USING DATA TO DRIVE CHANGE

2015 Annual Report & Conference Agenda
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LETTER FROM THE CHAIRMAN

October 21, 2015

Hello Highway Safety Partners,

As we look back over the three years of existence of the Vermont Highway Safety Alliance (VHSA), one thing is very clear – together we are making a difference! The past year was no exception, it brought strong accomplishments, considerable growth in partnerships, and increased membership. It is through these partnerships that we can work together to speak with one voice and broadcast a stronger message.

VHSA was established to reduce crashes that result in too many injuries and tragedies on our highways. Over our three years, we have demonstrated many times that “the whole is greater than the sum of the parts.” With the collective efforts of our partnerships during this past year, we coordinated initiatives such as Teen Driving Month in June, a Road User Rally on the Statehouse lawn in September, and a bicycle/pedestrian assessment in Rutland. We have also continued with our annual awareness booth at the Champlain Valley Fair, as well as Regional Safety Forums. By adding events in Lyndon and Bennington, we now have held forums in every region of the state.

The operating branches of our organization, our Focus Groups, have been integral in various successes this year. Examples include:

- The Education/Outreach and Marketing team established a website (yscvt.wordpress.com), which allows schools to custom build driver safety fairs for their youth.
- The Data team unveiled a crash web query tool that allows website visitors the ability to find crash data pertinent to their town, intersection, user type, or demographic.
- The Law Enforcement team continued to support the DRE and ARIDE programs, in addition to coordinating several successful high visibility enforcement campaigns.

In addition to the initiatives noted above, the Board made a concerted effort this year to establish a marketing plan with the intent of creating unified and consistent messages that would provide our membership and drivers the opportunity to identify with our purpose and mission. We also recently established a Facebook page that generated 400 likes in a few short weeks. We are growing strategically and VHSA is on the move!

While we take the time to acknowledge our successes, we must also take pause to understand how important our mission is and how much work we still have left to do. We are just at the beginning. To truly drive us “Towards Zero Deaths” we must realize that this is a marathon, not a sprint. We must be passionate, personal, and have great endurance. What VHSA is attempting to change is a culture; a culture of unfortunate and (frequent, habitual) unsafe driving habits that span generations. We can and will continue to accomplish great things; our members have dedication, commitment, and passion.

I’ve had the extreme honor and privilege of serving as Chair of this great organization for the last three years. Our bylaws were written such that this role has a three year term limit so that new ideas and energy can rotate into the organization. We will be electing a new Chair at our first Board Meeting following the Annual Meeting. I will still be engaged and involved with VHSA as the VTrans representative to the Board and I look forward to working with all of you in the future as we make progress in making our highways safer.

In closing, I want to thank each and every one of you for devoting your time to the efforts of VHSA. We do this because we can make a difference. We do this to hopefully prevent the next tragic event that could keep someone’s loved ones from coming home due to a highway crash. Keep up the very good work you do!

Sincerely,

Kevin

Kevin S. Marshia
Chair, Vermont Highway Safety Alliance

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Vermont Highway Safety Alliance
3rd Annual Meeting
“Using Data to Drive Change”
October 26, 2014
Jay Peak Resort

AGENDA

8:00 - 9:00  Registration
8:00 - 8:45  VHSA Business Meeting
9:00 - 9:10  Welcome and Opening Remarks
9:10 - 9:30  News from our Federal Partners
9:30 - 10:10 VHSA Highlights Accomplishments from Focus Groups and Task Forces
10:10 - 10:30 Break
10:30 - 11:00 Child Passenger Seat Safety in Vermont
11:00 - 12:00 Guest Speaker - David Teater: Cell Phone Distracted Driving – a National Public Health & Safety Epidemic
12:00 - 1:00  Lunch
1:00 - 1:30  AAA - New Research into Hidden Dangers Associated with Cognitive Distraction
1:30 - 1:45  State of Vermont Highway Safety Legislative Updates
1:45 - 2:00  AT&T’s It Can Wait Campaign
2:00 - 2:15  Break
2:15 - 2:30  Vermont Seat Belt Data
2:30 - 2:40  VHSA Marketing/Branding Update
2:40 - 2:50  VHSA 2016 Priorities
2:50 - 3:00  Closing Remarks

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GUEST SPEAKERS

David Teater

Senior Director, Transportation Initiatives, National Safety Council

David D. Teater of Spring Lake, MI, leads advocacy initiatives for the National Safety Council to reduce deaths and injuries associated with distracted driving.

In January 2009, NSC became the first organization to call for a nationwide ban on all forms of cell phone use while driving. Mr. Teater's 30-year business career has included serving as CEO of several private companies, including 20 years at an automotive supplier that provided research and strategy consulting services to most auto manufacturers.

In April 2009, Mr. Teater joined NSC after its call for a nationwide ban on cell phone use while driving. Mr. Teater is a frequent speaker on the topic of distracted driving and has been featured in many national publications and news broadcasts. Teater has appeared before several state legislatures advocating for restrictions on cell phone use while driving and has testified before the U.S. Congress.

Jennifer Ryan

Director, State Relations, AAA

As Director of AAA National’s State Relations department, Jennifer is responsible for identifying trends and tracking state legislative and regulatory proposals on a variety of issues that affect the Association, its clubs and its more than 55 million members. Jennifer manages and implements national state-level legislative and public information campaigns on a range of safety, consumer, and mobility issues including teen driver safety, distracted driving, occupant protection, towing, and consumer auto repair issues.

Jennifer is a graduate of the University of Virginia and holds a Masters in Public Administration from George Mason University. She lives in Bethesda, Maryland with her husband and two daughters.

Owen Smith

Regional Vice-President, External Affairs, AT&T

Owen Smith is Regional Vice President for Vermont and is responsible for implementing AT&T’s legislative, regulatory, public policy, and philanthropic initiatives in Maine, New Hampshire and Vermont. He also represents AT&T on the boards of several organizations throughout the three-state region.

Mr. Smith has spent most of his professional life working in the telecommunication industry in Northern New England. He holds a bachelor of science in business administration from the University of Maine. He is a resident of Gorham, Maine where he lives with his wife and three children.

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INFRASTRUCTURE FOCUS GROUP

Highlights of the Year

- 9 miles of CLRS were added to the State Highway System
- New roundabout constructed on VT 15 in Waterbury
- Rutland pedestrian study on a section of US 4 BR.
- Bristol VT 116 & North St. intersection project was constructed.

Key Action Items

- An additional 30 miles to date of Centerline Rumble Stripes (CLRS) were added on state highways. By the end of this construction season approximately 50 miles of additional CLRS will be added to the State Highway system.
- Field work done for next round of HRRR
- 100% of all State highways and Class II Town highways received refreshed pavement markings.
- 13 isolated traffic signals and 5 traffic signal corridors on the State system were re-timed. This work will improve traffic flow, thus reducing motorist anxiety and improving the overall operation and safety of the intersection.
- Pedestrian Safety Review was held in Rutland. A section of US 4 BR was reviewed with an eye toward strategies to enhance pedestrian safety.
- Updated guidelines for pedestrian crossing treatments

Unmet Needs

- Further work needed to address a signage program for municipalities on Class II Town Highways.

Goals for Next Year

- Further strengthen the Focus Group membership.
- Improve information flow on safety treatments down to local communities. Develop and implement some additional programs in communities around the state.

Data

- Four high speed signalized intersections with radar dilemma zone detectors have seen a 42% reduction in injury crashes and an overall 49% reduction in all crashes.
- Single lane roundabouts constructed in Vermont have realized a 20% reduction in all crashes and a 26% reduction in injury crashes.
DATA FOCUS GROUP

Highlights of the Year

- Built and implemented Crash Data Public Query Tool (aka PQT).
- By way of the TRCC, implemented changes to the UCRForm to include expanded distracted data items. This will provide for a better understanding of the specific distractions occurring during motor vehicle crashes.
- 100% of the LE Agencies in Vermont are using Web Crash voluntarily.
- CDIP Recommendation: Implemented additional auto population data fields in Web Crash. Law enforcement can now electronically access driver and vehicle information from three state DMVs, namely Vermont, New York and Massachusetts. Auto population provides for accurate data, eliminating the possibility for typing errors.
- The Local Road Linear Reference System (LRS) was generated for 2015 with significant revisions in the methods of calibration of the routes, leveraging intersection to intersection mileage instead of origin and terminus of the full route. This data includes all highways that receive state and federal aid.

Key Action Items

- Provided crash data in support of specific emphasis areas including occupant protection, impaired driving, pedestrian and bicyclist involvement, motorcycles, work zones, and heavy vehicles.
- Crash staff continued involvement in the Police Academy training sessions.
- The VTrans Mapping Section continues to augment the master road centerline data layer used in the generation of the Local Road LRS. There has been the addition of attributes and geometry from the E911 road centerline, with 33,893 arcs of the total 74,639 (45%) completed to date. VTrans and E911 continue to work collectively on the refinement of the road centerline data schema and town boundary data.

Unmet Needs

- Local law enforcement participation on the Data FG.
- Additional data sources needed to complement current crash dataset.
- Continued update of the remaining 55% of the road centerline conflation with E911 data is remaining. Improved access of the Local Road LRS and full All Roads LRS to the VTrans GIS Users and VCGI is a key unmet need.

Goals for Next Year

- Discuss ways to encourage Focus Group active participation.
- Increase data mining activity so we can be more proactive instead of just reactive to the issues.
- Monitor feedback from the Public Query Tool (PQT): Use feedback to identify possible enhancements.
- Continue to provide PQT and Web Crash user help line support.
- Maintain involvement in the e-Citation/Ticket project. Track progress of the data integration task.
- Continue to provide crash data training at the Police Academy. Maintain focus on the need for quality data.

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Identify other data sources in order to complement state crash data when identifying issues and determining resolutions.
Consider using VTrans’ summer Turning Movement staff to obtain cell phone and belt use windshield surveys.
Identify Web Crash improvement possibilities: Improve in areas of timeliness of reporting. Identify new features to improve upon the accuracy, completeness, and uniformity of the data. Work for ways to integrate crash data w/other systems.
Publish 2010-2014 High Crash Location report.
Continue to serve the data needs of the VHSA.
Continue with auto population improvements by adding another three (3) state DMV data links to Web Crash.
405C funds expire in 2015 and will not be renewed. Any additional efforts on the Local Road LRS project will be performed through other avenues. The core goal of this project to develop a process for the generation of a Local Road LRS has been completed and continued effort is needed with data refinement and augmentation.
Purchase of AASHTOWare Safety Analyst by VTrans, deployment and integration into safety programs.
EDUCATION/OUTREACH & MARKETING FOCUS GROUP

Highlights of the Year

- Construction of Driver Safety Fair web site resource, yscvt.wordpress.com; planning for pilot safety fair events; press developed.
- Introduction of Terry Goguen/JoyRyde; Paul Burroughs, My Decision Driving (simulators); Beth & Hartley Bingham, TextLess LiveMore; Robert Carey, Victim Impact Panel (Lamoille Restorative Center); Amy Holloway, DOC Victim Services.
- Teen Driver Safety Month established by VT legislature.

Key Action Items

- Reviewed and updated key SHSP performance measurements.
- Shared & supported member organization resources & projects: Sharon Huntley audio PSA; TextLess LiveMore; JoyRyde mobile app; VTrans Public Query Tool; DoC Victim Services’ Red Ribbon Ceremony, Local Motion VT Road Users Rally for Safety.
- Expanded Focus Group membership.
- Expanded meeting venue options beyond Washington County.

Unmet Needs

- Designation of member roles and functions within EOM FG projects.
- Indistinct opportunity for EOM project funding development beyond VTrans/GHSP.
- Vehicle for effective sharing of member organization information/opportunities.

Goals for Next Year

- EOM member organizations will play a crucial and active role within the DDTF social media outreach campaign.
- Present one or more driver safety fair events at a high school campus to generate FAQ/S.O.P. and documentary materials for safety fair web resource.
- Secure Agency of Education representative as EOM FG member.
- Expand resources available within driver safety fair web site.
- Consider youth and media-related initiatives that engage drivers in safety messaging programs.
- Consider improvements to VHSA resources that empower citizens to engage in messaging and reporting road hazards at-will.
ENFORCEMENT FOCUS GROUP

Annual Report

During the 2014-2015 year the Enforcement Focus Group made a determination that we would concentrate our efforts in very specific areas in hopes of completing or improving sections of the Critical Emphasis Areas that were within our reach and clearly in need of attention.

Law enforcement officers have learned that simply writing traffic tickets is not always the best way to educate the public about the dangers of non-compliance with traffic laws. Our Click it or Ticket Task Force team members inquired about developing a chart depicting common traffic violations and the fines assessed to each of those violations. The thought was that officers could use this small chart as a means of beginning a conversation with a motorist during a traffic stop. A sub-group from our team developed such a chart with input from police officers. The chart was printed and distributed to all officers on the Task Force team and later reprinted and distributed to all officers in the state. This proved moderately effective in goals of public interaction and compliance.

Another goal or CEA that was within reach was for officers to have the ability to be a part of Parent Night at the local high schools. The Orange County Sheriff’s Department has an education grant from GHSP so they had established a good line of communication with the parents whose children attended the schools in their area. This, coupled with the success realized by the State Police using their education grant to focus on students participating in athletic programs, helped to generate further discussion on a standardized procedure to move forward.

Speeding is one of the primary causes of crashes. Radar speed feedback signs have proven to be an effective means of raising driver awareness of excessive speed. Initially our group worked to inventory the existing available radar signs. Radar speed carts were purchased by GHSP in the late 1990’s, early 2000’s and distributed to law enforcement agencies. Many were very old and some needed repair. Repairs were authorized and made, but few units were available. Later in the year the Chief at the Governor’s Highway Safety Office, Scott Davidson, discovered that NHTSA funds were available for the purchase of radar speed carts and a protocol is being developed for the purchase and distribution of many such carts. These carts will be distributed in such a manner that they will be available throughout the state.

Lt. Bret Meyer (Washington County Sheriff’s Department), an Enforcement Focus Group member, is the champion of the CEA that addresses proper speed limits and appropriately worded/posted ordinances in local communities. Because the Washington County Sheriff’s Department has contracts with several towns in Washington County Lt. Meyer is intimately familiar with the process and worked with another Enforcement Group member, Amy Gamble, to provide expert advice on signage regulations.

The NHTSA High Visibility Enforcement (HVE) campaigns are another priority. With the help of group members Pat McManamon (DMV), LEL John Filipek (GHSP) and Lt. Garry Scott (VSP), we were successful in convincing 81% of all Vermont law enforcement agencies to participate in the HVE campaigns. Some of these agencies had not participated in years past. This was in spite of the fact that many agencies are carrying substantial vacancies and are responsible for increased calls for service.

At the same time, new PSA’s are being developed to address the rapidly increasing problem of drug impaired drivers. Contractor HMC, Inc. is working closely with GHSP Chief Davidson and LEL Filipek to create a powerful message that addresses prescription drug abuse and opiate drug abuse.

Drug impaired driving has now passed alcohol impaired driving as a primary cause of impaired driving crashes.

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Finally, our Group has been working on the list of 100 high crash intersection locations in the State. Setting a goal of assessing 10% of these locations, the Group has completed assessments on the intersection of U.S. Rt. 7 and Ferry Road in Charlotte, the intersection of Rts. 7, 2 and I89 in Colchester, Prospect and Berlin Streets in Barre City, Vt. Rt. 131 and Weathersfield Center Road in Weathersfield, Berkshire Center Road (Rt.58) and Water Tower Road in Berkshire and Rt. 100 and Hazen Notch Road in Lowell. Within the next week we will tackle Vt. Rt. 7A and Houghton and Rice Lanes in Bennington as well as U.S. Rt. 7 and Fern Lake Road in Leicester. At each of these locations we have sought input from local officials, law enforcement personnel and state AOT staff and others in an attempt to arrive at possible solutions to reduce crashes in these locations.

Lastly, our Enforcement Focus Group has expanded in size, giving us more valuable members with experience to help the Team. They include Mary Spicer from AOT, Dave Peters from AARP, and Mark Belisle, Constable for the Town of Granville. It is hoped that further progress can be made in the next year.
IMPAIRED DRIVING TASK FORCE

Subsequent to the NHTSA sponsored Impaired Driving Assessment conducted in January of 2012 the Impaired Driving Task Force Committee was formulated to respond to the recommendations of the Assessment Team.

The following is a summary of the meetings held by the Committee during the 2014-2015 calendar years. Not all of the recommendations of the Assessment Team were addressed in these meetings. It was determined that the energy and the focus of the Committee should be placed on addressing each recommendation individually and setting an obtainable goal for that recommendation before moving on to the next item.

The Assessment Team suggested that the state adopt social hosting ordinances/statutes to hold adults accountable for hosting or allowing underage drinking in their homes. Vermont Title 7 VSA Section 501 addresses this issue as a civil violation. The committee determined that additional steps have been taken beyond this statute, including the Vermont Traffic Citation that can be issued to minors for underage drinking, statutes preventing the sale of alcoholic beverages to minors, and the local START programs. Legislative action will have to be taken to address hosting as a criminal offense.

A subcommittee, chaired by Orange County Sheriff Bill Bohnyak, was formed to research the amount of fines assessed by the courts for a DUI conviction. The Assessment Committee suggested that the fines were low when compared with other states. The results of this research are pending.

The Assessment Team listed the following recommendations:

1. Designate a State focal point for impaired driving programs in Vermont
2. Streamline the DUI Affidavit
3. Implement DUI Courts throughout the State
4. Develop and implement an impaired driving communications plan
5. Implement a DUI tracking system
6. Conduct an evaluation of the functioning and impact of DUI offender treatment option and systems

It became apparent to the Impaired Driving Task Force Committee that the State needs to hire a Project Manager who can be responsible for overseeing all of the above, and more, so that these recommendations can be achieved. With the onset of an increased number of drug and drug and alcohol impaired drivers and crashes, there are many options available for rehabilitation. A structure needs to be in place and housed in one location to monitor the entire process of the arrest of the impaired driver, from the time of the offense to adjudication and rehabilitation.

During the development of the 2016 Highway Safety Plan, prepared for NHTSA and the Chief of the Governor’s Highway Safety Program, Scott Davidson, the possibility of hiring a Project Manager was explored. At the time of this report, a draft version of position requirements is in place that includes a description of the position, a list of qualifications, and a scope of work for the proposed position. It is hoped that this position will be filled shortly after October 1, 2015.
Distracted Driving Task Force

Highlights of the Year

The Distracted Driving Task Force blocked out a strategy at its first meeting in May, intending to reach three separate audiences with objectives of creating awareness of the dangers of distracted driving and improving related decision making.

The task force chose to communicate with the BUSINESS COMMUNITY through industry associations across the state by distributing and encouraging adoption of a proposed company policy that would prevent phone conversations while driving on business. This is meant to leverage existing business networks and the communication channels of multiple industries across Vermont to carry the anti-distraction message to their professionals as well as engage them in a countermeasure effort. The proposed policy and accompanying letter have been drafted and are ready for distribution, pending approval by VHSA leadership.

An anti-distraction messaging campaign directed at the GENERAL PUBLIC is planned, with Vermonters as spokespeople for the issue, making the message more regionally relevant and authentic. This task is pending the outcome of the VHSA process to contract marketing expertise meant to streamline and unify VHSA messaging. The Task Force will seek collaboration with the Public Outreach Manager of the Vermont Agency of Transportation.

The Task Force agreed that Vermont LAW ENFORCEMENT should be made aware universally of Vermont’s distracted driving and handheld electronic device-related statutes and empowered to enforce them. The need was identified for a concise, repeatable overview of these laws as well as reasoned encouragement to enforce them. To achieve this, the Task Force invited Greg Nagurney, Deputy State’s Attorney and Traffic Safety Resource Prosecutor, to explain Vermont’s distracted driving legislation in terms that provide the law enforcement community with an actionable understanding, and for a video to be distributed via YouTube. Filming was made possible with the support of ORCA Media, a nonprofit television production facility in Montpelier. In the course of planning, the Task Force learned that AT&T will also use this video to educate the staff of its retail stores in Vermont.

The VHSA Distracted Driving Task Force members are: Susan Clark, VHSA Highway Safety Plan Coordinator; Kevin E. Gibbs, Chief of Police, Town of Bristol; Mario Dupigny-Giroux, a Traffic Safety Engineer in the Highway Safety and Design Division at VTrans; Norm James, Program Manager, Project RoadSafe; and James Lockridge, Executive Director of the Youth Safety Council of Vermont.
“OP802” – OCCUPANT PROTECTION TASK FORCE

Highlights of the Year

- Created and facilitated a project named “Click it in the Kingdom”
- Created a template for assisting the *Click it or Ticket* (hereafter referred to as CIOT) program in May. This project focused on seat belt compliance in the Northeast Kingdom during the statewide *CIOT* program. OP802 contributed enhanced engineering/signage support, furnished up-to-date maps and data, provided educational and handout materials, offered Law Enforcement inter department incentives, and produced all-inclusive media outreach that inundated the area with before, during, and post details. Goal was to offer a “one-stop shopping” super support for a limited mission (CIOT).

Key Action Items

- Obtain and deliver Occupant Protection hand out materials to Law Enforcement Departments.
- Facilitate mapping and data resources for Law Enforcement Agencies.
- Variable message boards to reinforce the “CIOT” message in the area.
- Comprehensive media messages to educate and inform the area.
- Communicate with all area law enforcement.

Unmet Needs

- None

Goals for Next Year

- **Focused Mission**: Choose a 3-county area (i.e., Windham, Windsor, Orange) for another occupant protection compliance immersion, using the methods described above.
- Include a member of the Vermont Department of Health on OP802.

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CRASH DATA

The goal of the VT Highway Safety Alliance and the Strategic Highway Safety Plan (SHSP) is to reduce Major Crashes by 10% or greater by 2016. This is based on a five year average for the analysis period by comparing 2007-2011 averages to 2012-2016 averages. The following charts and data include major crash data for the Critical Emphasis Areas identified in the SHSP as well as crash data for the Significant Emphasis Areas identified in the plan. These charts indicate that while progress is being made in most areas, many opportunities exist to further reduce crashes on our highways.

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatal</th>
<th>Incapacitating Injury</th>
<th>Non-Incapacitating Injury</th>
<th>Possible Injury</th>
<th>No Injury</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>84</td>
<td>354</td>
<td>1,841</td>
<td>1,110</td>
<td>9,905</td>
<td>695</td>
<td>13,989</td>
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<tr>
<td>2005</td>
<td>63</td>
<td>394</td>
<td>1,786</td>
<td>1,015</td>
<td>10,908</td>
<td>406</td>
<td>14,577</td>
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<tr>
<td>2006</td>
<td>77</td>
<td>392</td>
<td>1,785</td>
<td>1,055</td>
<td>10,604</td>
<td>820</td>
<td>14,733</td>
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<tr>
<td>2007</td>
<td>62</td>
<td>323</td>
<td>1,576</td>
<td>856</td>
<td>10,926</td>
<td>688</td>
<td>14,431</td>
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<tr>
<td>2008</td>
<td>65</td>
<td>347</td>
<td>1,427</td>
<td>760</td>
<td>10,925</td>
<td>235</td>
<td>13,761</td>
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<tr>
<td>2009</td>
<td>63</td>
<td>308</td>
<td>1,333</td>
<td>679</td>
<td>5,888</td>
<td>375</td>
<td>12,651</td>
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<tr>
<td>2010</td>
<td>63</td>
<td>327</td>
<td>1,366</td>
<td>705</td>
<td>10,172</td>
<td>245</td>
<td>12,878</td>
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<tr>
<td>2011</td>
<td>48</td>
<td>320</td>
<td>1,377</td>
<td>657</td>
<td>10,225</td>
<td>10</td>
<td>12,640</td>
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<tr>
<td>2012</td>
<td>70</td>
<td>264</td>
<td>1,354</td>
<td>646</td>
<td>9,300</td>
<td>12</td>
<td>11,646</td>
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<tr>
<td>2013</td>
<td>64</td>
<td>258</td>
<td>1,251</td>
<td>618</td>
<td>9,463</td>
<td>2,134</td>
<td>13,788</td>
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<tr>
<td>2014</td>
<td>42</td>
<td>232</td>
<td>1,213</td>
<td>682</td>
<td>9,132</td>
<td>1,414</td>
<td>12,715</td>
</tr>
<tr>
<td>Total: 2010 to 2014</td>
<td>257</td>
<td>1,401</td>
<td>6,561</td>
<td>3,308</td>
<td>48,295</td>
<td>3,815</td>
<td>63,603</td>
</tr>
<tr>
<td>% of Total</td>
<td>0.5%</td>
<td>2.2%</td>
<td>10.3%</td>
<td>5.2%</td>
<td>75.9%</td>
<td>6.0%</td>
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</table>

Overall Major Crash Trend

12.6% Decrease
CRITICAL EMPHASIS AREAS:

### CEA 1A - Lane Departure Major Crashes

<table>
<thead>
<tr>
<th>Year Range</th>
<th>Major Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2006-2010)</td>
<td>162</td>
</tr>
<tr>
<td>(2007-2011)</td>
<td>158</td>
</tr>
<tr>
<td>(2008-2012)</td>
<td>164</td>
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<tr>
<td>(2009-2013)</td>
<td>160</td>
</tr>
<tr>
<td>(2010-2014)</td>
<td>164</td>
</tr>
</tbody>
</table>

RanOffRoad or hit guard rail, tree, pole, sign, ledge/boulder, or other fixed object. Does not include overturned vehicles.

### CEA 1B - Highway Intersection Major Crashes

<table>
<thead>
<tr>
<th>Year Range</th>
<th>Major Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2006-2010)</td>
<td>84</td>
</tr>
<tr>
<td>(2007-2011)</td>
<td>81</td>
</tr>
<tr>
<td>(2008-2012)</td>
<td>80</td>
</tr>
<tr>
<td>(2009-2013)</td>
<td>77</td>
</tr>
<tr>
<td>(2010-2014)</td>
<td>74</td>
</tr>
</tbody>
</table>

Includes T-intersection, four way intersection, Y-intersection, traffic circle, roundabout, or any intersection with three or more approaches.
Vermont Highway Safety Alliance

**CEA 2A - Young Driver Major Crashes**

![Chart showing a decrease in major crashes for young drivers](chart)

Young driver is defined as a driver under the age of 21.

**CEA 2B - Older Driver Major Crashes**

![Chart showing a decrease in major crashes for older drivers](chart)

Older driver is defined as a driver who is 65 years of age or older.
**CEA 3 - Speeding/Agressive Major Crashes**

Speeding is defined as exceeding the authorized speed limit or driving too fast for conditions. Aggressive driving is operating a vehicle in an erratic, reckless, careless, negligent or aggressive manner.

![Graph showing a decrease in speeding/aggressive major crashes from 2006-2010 to 2010-2014.](chart)

- **Average (2006-2010):** 142
- **Average (2007-2011):** 131
- **Average (2008-2012):** 123
- **Average (2009-2013):** 113
- **Average (2010-2014):** 108

23.9% Decrease

**CEA 4 - Occupant Protection Major Crashes**

Improper or no use of occupant protection.

![Graph showing a decrease in occupant protection major crashes from 2006-2010 to 2010-2014.](chart)

- **Average (2006-2010):** 116
- **Average (2007-2011):** 110
- **Average (2008-2012):** 107
- **Average (2009-2013):** 104
- **Average (2010-2014):** 96

17.2% Decrease
**CEA 5 - 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 Influenced or Had Been Drinking or Operator BAC = 0.01+ or DrugTestResults indicate positive findings.

*Previously referred to as Impaired Driver Major Crashes.

**CEA 6 - Alert/Distracted Driver Major Crashes**

Contributing Circumstances-Driver were Inattention, Distracted, or Fatigue, Asleep.
SIGNIFICANT EMPHASIS AREAS:

**SIGNIFICANT EA 1: Motorcycle Major Crashes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Major Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>47</td>
</tr>
<tr>
<td>2005</td>
<td>54</td>
</tr>
<tr>
<td>2006</td>
<td>60</td>
</tr>
<tr>
<td>2007</td>
<td>58</td>
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<tr>
<td>2008</td>
<td>52</td>
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<td>2009</td>
<td>58</td>
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<tr>
<td>2010</td>
<td>42</td>
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<tr>
<td>2011</td>
<td>53</td>
</tr>
<tr>
<td>2012</td>
<td>48</td>
</tr>
<tr>
<td>2013</td>
<td>35</td>
</tr>
<tr>
<td>2014</td>
<td>45</td>
</tr>
</tbody>
</table>

**SIGNIFICANT EA 2: Pedacycle & Pedestrian Major Crashes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Major Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>44</td>
</tr>
<tr>
<td>2005</td>
<td>39</td>
</tr>
<tr>
<td>2006</td>
<td>34</td>
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<td>2007</td>
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<td>2008</td>
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<td>2009</td>
<td>37</td>
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<td>2010</td>
<td>38</td>
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<tr>
<td>2011</td>
<td>41</td>
</tr>
<tr>
<td>2012</td>
<td>50</td>
</tr>
<tr>
<td>2013</td>
<td>43</td>
</tr>
<tr>
<td>2014</td>
<td>29</td>
</tr>
</tbody>
</table>

A Pedacycle is a non-motorized other road vehicle propelled by pedaling. (Includes bicycle, tricycle, unicycle, pedalcar.)
**SIGNIFICANT EA 3: Medium & Heavy Vehicle Crashes**

- 2004: 962
- 2005: 919
- 2006: 991
- 2007: 1120
- 2008: 815
- 2009: 573
- 2010: 609
- 2011: 546
- 2012: 415
- 2013: 412
- 2014: 487

**SIGNIFICANT EA 4: Work Zone Crashes**

- 2004: 73
- 2005: 74
- 2006: 75
- 2007: 46
- 2008: 49
- 2009: 54
- 2010: 64
- 2011: 54
- 2012: 53
- 2013: 48
- 2014: 60

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MEETING NOTES

2nd Annual Board Meeting
October 14, 2014
Killington Grand Hotel

In Attendance:
Kevin Marshia, Ted Minall, Roger Thompson, Dave Peters, Ture Nelson, Jeff Vigne, Bruce Nyquist, Glen Button, Susan Clark, Mary Spicer, Erik Filkorn, Tom Fields, Bill Mitchell

Board membership
- With Jonathan Williams resignation from the Vermont League of Cities and Towns, a Board seat has been empty.
- Bill Mitchell’s name was put forward to fill that position representing the motorcycle community. Bill Mitchell, MSF Rider Coach brings 30+ years riding experience with Motorcycle Safety Foundation certified curriculum to providing new, returning and seasoned riders. Bill has recently signed on to teach the AARP Drivers Safety course for older drivers. Dave made the motion for Bill to become a member of the Board. Glen seconded and the motion passed unanimously.
- Membership term length to be officially established at the next Board Meeting.
- Moved for Chair to lead in taking action to extend all Board memberships for one year. Seconded and unanimous.

Election of Officers
To make members aware that election of Officers will be held at the first meeting after the Annual Business Meeting which will be Wed. Dec. 3, 2014.

Bylaws
Introduction of discussion on expanding the State Agency Core Position number to include a representative from the Agency of Commerce and Community Development.

Priorities
- Moved to continue with the same Board priorities as established in 2013. Seconded and unanimous.
- Although not identified as Priorities, the motion was made, and voted unanimously, to provide greater emphasis on the following:
  - WebQuery tool and its introduction. The Board recognizes the extensive effort by the Data Focus Group on the creation of the Web Query tool.
  - Bicycle and Pedestrian
  - Older Drivers

Meeting Adjourned
Commencement of the Annual Conference.
SCHEDULE OF VHSA BOARD MEETINGS

Where: AOT – National Life Building; Fourth Floor, Room 413, Montpelier, VT
When: 8 am – 10 am

To be held the first Wednesday, every second month, commencing on December 3, 2015:

December 2, 2015

February 3, 2016

April 6, 2016

June 1, 2016

August 3, 2016
VERMONT HIGHWAY SAFETY ALLIANCE

Pictured, cover and back: Bristol, Vermont, HSIP Intersection project at VT Route 116 & North Street
Photography by: J. Michael Worthington, Jr. www.worthingtonimages.com