



# Vermont Highway Safety Alliance

## House Transportation Committee

### January 16, 2015



# Creation of the VHSA



- **Expand on SHSP accomplishments**
- **Need to further engage private sector**
- **Opportunity to expand collaboration**
- **Ability to improve efficiency**
- **Need to strengthen and unify the message**
- **Maine Transportation Safety Coalition example**



## What is the Alliance?



- **A new approach to a public safety issue**
- **Public/Private Partnership**
- **Non-Profit Organization**
- **Board of Directors, Focus Groups, Task Teams**
- **Board - Core Agencies: VTrans, DMV, Governor's Highway, Education, State Police, Health**
- **Board - Private Members: AAA, AARP, Truck & Bus Assoc., Fletcher Allen, VT Youth Safety Council, VT Auto Dealers**



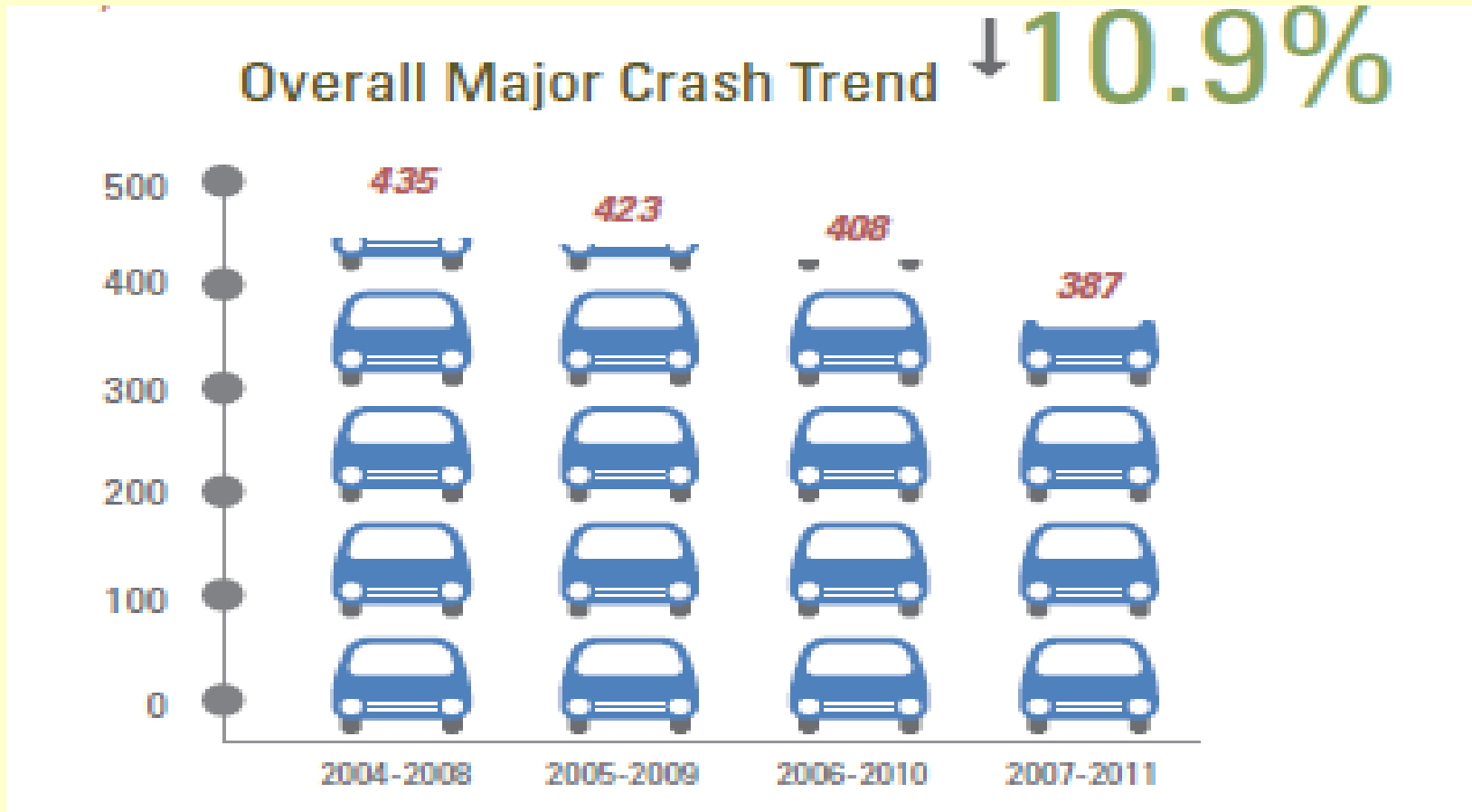
## VHSA Mission



**The mission of the VHSA is to collaboratively promote strategies to reduce crashes on VT public highways through the development and support of partnerships and coalitions.**



# Major Crashes



Major Crash defined as involving a fatality and/or incapacitating injury.



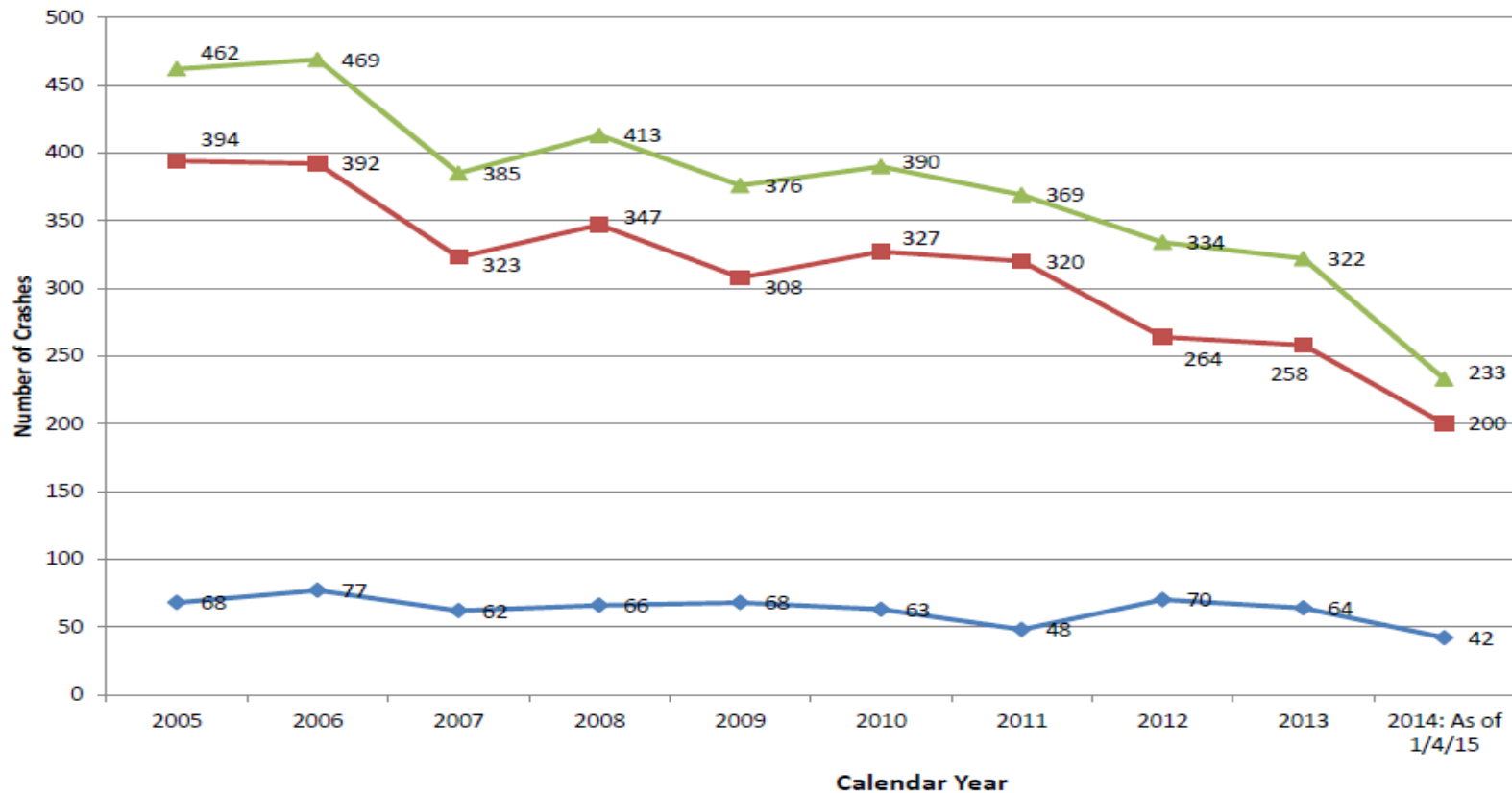
# VHSA Goal



**Reduce Major Crashes an  
additional 10% by 2016.**



# VHSA Goal


**Vermont: Major Crashes**


◆ Fatal Crashes     
 ■ Incapacitating Injury Crashes     
 ▲ Total # of Major Crashes

Data Source: VTrans in-house VCSG dbase and FARS. Data reflected as submitted by law enforcement.  
 Major Crash involves Fatality and/or Incapacitating Injury. mw 1/5/15



## Why an Alliance?



- **44** Lives Lost on VT Highways in 2014
  - **One is Too Many!**
  - **33** Operators
  - **6** Passengers
  - **5** Pedestrians





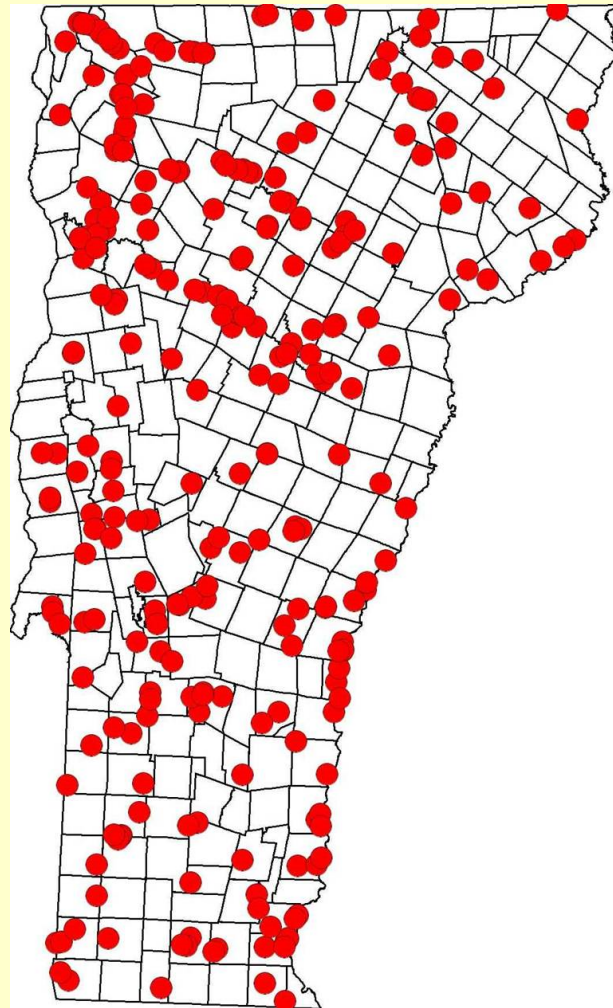
## Why an Alliance? – Causes of Death



- **2014: 44 Fatalities**
  - **18 Unbelted/not wearing a helmet (41%)**
  - **4 operators suspected of DUI – alcohol only**
  - **8 operators suspected of DUI – drugs only**
  - **2 operators suspected of DUI – drugs & alcohol**
  - **12 operators suspected of speeding**
  - **11 drivers over the age of 65**



# Impact of Fatal Crashes





# Strategic Highway Safety Plan



- **The umbrella handle**
- **The overarching plan for all highway safety initiatives in the state.**
- **Two parts:**
  - **Core document establishes the emphasis areas**
  - **Supplement provides the back up data, action items, performance measures**
- **A living document that will be reviewed and reported on annually.**



# SHSP - Critical Emphasis Areas



**Young & Older Drivers**

**Impaired Drivers**

**Distracted Drivers**

**Occupant Protection**

**Speeding & Aggressive Driving**

**Infrastructure – Lane Departure & Intersections**



# Significant & Special Emphasis Areas



**Motorcycle Safety**

**Medium & Heavy Vehicles**

**Work Zones**

**Vulnerable Users – Bike/Ped**

**DATA**

**EMS**



# Focus Groups



**Data & Performance  
Measures**

**Law Enforcement**

**Infrastructure**

**Education, Outreach, and Marketing**



# Sample of Our Safety Partners



<b>Municipal Government</b>	<b>Liquor Control</b>	<b>Regional Planning Commissions</b>
<b>State Police</b>	<b>Department of Health</b>	<b>Federal Motor Carrier</b>
<b>Trucking Industry</b>	<b>Local Law Enforcement</b>	<b>Local Roads Program</b>
<b>Employers</b>	<b>Bike &amp; Ped Groups</b>	<b>County Sheriffs</b>
<b>Federal Highway</b>	<b>NHTSA</b>	<b>AAA Northern NE</b>
<b>Insurance Companies</b>	<b>Governor's Highway Safety</b>	<b>Municipal Highway Association</b>
<b>Operation Lifesaver</b>	<b>Emergency Responders</b>	<b>University of Vermont</b>
<b>Associated General Contractors</b>	<b>Public Safety</b>	<b>Dept. of Education</b>
<b>Engineering Groups</b>	<b>Agency of Transportation</b>	<b>AARP</b>



# Priorities



- **Occupant Protection**
  - Task Force “OP 802”
  - Northeast Kingdom focused project
- **Impaired Driving**
  - Task Force working to identify & implement NHTSA Impaired Driving Assessment.
- **Driver Inattention**
  - Task Force working on outreach and education. Example “Phones Down, Heads Up” campaign





# Keys to Success



- **Collaborate on ideas and strategies**
- **Address cultural norms**
- **Share our resources**
- **Increase awareness – the good and the bad**
- **Set achievable goals**
- **Measure our performance**
- **Remain FOCUSED**



# Questions



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**<http://highwaysafety.vermont.gov/>**

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