evaluation:

The data analyst participated in the collaborative planning of the VHSA Data Focus Group, worked closely with the Agency of Transportation crash data analysis staff and attended several additional trainings relevant to traffic data analysis, trends and mapping. In August, 2014, the individual serving in the position left state government for the private sector. This position was not filled in 2015 and is being evaluated by GHSP staff.

| Project Number(s) | Traffic Safety Analyst | Budget | Expended | Source |
|-------------------|------------------------|--------|----------|--------|
| 1415-2301 | Employee | 92,500 | 0 | §402 |

2. Project Title: Annual Safety Belt Survey

Goal:

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

Strategies:

In 2014 the Norwich Center for Research and Analysis continued a second year as the contractor for Vermont’s observational belt survey post Click It or Ticket, using the new methodology approved by NHTSA in 2012.

Project Evaluation:

This year’s field survey was conducted during the months of June, July, and August in 2015. The post-enforcement rate for all front seat occupants of 85.0% safety belt usage, meeting the nationally recognized criterion of 85%. This represents a very modest increase from the previous year’s rate of 84.1%.

For the past several years the usage rate has continued to hold remarkably steady. For some years it seemed to vary in response to the CIOT campaigns, but for the past few years, even that variability has diminished, varying little at just below 85%. The overall rate has, for the past several years, also been unresponsive to the enforcement campaign, although without a pre-enforcement survey, it is impossible to know this for sure. It is entirely possible that the rate has settled into a new “natural rate” in the absence of a primary law of about 85%. It is somewhat notable that the revised survey design, especially the inverse PPS weighting, appears to both render the survey more sensitive to very low volume sites, and also result in an overall rate lower than both unweighted data and data weighted in proportion to both AADT and VMT.

Except for these general observations there appears to be little recognizable/consistent pattern among other sub-variables, including functional classification, day of week and time of day.

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

| Project Number(s) | Annual Seat Belt Survey | Budget | Expended | Source |
|---------------------------|---|--------|----------|---------|
| 1415-3020 NH15405B-020 | University of Vermont Traffic Research Center | 60,000 | 31,825 | §405(b) |

3. Project Title: Attitude Survey

Goal:

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

Strategies:

The Attitude Survey conducted by phone August 3-15, 2015 by the Center for Research and Public Policy reached 500 Vermont resident licensed drivers via landline or cell. The 2015 survey replicated most of the questions held in 2010, 2011, 2012, and 2013 survey instruments.

Project Evaluation:

Highlights of the survey results include the following:

On Enforcement...

- Nearly three-quarters of all respondents, 70.8% (down somewhat from 74.4% in 2014), indicated they thought it was very (22.2%) or somewhat likely (48.6%) someone driving while impaired by alcohol or other drugs would be arrested. Another 25.8% indicated they felt an arrest would be somewhat unlikely or not at all likely.
- Just under half of all respondents, 46.6% (up slightly from 45.8% in 2014), believe the chances of getting a ticket for not wearing a seat belt was very (12.6%) or somewhat likely (34.0%). A larger percent, 49.8%, suggested getting a ticket was somewhat unlikely or not at all likely.
- Further, two-thirds, 65.4% (down from 69.2% in 2014), considered it very (18.8%) or somewhat likely (50.4%) someone would get a ticket for driving over the posted speed limit.

On Media Reach...

- Just over one-half of all respondents, 62.2% (up from 55.0% in 2014), indicated they have read, seen or heard messages about alcohol or drunk driving enforcement by police.
- In a new separate question for 2015, nearly one-half, 48.0%, suggested they have recently read, heard or seen messaging about drug impaired driving enforcement.
- The primary sources among “aware respondents” for messages on alcohol or drug impaired driving included, in declining order: television (89.2%), newspaper (66.3%), radio (22.5%) and the internet (18.8%).
- Under one-half of those surveyed, 45.6% (up from 43.8% in 2014), indicated they have read, heard or seen messages about seat belt enforcement by police.
- Of this group, television was cited as the source for the messages by 53.5% followed by signs and banners and the newspaper – 38.2% and 21.5% respectively.
- Researchers asked each how aware they were of a new Vermont law allowing police officers to give tickets to anyone using any hand-held electronic device while driving or sitting idle in a car that is on an active roadway. A large majority, 95.6%, suggested they were either very (86.0%) or somewhat aware (9.6%) of the new law that took effect on July 1, 2015.

On Personal Behavior:

- Two-thirds of all respondents, 67.6% (up slightly from 66.4% in 2014), indicated they have never driven a motor vehicle within two hours after drinking alcoholic beverages over the last year. Another 0.2% were unsure or refused and the remainder (32.2%) suggested they had done so once or as many as more than ten times.
- Over the years 2010 through 2015, researchers asked respondents how frequently they use their seat belts when they drive or ride in a car, van, sport utility vehicle or pick-up. The question, beginning in 2013, was split between “daytime” and “at night”. Those suggesting they “always” wear their seat belt during the day was recorded at 93.2% (up slightly from 91.6% in 2014) while those indicating they “always” wear their seat belt at night was 94.6% (up slightly from 92.4% in 2014).
- In a new question for 2015, researchers asked respondents how strongly they would support or oppose a new “primary seat belt law” in Vermont allowing law enforcement to stop motorists for not wearing a seat belt. Three-quarters, 74.2%, suggested they strongly (59.0%) or somewhat (15.2%) supported such a law for

Vermont. Some respondents believed the law already existed while others were unsure – 9.8% and 2.6% respectively. When those believing the law already exists and those unsure are removed from the data, 85.7% are in support of such a new law.

- Just 15.4% (down somewhat from 19.4% in 2014) of all respondents could offer that they “never” drive faster than 35 miles per hour on a local road with a posted speed limit of 30 miles per hour.
- However, over one-half, 59.0% (up from 50.8% in 2014), suggested they “never” drive faster than 75 miles per hour on a road with a posted speed limit of 65 miles per hour.
- On driving while using an electronic communication device such as a cell phone, tablet or pad, nearly three-quarters, 74.4% (up significantly from 45.2% in 2014), were able to tell researchers they “never” use such a device while driving. One quarter, 10.2% (down significantly from 29.8% in 2014), suggested they do so frequently or occasionally. The remainder, 15.4%, said they “rarely” use a device while driving.
- On the use of hands-free cell phones, researchers asked respondents to use a scale of one to ten to indicate how dangerous they considered hands-free device usage to be while driving. One meant very safe while ten meant very dangerous. The cumulative total for those offering one through four (very safe) was 30.4% (down significantly from 39.0 in 2014) while those offering ratings of seven through ten (very dangerous) was 41.4 (up significantly from 29.0% in 2014).
- Relatively small, but important percentages of respondents said they had (over the last 30 days) driven a car or other vehicle while having had perhaps too much to drink, or when they had been using marijuana or hashish – 1.8% and 0.8% respectively (1.4% and 1.2% respectively in 2014).
- Within the last 12 months, 2.0% and 3.2% (2.8% and 2.0% in 2013) suggested they had driven a car or other vehicle after taking prescription pain relievers (such as Percocet) or anxiety prescription medications (such as Valium), respectively.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|---------------------------------------|--------|----------|---------|
| 1415-2310 NH15402-310 | Center for Research and Public Policy | 8,125 | 6,500 | §402 |
| 1415-4099 NH15405D-099 | Center for Research and Public Policy | 6,500 | 6,500 | §405(d) |

4. Project Title: Traffic Records Program Coordinator/Data Support

Goal:

To provide coordination and communication in support of the state’s Traffic Records Coordinating Committee, management of education contracts for the belt and attitude surveys and program evaluations as scheduled and evaluation strategies for all GHSP education grants and projects.

Strategies:

A GHSP staff member manages the Traffic Records Program as well as a variety of educational grants and contracts for the belt, attitude and behavior surveys, and other assessments/evaluations as scheduled. This staff member also provides support with program evaluation for all education grants and GHSP projects, including site visits.

Project Evaluation:

The Program Coordinator prepared for and maintained notes from all of the TRCC meetings, posted documents to the TRCC website, corresponded with member agencies and worked with the TRCC consultant to develop the annual TRCC application for the 2015 HSP. The Program Coordinator prepared a report for presentation to the TRCC regarding the e-Citation project implementation plan and a revision of the TRCC charter. The Coordinator managed the bid/contract process for the Attitude Survey vendor and interfaced with the vendors for both the Attitude Survey and Belt Usage Survey during their implementation periods.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---------------|--------|-----------|--------|
| 1415-2300 NH15402-300 | Employee | 45,000 | 37,148.44 | §402 |

5. Project Title: Project Title: Program Evaluation

Goal:

To obtain expert assessment of the strengths and challenges of one major program per year.

Strategies:

These evaluations are used not only to comply with NHTSA requirements, but to fine-tune programs and help plan resource commitments. The GHSP requested an Occupant Protection Assessment for FY15. It is currently scheduled for January 24-29.

Project Evaluation:

No evaluation was scheduled during 2015. No evaluation funds were expended.

| Project Number(s) | Program Evaluation | Budget | Expended | Source |
|--------------------------|---------------------------|--------|----------|--------|
| 1415-2312 NH15402-312 | Various vendors/Contracts | 40,000 | 0 | §402 |

Planning and Administration

1. Project Title: GHSP Planning and Administration

Goal:

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

Strategies:

The following operations activities occurred as needed throughout the year:

- Access to VISION, the State of Vermont accounting system
- Advertising – Print
- Fee for Space
- Storage
- Office Supplies
- Postage
- Printing and Binding
- Rental of Copier/Fax/Printer/Scanner
- Other Purchased Services
- Payment of GHSA Dues
- Indirect Costs

Project Evaluation:

These operations activities were reviewed and monitored on a regular basis following DPS and GHSP policies and procedures.

| Project Number(s) | Operating Costs, Indirect Costs, GHSA Dues | Budget | Expended | Source |
|--------------------------|--|--------|-----------------|---------|
| 1314-0003 | VISION | 3,000 | Indirect charge | §402 |
| 1415-0004 NH15402-000 | Operating Expenses | 20,000 | 6,628.13 | §402 |
| 1115-5002 NH15164-002 | Operating Expenses | 10,250 | 0 | §164 AL |
| 1415-0005 NH15402-000 | GHSA Dues | 4,500 | 4,521 | §402 |
| 1415-0011 | Indirect Costs | 80,500 | *See note | §402 |
| 1215-5003 | Indirect Costs | 6,800 | *See note | §164 AL |

* Indirect Costs will be charged against allowable expenses for DPS related costs under each fund source. If the indirect cost rate is used as match in a program area then DPS will not draw an indirect cost expense against that program area. The Department of Public Safety currently has a Federally approved 29.7% indirect cost rate. DPS will not seek indirect costs under 402 PA or 164 PA and will use the indirect cost rate as match. At time of print the indirect costs against each program area had not been calculated.

2. Project Title: GHSP Chief

Goal:

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

Strategies:

The Chief’s position provides oversight and supervision for the GHSP staff as well as the management and coordination of all administrative functions. The Chief works with the GHSP staff, the program’s two Law Enforcement Liaison contractors, the contracted Judicial Outreach Liaison and the states Traffic Safety Resource Prosecutor. As a team, the staff and support resources engage the program’s partners in collaborative projects to promote the states critical emphasis areas in addition to the National Highway Traffic Safety Administration (NHTSA) priorities. In addition, the Chief interacts with the coordinators and staff members of the other highway safety offices through the Governor’s Highway Safety Association. The Chief reports directly to the Director of the Office of Highway Safety (VTrans). The position relies heavily on data, information and technology to determine the most effective and efficient strategies and countermeasures to accomplish the program’s primary mission of saving lives and mitigating injuries by reducing motor vehicles crashes within the state.

Project Evaluation:

Vermont’s Governor’s Highway Safety Program continues to build partnerships and effect progress through the use of data, information and technology. The GHSP Chief and the staff strongly support and actively participate in the Vermont Highway Safety Alliance (VHSA). Through the VHSA many of GHSP’s priority projects are supported from the grass roots level upward to insure participant engagement and successful community involvement. A solid, diverse network of partners at the Federal, state, county and local levels provide GHSP with a multiple layered structure which maximizes the program’s effectiveness.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|---------------|---------|-------------|---------|
| 1415-0000 NH15402-000 | Employee | 165,000 | \$66,198.36 | §402 |
| 1115-5000 NH15164-000 | Employee | 65,000 | 0 | §164 AL |

3. Project Title: Grants Management Specialist

Goal:

To provide transparent and accurate financial management of GHSP grant funds.

Strategies:

In April of 2015 the Governor’s Highway Safety Program was transferred from the Department of Public Safety to the Vermont Agency of Transportation. At that time, it was decided that a Grants Management Specialist would be hired as part of the GHSP staff to oversee all related grants. This position provides financial oversight and coordination for annual GHSP budget planning and tracking, monitoring of operations, sub-grantee and contracted expenses, including site visits as needed.

Project Evaluation:

The regular coordinated work between GHSP Program Coordinators and the Grants Management Specialist has continued to strengthen the accuracy and effectiveness of the grants management process and fostered good communication.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|-------------------|------------------------------|---------|-----------|--------|
| NH15402-000 | Grants Management Specialist | 165,000 | 22,937.69 | §402 |

This Position is funded under the same project number with §402 fund as the GHSP Chief.

4. Project Title: Project Title: Program Support Materials (Belt Use Incentive Funds)

Goal:

To provide resources and materials for the GHSP staff OP initiatives.

Strategies:

The GHSP staff identify materials needed in support of program throughout the year.

Evaluation:

These funds were used to support the GHSP Staff in the transition.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|--------------------------|-----------------|--------|----------|--------|
| 0915-3500 NH15406-500 | Various Vendors | 60,000 | 4,187.28 | §406 |

Traffic Records Program Area

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

1. Project Title: AOT Crash Data Reporting System

Goal:

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

Strategies:

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

Project Evaluation:

A number of planned upgrades and projects (ADFS, upgrades to UCRF, Map Creator tool and Vermont State police non reportable crash incident tool) were completed or work is ongoing to complete. Work is also ongoing to address consistent Web Crash access for Valcour (new system in use by some LE agencies) users.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|----------------------------------|---------|----------|---------|
| 1315-3700 NH15405C-700 | Vermont Agency of Transportation | 140,000 | 105,000 | §405(c) |

4. Project Title: DPS Support of Traffic Records Improvement

Goal:

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

Strategies:

The DPS full-time position for Support of Traffic Records provides staffing for traffic records improvement and data integration in the VT Law Enforcement community, currently with a primary focus specific to the development of the eCitation project.

Project Evaluation:

During FFY 2015, the deliverables of this position included assistance with all five procurement documents related to the project, reviewing project schedules, status reports, and presentations. It also included addressing all grant management requirements, addressing key risks identified in the IR risk assessment/response and on-going law enforcement support and technical assistance around e-Citation and other user issues with current equipment being tested for the implementation.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-------------------------------------|--------|-----------|---------|
| 1315-3703 NH15405C-703 | Vermont Department of Public Safety | 75,000 | 69,231.11 | §405(c) |

5. Project Title: DPS eCitation Implementation

Goal:

To develop and implement an electronic citation system statewide.

Strategies:

The Department of Public Safety in collaboration with other highway safety partners will begin a pilot of the technical solution in 2016 based on design and preliminary development work completed in 2015. Once the solution is launched, measurements will be taken and reported on a quarterly basis to ensure the solution is performing as expected.

Project Evaluation:

During FFY15, DPS finalized the technical architecture for eTicket, designed detailed data maps with the core development team consisting of DPS/Judiciary/DMV/vendors, and developed a schedule which was approved by the stakeholders for the April 2016 launch. Three- local police agencies will be participating in the pilot and have all of the hardware and software in preparation for testing and launch. DPS also drafted five procurement documents, two of which are complete, and three- are in final review with the vendor. DPS has also held two stakeholder meetings, and provided weekly status reports for stakeholders. The 2015 Grant Management measurements are in place and baselines have been developed.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|-------------------------------------|---------|-----------|---------|
| 1215-3710 NH15408-710 | Vermont Department of Public Safety | 709,900 | 29,999.56 | §408 |
| 1415-3710 NH15405C-710 | Vermont Department of Public Safety | 795,136 | 0 | §405(c) |

6. Project Title: TRCC Consultant

Goal:

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

Strategies:

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

Project Evaluation:

Appriss continues as the vender for the TRCC, they facilitated four meetings in 2015 and filed project updates, Interim Progress reports and the 405c application in TRIPRS. They also continued to provide information and guidance regarding compliance with MAP-21 and also advised the update of Vermont's TRCC charter.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|----------------------------|---------------|--------|----------|---------|
| 1315-3704 NH15405C-7043 | Appriss | 36,864 | 36,864 | §405(c) |

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

Goal:

To provide continuous improvement to EMS agencies electronic data reporting. To implement NEMSIS Version 3 Data Dictionary, Data Quality Assurance/Improvement measures, SIREN – Hospital Data Bridge, and SIREN – CRASH Data Bridge.

Strategies:

In 2015, the SIREN team worked on a number of goals. These included working with our Vermont EMS providers to bring all Vermont licensed emergency ambulance agency ePCRs into SIREN and to continue to support and these providers about SIREN and data quality, including the validity of submitted reports. On the data management side, 2015 was focused on updating the existing SIREN system to SIREN Elite, becoming NEMSIS version 3 compliant, creating a plan to link the SIREN pre-hospital database with hospital data as well as law enforcement crash data, and finally to work with the new PEGASUS guidelines to conduct quality improvement planning.

Project Evaluation:

This year Vermont succeeded in ensuring that 100% of Vermont's 92 licensed emergency ambulance services submit electronic Patient Care Reports (ePCRs) to SIREN. In addition, for the 89,853 responses submitted to SIREN this fiscal year, the average validation score was 98.85. Additionally, 97% of agencies reporting in Vermont had a validation score above 95. Validation is a measure of completeness and compliance with submission of nationally required data elements. SIREN users and EMS providers were supported in this by the EMS Data Manager at the Vermont Department of Health. In October, she attended the Vermont EMS Conference in Killington, VT, and was able to interact personally with SIREN service administrators around the state. She also co-taught two sessions for the service administrators about quality assurance and improvement tools in SIREN, and was available to answer general as well as service specific questions.

A major milestone for the in 2015 was the submission by the Vermont Department of Health of a new Statewide Incident Reporting Network (SIREN) contract for the 2016 and 2017 fiscal years with ImageTrend, the SIREN vendor. This contract includes the implementation of the new SIREN Elite reporting system, which was created with the feedback of EMS Providers to be a more user-friendly system. The new elite system also has certain checks in place in order to improve the quality of submitted data.

Similarly, in accordance with the new version 3 of the National Emergency Medical Services Information System, the VDH SIREN team drafted and finalized the NEMSIS version 3 data dictionary to be uploaded into the new SIREN Elite system. The SIREN team at the VDH customized elements to suit the needs of Vermont EMS providers, data managers, and data users, but also worked with partner New England states in order to standardize elements of the new data dictionary to facilitate regionally based analysis and continuous quality improvement. Incorporating the new NEMSIS version 3 will keep Vermont up to national EMS data standards.

According to NHTSA recommendation, the SIREN team has also continued the process to link the electronic pre-hospital patient care data in the SIREN database with Vermont's hospital electronic medical records. A system for housing this data has been planned and is currently being tested for suitability. Providing a link between pre-hospital and medical outcomes will give traffic safety partners a complete picture of crash severity and trends so that they may inform and lead new highway safety programs. This data bridge will thus help reduce deaths, injuries and economic losses incurred by motor vehicle crashes.

This year, the SIREN data manager also worked to create data specs that might be utilized in order to link the SIREN database and Vermont's CRASH data. Similarly to the Hospital Hub linkage, this CRASH-SIREN Data Bridge will provide better information about the severity of crashes, and their consequences for human life, health, and economic resources. The data manager collaborated with the Fatality Analysis Reporting System (FARS) analyst in order to review incident specific CRASH and SIREN reports to facilitate this linkage.

Finally, the EMS Deputy Director, the EMS for Children Coordinator, the EMS Medical Director, and the EMS Data Manager worked closely together to conduct continuous statewide quality improvement planning according to the PEGASUS guidelines. PEGASUS is the Pediatric Evidence-based Guidelines: Assessment of Emergency Medical Services System Utilization in States. The VDH Child Passenger Safety Program was able to benefit from the information gathered during these meetings.

| Project Number(s) | Subgrantee(s) | Budget | Expended | Source |
|---------------------------|------------------------------|---------|-----------|---------|
| 1315-3701 NH15405C-701 | Vermont Department of Health | 162,800 | 70,949.54 | §405(c) |

8. Project Title: Local Roads LRS

Goal:

To create and fully integrate a linear reference system (LRS) that will contain all the highways included in the Certified Public Highway Mileage, including the Federal Aid Highway System and local roads.

Strategies:

The LRS creates the ability to run algorithms on the full highway network using the LRS, such as high crash locations, and provide a common architecture for the collection of linear referenced inventory data. This project assists the state to advance their capabilities for traffic records data collection, analysis, and integration with other sources of safety data, such as road inventories.

Project Evaluation:

In 2015, the Mapping Section implemented a change in the functional class codes to match the FHWA functional class coding. This reassigned the code value for local roads, which broke the tools to generate the LRS. It required a significant amount of time to overhaul the model and scripts to properly select only the local road arcs using the new functional class code.

The models were tuned and run with the products being quality controlled to assure that the resultant LRS mileage still batch RDS mileage after creation of the Local Road LRS.

- Created a series of models to identify and flip arcs within the RDS local road data that had directionality mismatches when compared to the LRS. This allowed for the creation of calibration points for the LRS.
- Created a series of models to establish calibration points for each of the following: multipart routes, straight-forward routes, and routes containing loops.

A significant amount of effort has gone into the development and improvement of the methods and data used to generate the Local Road Linear Reference System, with 2015 providing much of the enhancements and refinement of this project

| Project Number(s) | Local Roads LRS | Budget | Expended | Source |
|--------------------------|----------------------------------|--------|-----------|---------|
| 1415-3706 LRS405C-600 | Vermont Agency of Transportation | 22,000 | 20,974.31 | §405(c) |

