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## Vermont Highway Safety Alliance



## *ANNUAL REPORT*

### *Highlights for 2019*

## LETTER FROM THE CHAIRMAN

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October 2019

*Dear Highway Safety Partners,*

*As Chairman of the Vermont Highway Safety Alliance, I realize how much work goes into this great organization. I am very fortunate to work with many people committed to the safety of others. Every day people go to places such as work, school, and dining out. They drive a car, ride their bicycle, drive their motorcycle, and walk.*

*However, we are all human and humans are not perfect. Unfortunately, we see many of the same behavioral causal factors in fatal and injury crashes on Vermont's roadways, including impairment, speeding, distracted driving, and people not wearing their seatbelts. Therefore, it is important to look to the Strategic Highway Safety Plan (SHSP) as our guide. Our partner organizations use data to improve highway safety by integrating engineering, enforcement, education, and emergency medical services. Our commitment to reducing crashes and making our highways safer must be unwavering.*

*Our road map, the current SHSP, has been in place for close to three years. Many organizations are implementing strategies and specific actions as per the safety plan. However, every one of us must continue to do our part for the good of others and for the crash victims who can no longer speak for themselves.*

*I know we are making a difference in the reduction of major crashes and our data reflects this. We must continue to look at integrating engineering, enforcement, education, and emergency medical services, and continue to use data to move the needle in the right direction. Additionally, we should continue to leverage the data to educate the public, especially our children.*

*We have accomplished a lot, but there is still much to do. Through our collective efforts we will continue to work to make our highways safer and promote the goal of Toward Zero Deaths.*

*Each of you should be proud of the work you do every day to make our highways safer. I believe you are all "Highway Heroes!"*

*Sincerely,*

*William Bohnyak*

William Bohnyak  
Chairman  
Vermont Highway Safety Alliance

## **ORGANIZATION CHART**

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### **Board Leadership**

Chair – Sheriff William Bohnyak, Orange County Sheriff’s Office

Vice Chair – Mitchell Jay, VT Auto Distributors Association

Treasurer – Col. William Elovirta, Department of Motor Vehicles

Secretary – Barbara Brody, Vermont Driver & Traffic Safety Association

### **Board Members**

Bill Mitchell, Ride Safe Vermont

Doug Masson, Coordinator, AARP Vermont

Dan Goodman, AAA Northern New England

Chief George Merkel, VT Association of Chiefs of Police

Karen Yacos, Executive Director, Local Motion

Lt. Tara Thomas, Vermont State Police, Safety Programs Unit Commander

Lt. Kevin Geno, Vermont Police Association

Keith Flynn, State Highway Safety Office, Behavioral Safety Unit

Chris Bell, Director at Vermont Department of Health

Ann L. Gammell, P.E., Deputy Chief Engineer

### **Federal Partners**

Federal Highway Administration, Roger Thompson

National Highway Traffic Safety Administration, Ted Minall

Federal Motor Carrier Safety Association, Ture Nelson

### **Staff**

Evelyn McFarlane, Coordinator

## ALLIANCE SAFETY PARTNERS

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3M

AAA of Northern New England

AARP Driver Safety

Addison County Regional Planning Commission

Associated General Contractors of Vermont and Project Road Safe

AT&T

Bennington County Regional Planning Commission

Central Vermont Regional Planning Commission

Chittenden County Regional Planning Commission

Community Justice Network of Vermont

Co-Operative Insurance Companies

Education and Safety Unit at the Department of Motor Vehicles

F.R. Lafayette

Federal Highway Administration

Federal Motor Carrier Safety Administration

Governor's Highway Safety Program

Green Mountain Transit Agency

Hallstrom Motorsports

Impaired Driving Rehabilitation Program

Lamoille County Planning Commission

Local Motion

National Highway Traffic Safety Administration

Northeastern Vermont Development Association

Northwest Regional Planning Commission

Private Driver Education Schools

Ride Safe Vermont Motorcycle Training

Rutland Regional Planning Commission

Southern Windsor County Regional Planning Commission

Sp!ke Advertising

TextLess Live More

Town of Barre

Two Rivers-Ottawaquechee Regional Commission

Txt U L8R - UVM Medical Center

University of Vermont Medical Center

UVM Transportation Research Center

Vermont Agency of Transportation

Vermont Association of Chiefs of Police

Vermont Automotive Distributors Association

Vermont Department of Health

Vermont Department of Liquor Control

Vermont Department of Tourism and Marketing

Vermont Driver and Traffic Safety Association

Vermont Forensic Laboratory

Vermont Insurance Agents Association

Vermont Judicial System

Vermont League of Cities and Towns

Vermont Local Roads

Vermont Sheriffs Association

Vermont Emergency Nurses CARE

Vermont State Police

Vermont Truck and Bus Association

Volunteer Citizens

VTrans Highway Safety Data Unit

VTrans Highway Safety Infrastructures Unit

Vermont Horse Council

Windham Regional Commission

Work Safe TCI

Youth Safety Council of Vermont

## SPONSORS & DONORS

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**Thank you to our sponsors and donors for their support and funding. The VHSA would not be able to plan and participate in highway safety initiatives without in-kind support and donations from the community. The VHSA thanks the Vermont Office of Highway Safety Behavioral Unit for the generous safety grant funding from the National Highway Traffic Safety Administration.**

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### *Donors*

Consultant on Police Services

Cooperative Insurance

AAA New England

Schwartz Family Foundation

Youth Safety Council of Vermont

Yankee Driving School

Midstate Dodge

Williston Community Justice Center

Heritage Automotive Group

### *In-Kind Donations*

3M

AT&T

American Association of Retired Persons, AARP

The National Road Safety Foundation



## Events and Outreach

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### **Vermont Vehicle & Automotive Distributors Association**

*The Vermont Vehicle and Automotive Distributors Association (VADA) invited the VHSA to table and speak at the VADA Annual Conference at Capital Plaza. The VHSA promoted the road user safety pledge, distributed lights for pedestrian and bike safety, and highlighted the public service announcement videos produced by teens from the #802phonesdown!headsup! high school PSA contest.*

### **Vermont Insurance Agency Association**

*The VHSA participated in the Vermont Insurance Agency Association (VIAA) Annual Conference to promote safe driving with distribution of safety posters, brochures, “be safe be seen” safety lights, data, and the safety pledge.*

### **The Vermont Driver Traffic Safety Educators Conference**

*The Vermont Driver Traffic Safety Educators (VDTSEA) held their annual conference at the Rutland Hilton. The VHSA was invited to present to the group and table at the conference. The VHSA Website has dedicated a page online to the VDTSEA for sharing of data and reports to the VDTSEA members.*

### **AT&T at the Davis Center, University of Vermont (UVM)**



*The VHSA partnered with UVM and AT&T to display the AT&T It Can Wait “Your Attention Please” at the UVM Davis Center. The goal was to engage the college students in a virtual reality experience that highlights the dangers of distracted driving. The educational display was timed to reach students just before the critical period when many travel from campus to their hometowns for the holiday break. The event was featured on WCAX in the evening news.*

## Ben & Jerry Employee Day Event



*The VHSA organized partners and participated in the Ben & Jerry's employee day for highway safety outreach at the Doubletree in Burlington Vermont. The event engaged 400 employees with safety information on distracted driving, impaired driving, and occupant protection. Activities included a highway safety trivia quiz, traffic stop simulation with fatal vision goggles, a driving simulator for distracted driving, and distribution of educational material "frequently asked questions about marijuana and driving". The VHSA partnered with the Vermont State Police, Chittenden County Sheriff's Department, Orange County Sheriff and the Department of Health for the event.*

## DMV Safety Messages on Renewal Notices

*The VHSA continues to work with the Department of Motor Vehicles for educational outreach with highway safety messaging on the registration renewal notices. The focus of the messaging in 2019 is impaired and distracted driving, two of the critical emphasis areas in the strategic highway safety plan. In addition, public safety announcement videos produced by SP!KE Advertising, to address drowsy, distracted, impaired driving, and occupant protection, continue to play on the monitors in selected Department of Motor Vehicle waiting areas.*



## State House Testimony

*The VHSA testified before the House Committee on Transportation and the Senate Committee on Transportation to update the committees on the strategies and projects related to the 2017-2021 Strategic Highway Safety Plan.*

## Precision Tools, Swanton Vt. Safety Event



*The VHSA participated in an employee day with highway safety outreach at the Precision Tools facility in Swanton Vermont. The event engaged 100 employees with safety information on distracted driving, impaired driving, occupant protection and rail safety. Activities included a highway safety trivia quiz, traffic stop simulation with fatal vision goggles, and distribution of educational material on safety and railroad crossings. The VHSA partnered with the Chittenden County Sheriff's Department, Rutland County Sheriff's Department and Operation Lifesaver for the event.*

## On the Air in with WJJR Rutland



*The VHSA was invited by Lt. Kevin Geno to promote highway safety on the air with Terry and Michelle on WJJR Rutland radio station. Evelyn McFarlane and Lt. Kevin Geno talked about safe driving with a focus on the dangers of distracted driving. In addition, they promoted the distracted driving video contest #802phonesdown!heads up! for high school students and new drivers.*



## Poultney & Proctor High School Safety Fair



*Lt. Kevin Geno, Rutland County Sheriff's Department and the VHSA joined forces to plan and staff a Driver's Safety event at Poultney High School. Students from Poultney and Proctor High attended a mock crash in order to show the dangers of distracted driving. In addition, the students watched a roll over demonstration showing the effects of safety belt use, participated in a driver's safety quiz game, and watched a demonstration of what to do when pulled over by police. Participants included Operation Life Saver and Poultney Rescue, Durfee Funeral Home, the Poultney Medical Examiner, Poultney Fire Department, and Poultney EMS and Fire Department. Heritage Automotive Group provided funding and sponsorship for the event.*

## AAA Walk to End Distracted Driving



*AAA Northern New England in conjunction with the Vermont Highway Safety Alliance and Project RoadSafe planned and hosted a "AAA Walk to End Distracted Driving" and Safety Event at the Vermont State House. There was a community walk in downtown Montpelier and traffic safety partners exhibited and hosted interactive activities on the front lawn of the State House. The event was kicked off with speakers including, Dan Goodman AAA, Chief Anthony Facos, Montpelier Police, Commissioner Thomas D. Anderson, Department of Public Safety, Commissioner Wanda Minoli, Department of Motor Vehicles and Sharon Huntley, victims advocate. Participants included: Vermont Youth Safety Council, Vermont State Police, Vermont Agency of Transportation, Local Motion, Operation Lifesaver, Vermont Department of Health, American Association of Retired Persons, Federal Highways Administration US Department of Transportation, Work Safe Traffic Control Industries, 3M, Chittenden County Regional Planning Commission, AT&T, Text Less Live More, UVM Text U L8R, and Hallstrom Motor Sports.*

## Vermont Municipal Highway Association Exhibition

*The VHSA exhibited at the 2019 Annual Vermont Municipal Highway Association (VHMA) Equipment Show and Field Day with VTrans, and the Department of Motor Vehicles, to promote road safety and provide information to road commissioners, road foremen, and public works directors.*

## Rutland Area Vehicle Enthusiasts Event



*The Rutland County Sheriff's Department and the VHSA organized and staffed interactive events at the RAVE event July 2019 at the Rutland State Fairgrounds. Lt. Kevin Geno displayed and featured the rollover car to demonstrate the importance of wearing a seat belt. Flyer, reflective bracelets and safety brochures were distributed to families and car enthusiasts who visited the Fairgrounds. The Youth Safety Council of Vermont participated with the Turn Off Texting demonstration to raise awareness about the dangers of distracted driving by putting people behind the wheel of a golf cart to navigate a course of cones while texting.*

## Black River Area Community Coalition Event



*The VHSA participated in the Black River Area Community Coalition Wellness Fair. The objective of the fair was to educate individuals on safety and prevention issues, to increase awareness of local, state and national health services and resources, and to motivate attendees to take positive steps towards safe behaviors. Lt. Al Fortin from Chittenden County Sheriffs Department provided highway safety educational material and engaged participants in activities for impaired driving using fatal vision goggles.*



## Bradford Fair Highway Safety Exhibit



*The VHSA exhibited at the Bradford Fair with the objective to educate individuals on highway safety and injury prevention to motivate attendees to wear their seatbelts and engage in other safe behaviors behind the wheel. Lt. Al Fortin from Chittenden County Sheriff's Department demonstrated seatbelt safety with the rollover car, and members of the State Highway Safety Office tabled with brochures and information on impaired driving, seatbelts, car seats, distracted driving, speeding and aggressive driving. Reflective snap bands for visibility were distributed with the logo BE SAFE BE SEEN.*

## The National Student Safety Program (NSSP)



*Vermont hosted the National Student Safety Program at the Doubletree in Burlington Vermont, organized by the American Driver and Traffic Safety Education Association. The VHSA set up exhibits in the outdoor display area for peer education and community awareness for young drivers. The interactive displays included the rollover for seatbelt safety awareness, and the AFTERMATH trailer for distracted driving. In addition, Hallstrom Motorsports exhibited a racecar with an integrated Click it or Ticket logo on the hood of the car. Evan Hallstrom, a student race car driver and safety advocate, engaged the students in a lively discussion about safety and driving. The goal of the NSSP exhibits was to help provide ideas for driver educators to integrate into their own schools and encourage students to take leadership roles in the arena of highway safety.*

## **The American Driver and Traffic Safety Education Association (ADTSEA)**

*Burlington Vermont was the host for the 63rd Annual ADTSEA Conference titled "Training Today for a Safer Tomorrow" organized by the national chapter of the ADTSEA. The four-day conference was opened by Mark Lee, MN, ADTSEA President, with welcoming remarks from Vermont: Commissioner Wanda Minoli, Department of Motor Vehicles. Speakers included T. Griffith Jones III, Ph.D., University of Florida, Clinical Associate Professor in Science Education, Emeritus, Ian Grossman, American Association of Motor Vehicle Administrators and Gabriel Cano, Deputy Regional Administrator, National Highway Traffic Safety Association. Evelyn McFarlane, VHSA Coordinator, presented in the General Session III - It's Our Time to Shine, to showcase the #802phonesdown!headsup! public service announcement contest for Vermont high school students.*

## **Rutland State Fair**

*The VHSA had its first opportunity to exhibit at the Rutland State Fair in August 2019. Lt. Kevin Geno, Rutland County Sheriff's Department, engaged families and visitors of all ages with the rollover car for outreach in seatbelt safety. The goal was to demonstrate the importance of buckling up and adopting safe habits on the road. It was an opportunity to talk to community members and answer questions about child passenger safety seats and other traffic safety inquiries.*

## **Champlain Valley Fair**



*The Vermont Highway Safety Alliance with its many partners joined forces to promote highway safety at the Champlain Valley Expo for the full ten days of the fair. The goal was to change driver behavior focused on Impaired Driving, Speed and Aggressive Driving, Distracted Driving, and Seatbelt Use in order to save lives on Vermont's roadways. Safety advocates engaged the public and distributed information on critical areas for safety behind the wheel. Partners included, Department of Health, Operation Lifesaver, Vermont State Police, AARP, AAA, Local Motion, VTrans, University of Vermont Medical Center, RideSafe Vermont, Vermont Division of the Federal Highway Administration, Vermont Sheriff's Departments, and Driver Educators of Vermont. Events and displays included Monty, the historic police car, the rollover car, fatal vision goggles, driving safety trivia, rail safety, a variable message board and information on the upcoming interchange improvement project at I-89 Exit 16 in Colchester.*



## Heritage Toyota Safety Event

*The VHSA participated in the Heritage Toyota Safety Event to engage drivers in highway safety activities. Heritage sponsored an airbag recall check day, and combined it with a driving safety day to include local Police Departments and First Responders, a distracted driving simulator, a driving safety trivia quiz, and safety reflectors for distributing to the participants.*



## Northeast Transportation Safety Conference

*The Vermont State Highway Safety Office in collaboration with the VHSA hosted the Northeast Transportation Safety Conference, titled "Northeast Highway Safety - Regional Challenges, Successes, and Opportunities," at the Hilton Burlington. More than 250 people from across the region came to Vermont to participate in the two-day event. The conference brought together highway safety specialists from engineering, education, law enforcement, and emergency medical services to focus on a common goal: the reduction of fatalities and injuries on our roadways. Workshops addressed automated enforcement and speed management; pedestrian, bike, and crosswalk safety; work zones; drowsy driving and distracted driving; cannabis trends; and more. Keynote speakers included Carlos Braceras, Executive Director of Utah Department of Transportation; Avery Ash, head of Autonomous Mobility at INRIX, a global traffic data consultant; and Ian Grossman, Vice President for Member Services and Public Affairs at the American Association of Motor Vehicle Administrators (AAMVA).*



## Task Force Groups and Projects

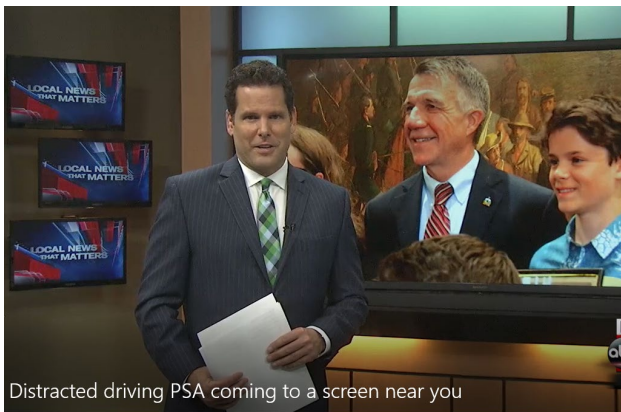
### Data Integration

*Vermont received a grant from the National Governors Association for data integration focused on highway safety. In response to legalization of recreational marijuana, the VHSA collaborated with a wide array of partners in working towards implementing a strategic enforcement tool to address impaired driving in Vermont. The program seeks to identify data stakeholders who house datasets that can contribute to predicating issues surrounding impaired driving. The program seeks to combine siloed data sets, find relationships in the data, and use predictive modeling to strategically allocate enforcement resources in locations with the highest likelihood of interdicting impaired drivers. With support from the State Highway Safety Office Behavioral Safety Unit, work continues on the data integration effort between Statewide Incident Reporting Network (SIREN) and Emergency Department Data with the University of Vermont Medical Center, Vermont's Trauma Center, and CRASH Data with the Vermont Agency of Transportation Highway Safety Unit.*

### #802phonesdown!headsup!



*The Vermont Highway Safety Alliance (VHSA) sponsored the second annual Public Service Announcement (PSA) #802phonesdown!headsup! award contest for Vermont high school students designed to change driving habits in conjunction with National Distracted Driving Awareness Month in April. The contest was open to Vermont high school students and designed to encourage young drivers, friends, and peers to avoid distracted driving. The VHSA hopes that videos produced by high school students will offer a relatable perspective for other young drivers. The winning videos were announced and distributed on social media sites by the VHSA and safety partners. The contest was sponsored by: The VHSA, AAA of Northern New England, Consultant on Police Services, Midstate Dodge, Co-operative Insurance Companies, Yankee Driving School, and the Youth Safety Council of Vermont. \$2,000 in cash prizes were awarded.*



Distracted driving PSA coming to a screen near you

## Operation Safety Corridor

*In May of 2018 VTrans began Operation Safety Corridor (OSC) which increased enforcement for the summer months in four designated “safety corridors”. OSC was first piloted in 2017 and is a collaboration between VTrans, Vermont State Police (VSP), Department of Motor Vehicles (DMV), local law enforcement, municipal partners, and the Vermont Highway Safety Alliance. The four safety corridors were identified based on data indicating that a combination of high traffic volume, high speeds, and a high rate of crashes demanded an increased level of enforcement. From June through early September each corridor was marked by signs identifying the area as a safety corridor. Enforcement efforts focused on speeding, distracted and aggressive driving, impaired driving, and seat belt use.*

## Road Safety Audits: The State Highway Safety Office Infrastructure Safety Unit



*Road Safety Audits (RSA’s) were conducted at the following five locations: the intersection of VT 118 and VT 242 in Montgomery, VT 103 in Chester in the area of Green Mountain High School, US 5 in Guilford near the Guilford Country Store, Guilford Center Road in Guilford near the Guilford Free Library, and Hyland Hill Road in Washington.*

*The Infrastructure Safety Unit reviewed high risk horizontal curves on twenty-four town highways in four towns. In addition, data attributes were collected at 9,884 unique State/Local intersections to complete the inventory of intersection data elements for 13,247 intersections on the federal-aid road network (compatible with Model Inventory of Roadway Elements – MIRE). The Infrastructure Safety Unit also collaborated with the VTrans Research unit and the UVM Transportation Center to complete the development of calibration factors for the two-lane road predictive models listed in the Highway Safety Manual Part C for roadway segments and for intersections.*



## AFTERMATH: Mobile Display of Authentic Crashed Vehicles



*The Youth Safety Council of Vermont, in partnership with the Vermont Highway Safety Alliance has continued work on AFTERMATH, a portable demonstration of the potentially catastrophic human and material consequences of unsafe driving decisions. It displays a crashed car, motorcycle, and bicycle, assembled on a trailer. Static images and video displays are being developed to highlight safety concerns. The crashed motor vehicles have been acquired with support from the Vermont State Police and the families of crash victims who have given their support to the project. The Youth Safety Council, a nonprofit, has been working diligently on making this project a centerpiece of a collaborative initiative to promote highway safety and provide a mobile, cost-free educational demonstration for Vermont high schools and communities.*





## VHSA PARTNER UPDATES 2019

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### Youth Safety Council of Vermont



*The Youth Safety Council of Vermont presented Turn Off Texting workshops at more than 70 high schools and sites around Vermont, bringing distracted driving curriculum to more than 1,200 student drivers. The YSCVT also collaborated with students of the Robert Larner, M.D. College of Medicine at UVM to draft a young driver attitude survey for use across the state.*

## IMPORTANT DATES & RESOURCE LINKS

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### Vermont Highway Safety Alliance Board Meetings from December 2019 to December 2020

**Where:** AOT – Location and Room TBA   **When:** 9 am – 11 am

To be held the first Wednesday, every second month.

December 4, 2019 | February 5, 2020 | April 1, 2020 | June 3, 2020 | August 5, 2020 | October 7, 2020 |  
December 2, 2020

### RESOURCES:

VHSA Website, Facebook, Pledge Link

- <http://vermonthighwaysafety.org/>
- <https://www.facebook.com/Highwaysafetyvt/>
- <http://vermonthighwaysafety.org/pledge/>

Agency of Transportation Crash Query Tool

- <http://apps.vtrans.vermont.gov/CrashPublicQueryTool/>

To receive copies of the VHSA monthly updates from the Office of Highway Safety, or to acquire posters, brochures, PSA video links, and other safety material, please contact:

*[Evelyn.mcfarlane@vermont.gov](mailto:Evelyn.mcfarlane@vermont.gov)*