

**Vermont Agency of Transportation**

**Strategic Highway Safety Plan & VT Highway Safety Alliance Update 1/14/2020**

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**VERMONT  
HIGHWAY  
SAFETY  
ALLIANCE**

# VERMONT

**Strategic Highway Safety Plan 2017-2021**

# The Vermont Highway Safety Alliance

## Who We Are



- Founded in 2012
- 50+ members
- A collaboration of private and public organizations
- Committed to improving highway safety for all users
- Dedicated to producing an integrated Strategic Highway Safety Plan (SHSP)



Working together, we use data to improve highway safety by integrating engineering; enforcement; education, marketing and outreach; and emergency medical services initiatives

# Strategic Highway Safety Plan (SHSP) 2017-2021 Goals and Objectives



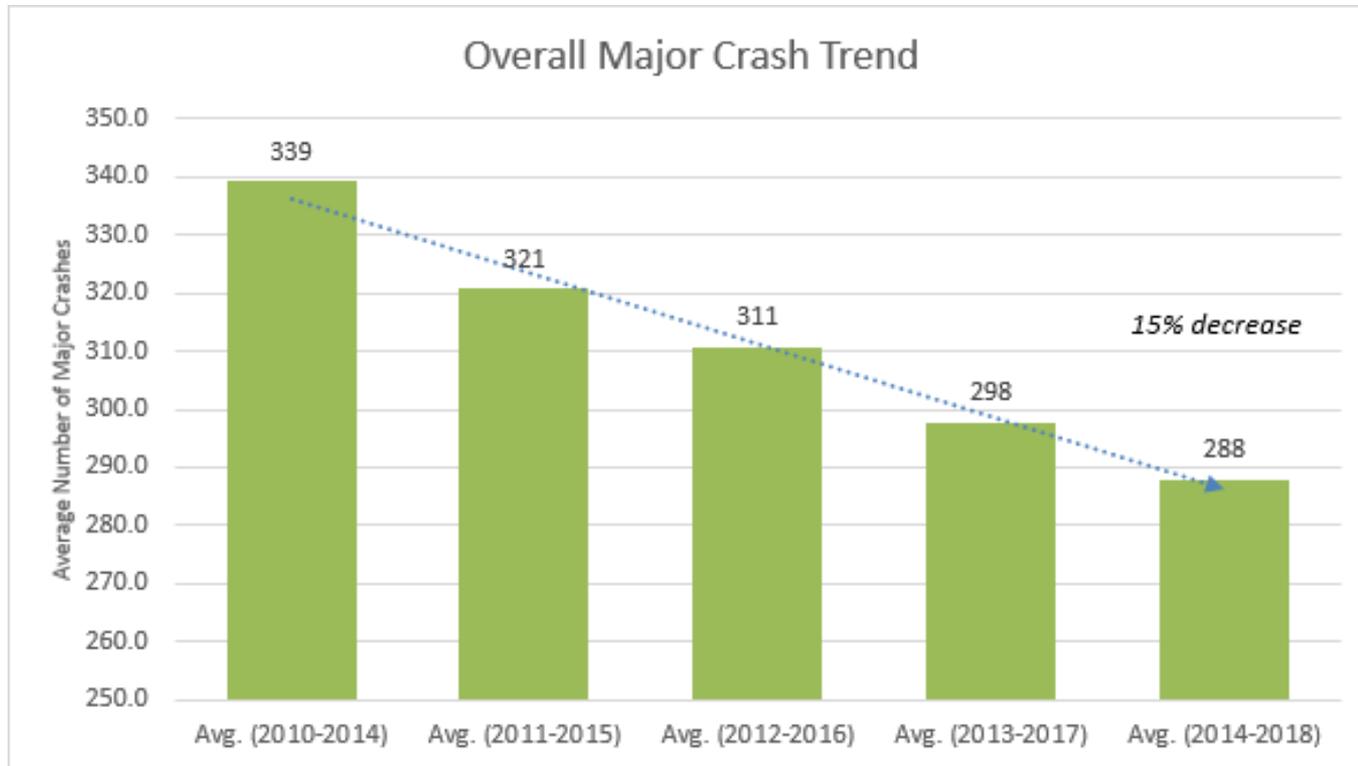
- **Primary Goal:** Reduce major crashes in Vermont by 10% from 2017-2021
- Focus on strategies for Critical, Significant, and Special Emphasis Areas
- Achieve objectives by collecting, using, and sharing data to inform strategies, prioritize efforts, and measure performance



# Strategic Highway Safety Plan (SHSP)



- Overall Major Crash Trends – 5 Year Rolling Average: 2014 to 2018



**Major Crash Involves Fatality and/or Suspected Serious Injury**

**Chart denotes Five Year Moving Average Trend Line**

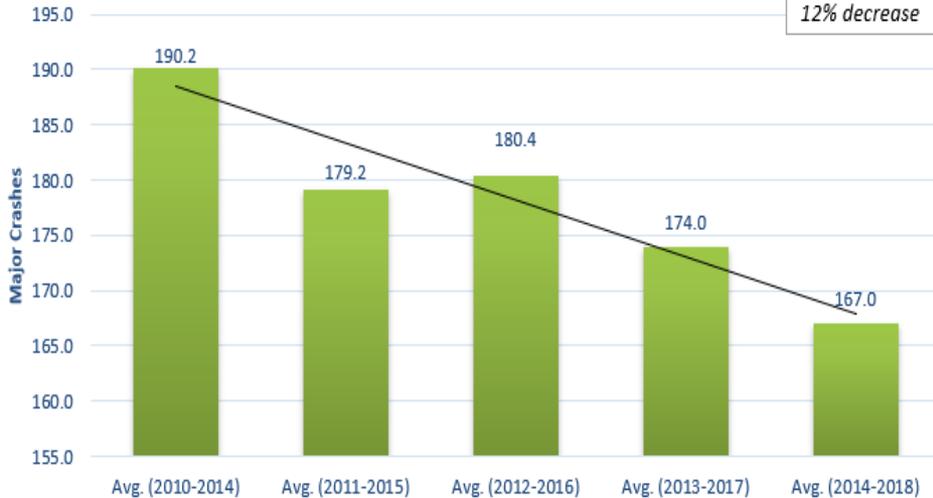
**15% decrease overall: The State is on target for a 2% decrease per year for 5 years**

# CEA 1A: Lane Departure CEA 1B: Intersection Crashes

Goal: Reduce major crashes by **10%**  
between 2017-2021

### CEA 1A: Minimize Lane Departure

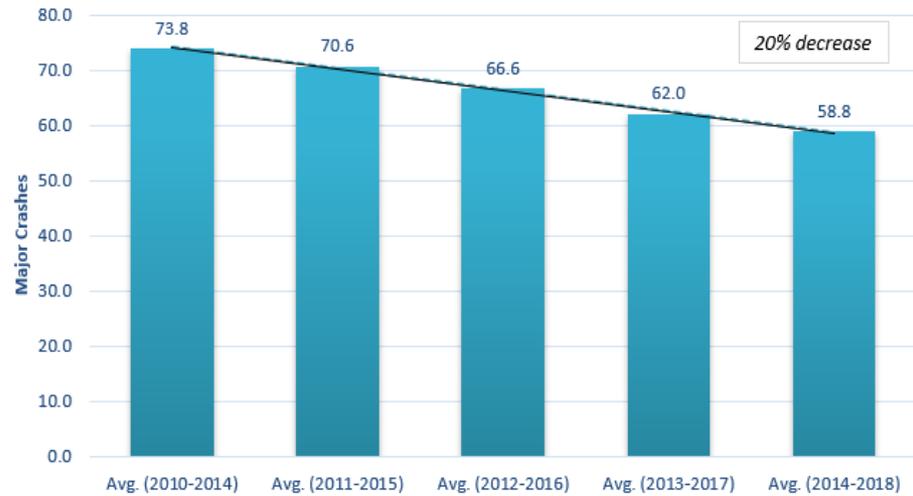
12% decrease



Note: VehCollidedWith is Overturned, GuardRail/Curb, Tree, Pole/Sign, Ledge/Boulder, Other Fixed Object.

### CEA 1B: Highway Intersection Major Crashes

20% decrease



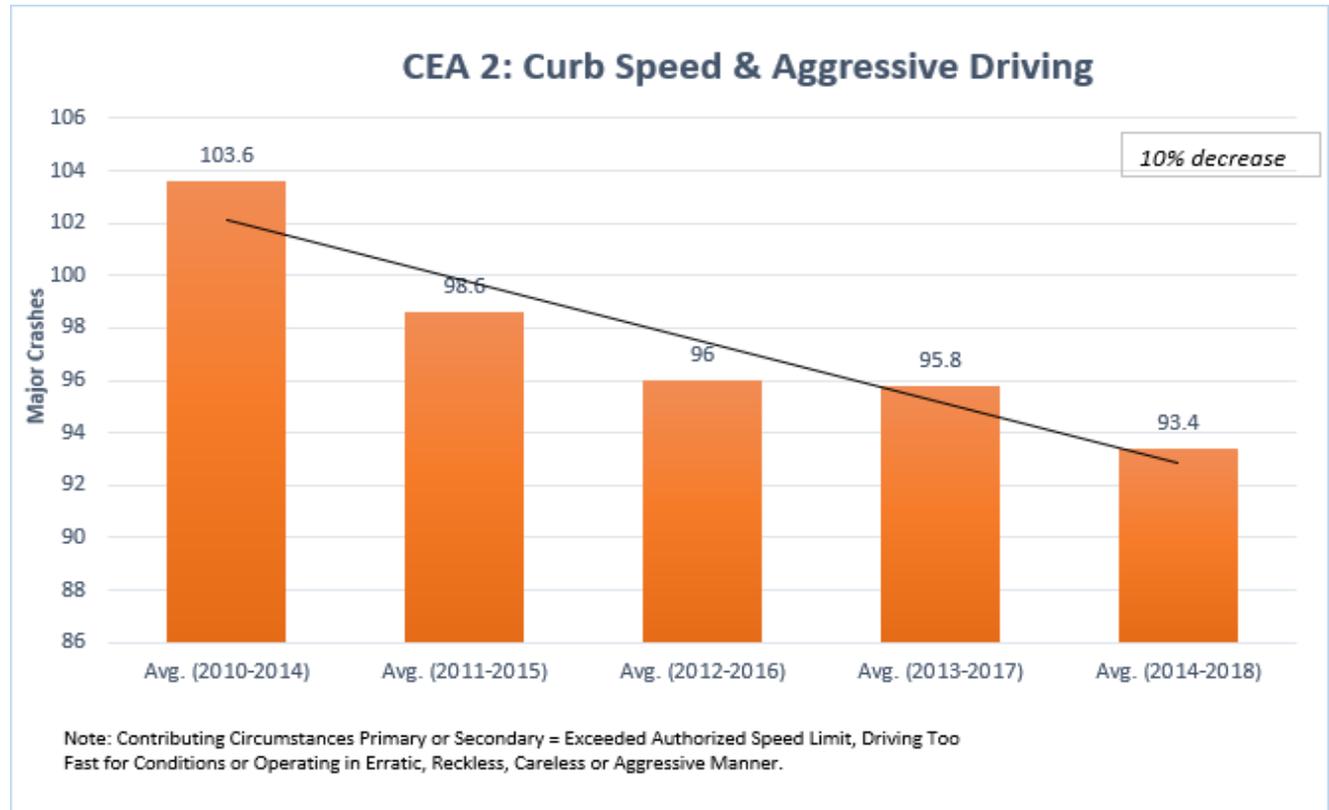
Note: Intersection = 4-way,T-inters., Y-inters., Circle/Roundabout,5-way.

# 1

The State is on target to meet the goal of an average 2% decrease a year for 5 years.

## CEA 2: Curb Speeding and Aggressive Driving

Goal: Reduce major crashes by **20%** between 2017-2021



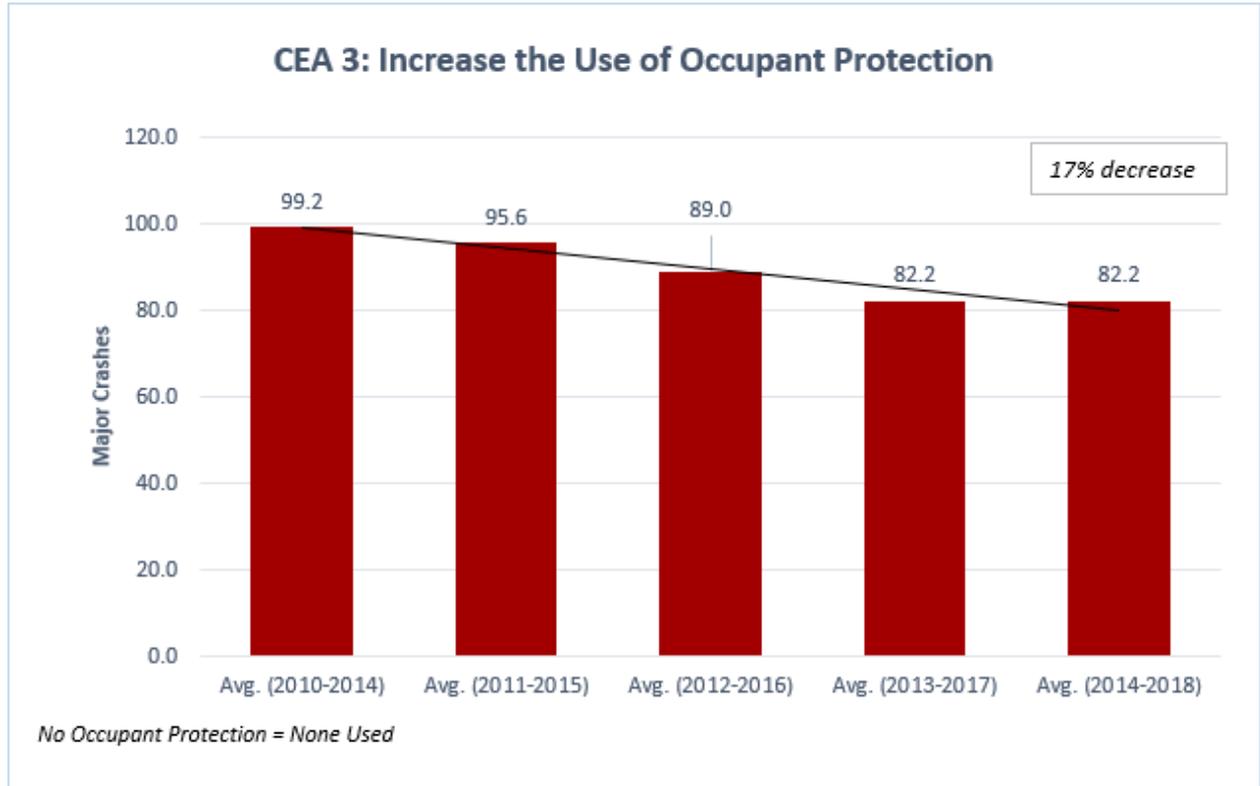
2

5 Year Rolling Average 2014-2018 - 10% Reduction

The State is below the target goal of an average 4% decrease a year for 5 years.

## CEA 3: Increase Use of Occupant Protection

Goal: Reduce major crashes by **20%** between 2017-2021



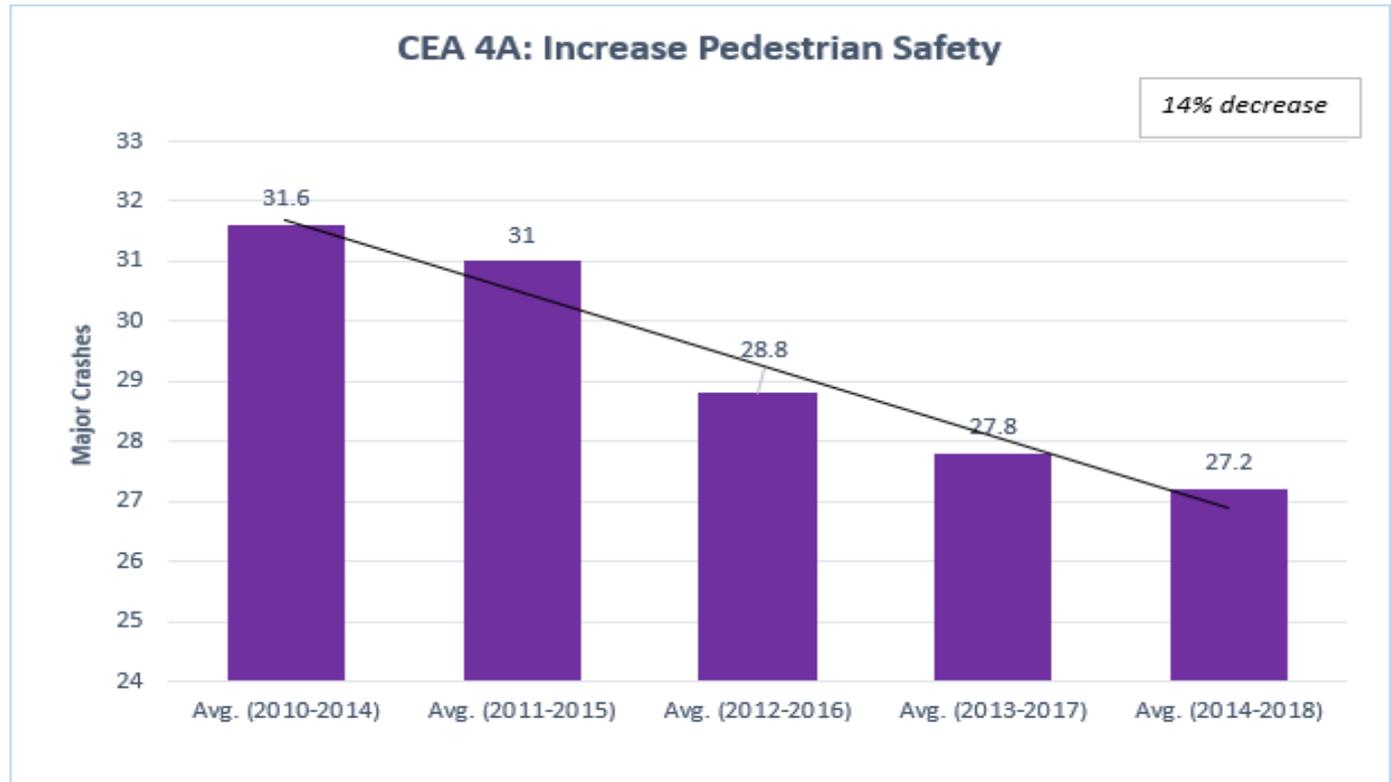
# 3

**5 Year Rolling Average 2014-2018 - 17% Reduction**

**The State is below the target goal of an average 4% decrease a year for 5 years.**

# CEA 4A: Increase Pedestrian Safety

Goal: Reduce major crashes by **10%** between 2017-2021



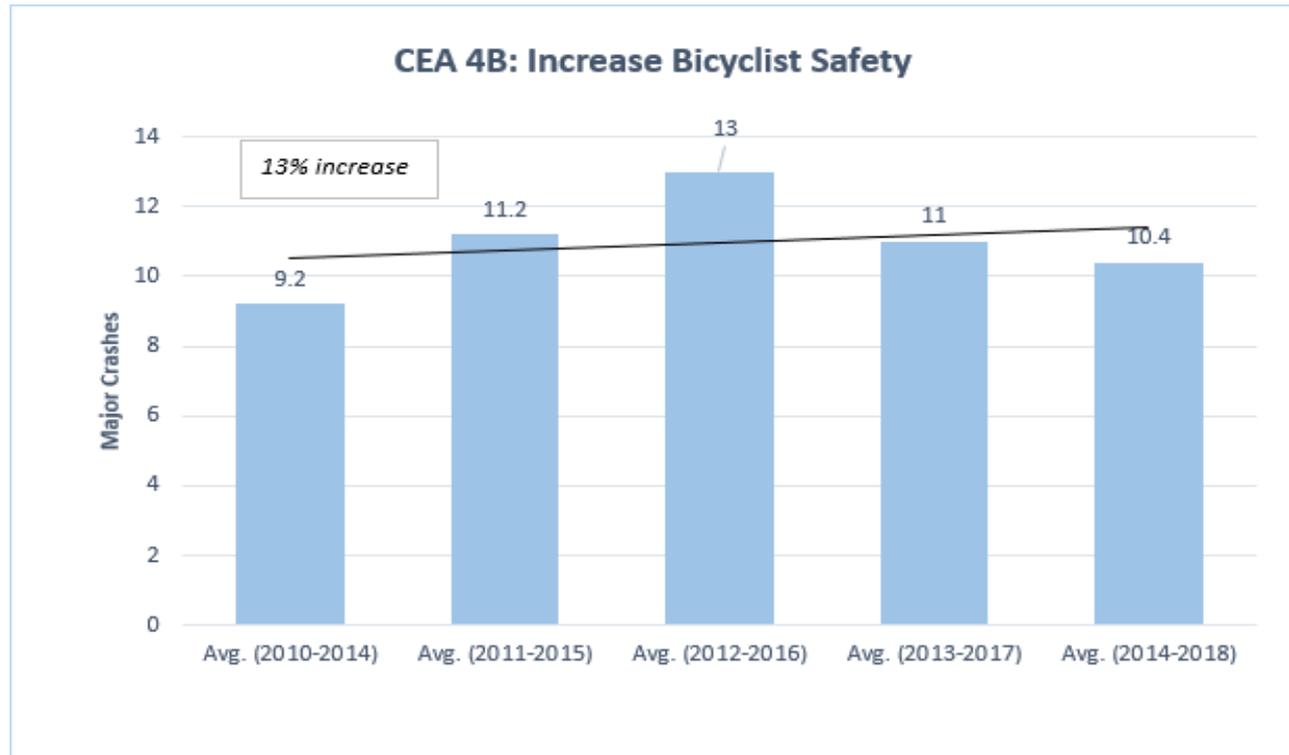
**5 Year Rolling Average 2014-2018 - 14% Reduction**

**The State is on target to meet the goal of an average 2% decrease a year for 5 years.**

**4A**

## CEA 4B: Increase Bicyclist Safety

Goal: Reduce major crashes by **10%** between 2017-2021



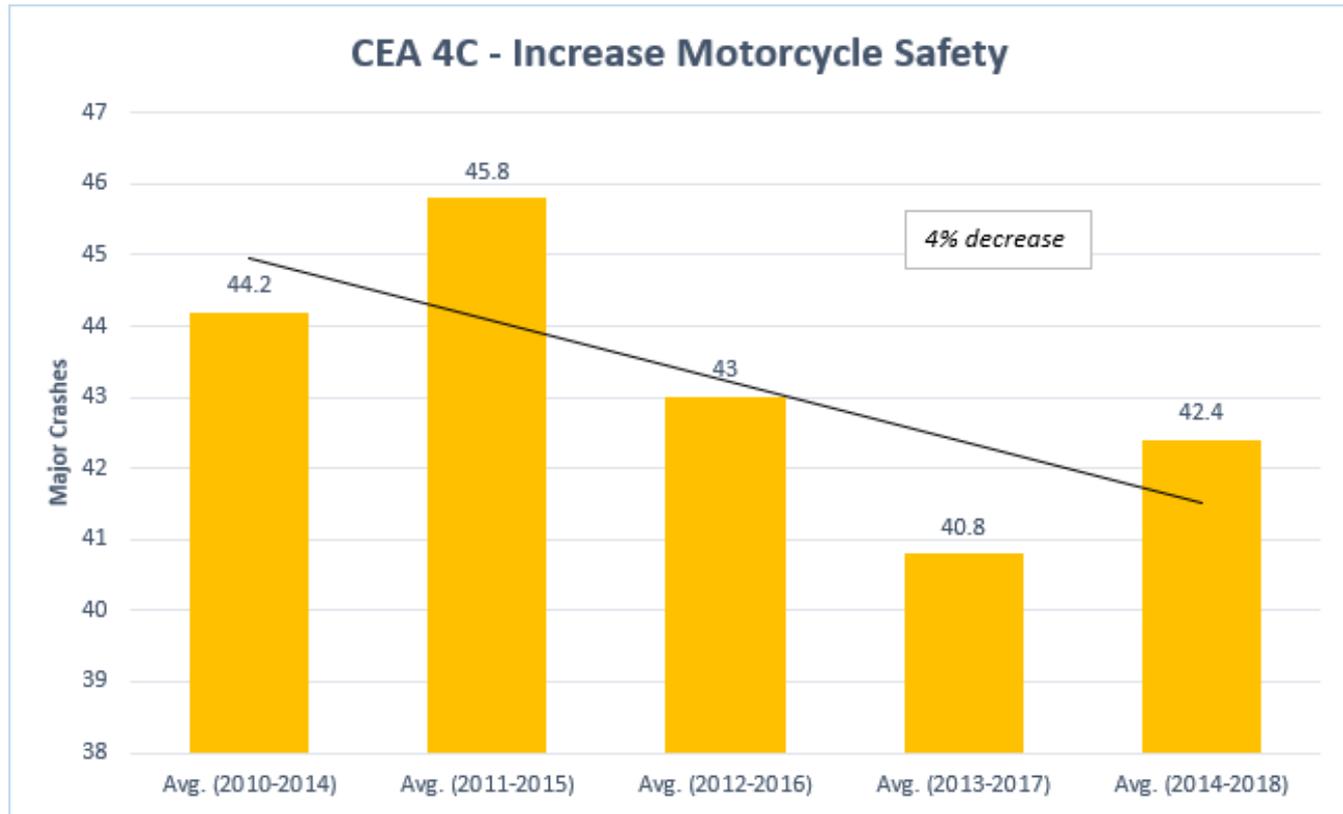
5 Year Rolling Average 2014-2018 - 13% Increase

The State is below the target goal of an average 2% decrease a year for 5 years.

# 4B

## CEA 4C: Increase Motorcyclist Safety

Goal: Reduce major crashes by **10%** between 2017-2021



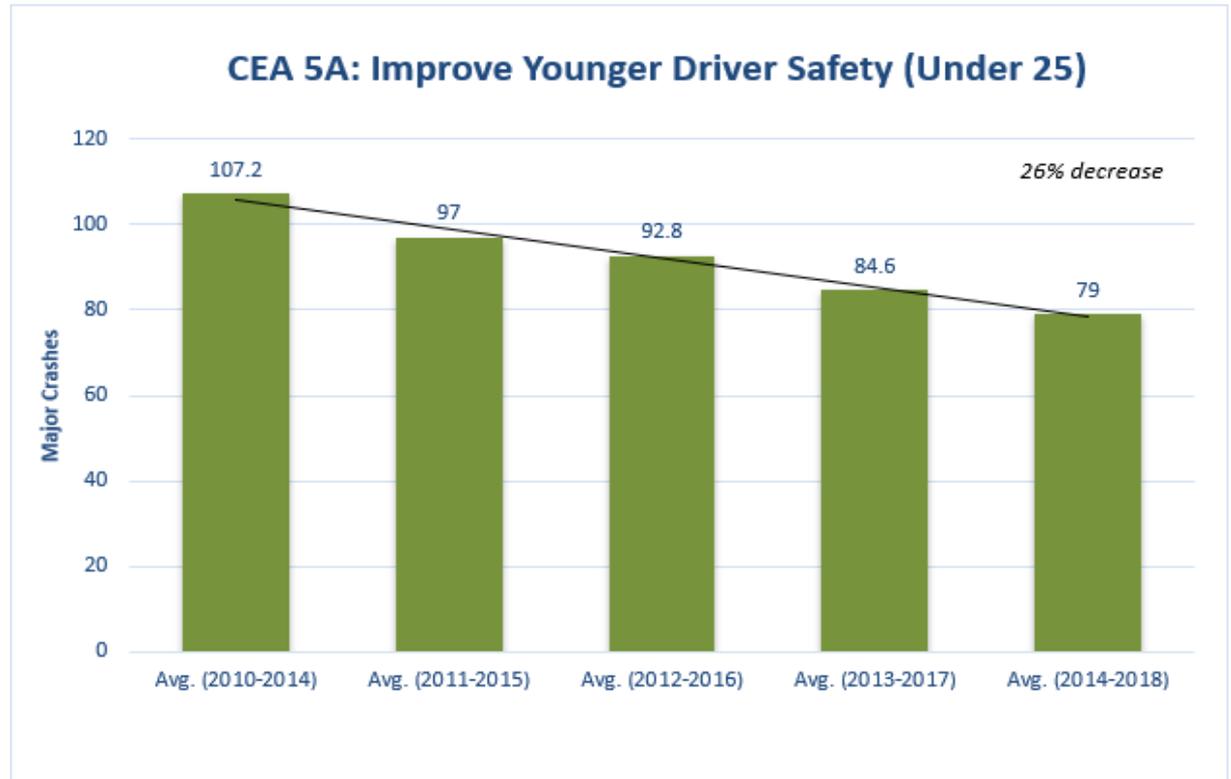
4

5 Year Rolling Average 2014-2018 - 4% Decrease

The State is below the target goal of an average 2% decrease a year for 5 years.

## CEA 5A: Improve Younger Driver Safety (Under 25)

Goal: Reduce major crashes by **15%** between 2017-2021



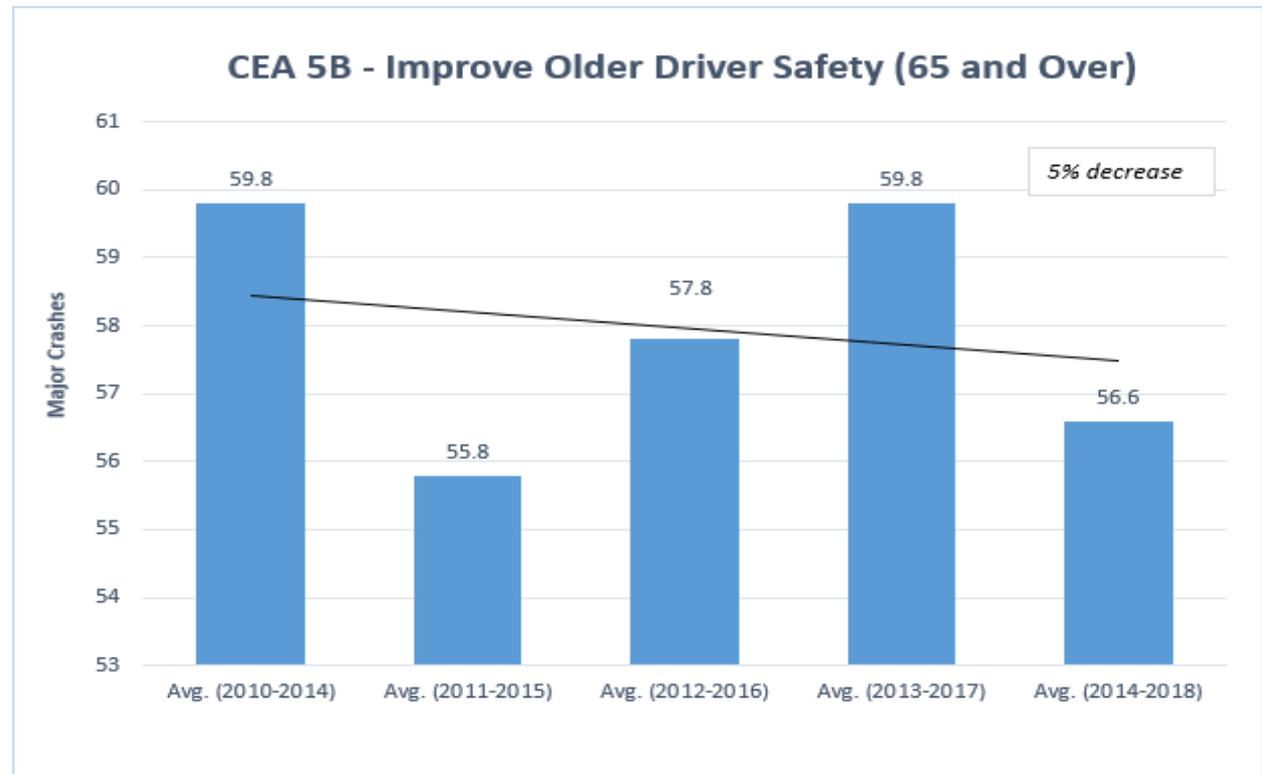
# 5A

5 Year Rolling Average 2014-2018 - 26% Decrease

The State is on target to meet the goal of an average 3% decrease a year for 5 years.

## CEA 5B: Improve Older Driver Safety (65 and Over)

Goal: Reduce major crashes by **5%** between 2017-2021



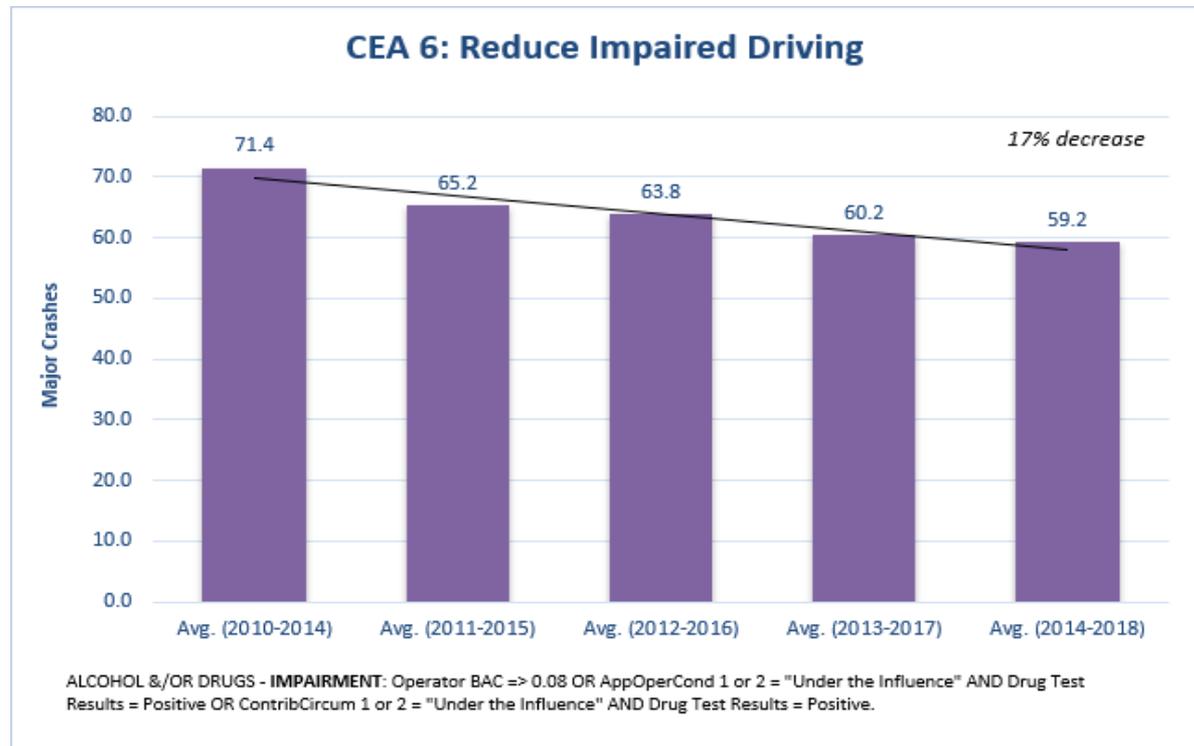
# 5B

5 Year Rolling Average 2014-2018 - 5% Decrease

The State is on target to meet the goal of an average 1% decrease a year for 5 years.

## CEA 6: Reduce Impaired Driving

Goal: Reduce major crashes by **10%** between 2017-2021



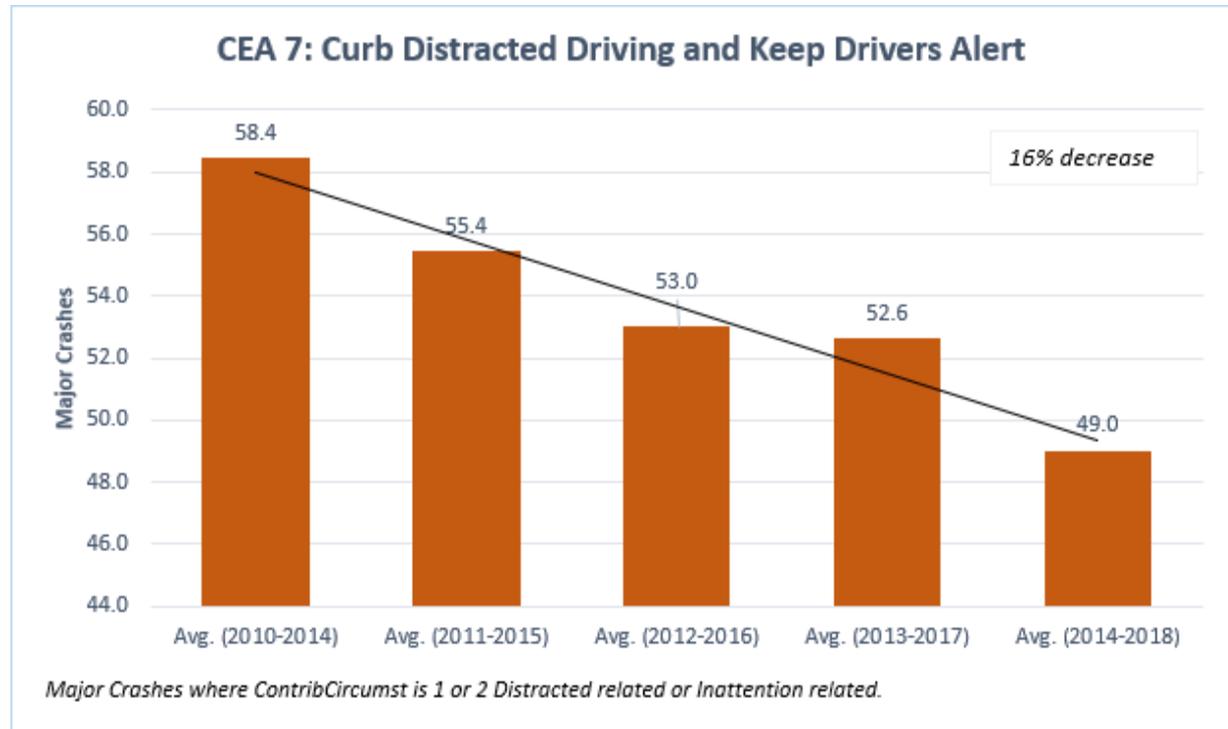
6

**5 Year Rolling Average 2014-2018 - 17% Decrease**

**The State is on target to meet the goal of an average 2% decrease a year for 5 years.**

## CEA 7: Curb Distracted Driving and Keep Drivers Alert

Goal: Reduce major crashes by **10%** between 2017-2021



7

**5 Year Rolling Average 2014-2018 - 16% Decrease**

**The State is on target to meet the goal of an average 2% decrease a year for 5 years.**

## Vermont Fatality Rates in Comparison to US and Best State

### Fatality Rates: Vermont , U.S. and Best State

Year		Fatalities	Total Vehicle Miles Traveled (Millions)	Fatalities Per 100 Million Vehicle Miles Traveled	Total Population	Fatalities Per 100,000 Population
2014	Vermont	44	7,059	0.62	625,218	7.04
	US	32,744	3,025,656	1.08	318,386,421	10.28
	Best State*			0.62		3.47
2015	Vermont	57	7,314	0.78	625,197	9.12
	US	35,484	3,095,373	1.15	320,742,673	11.06
	Best State*			0.57		3.41
2016	Vermont	62	7,382	0.84	623,644	9.94
	US	37,806	3,174,408	1.19	323,071,342	11.70
	Best State*			0.63		3.93
2017	Vermont	69	7,424	0.93	624,525	11.05
	US	37,473	3,212,347	1.17	325,147,121	11.52
	Best State*			0.55		4.46
2018	Vermont	68			626,299	10.86
	US	36,560			327,167,434	11.17
	Best State*					4.41

[Download Table into Excel \(csv\)](#)

\*State (or States) With Lowest Rates: Lowest VMT and Population Rates Could Be in Different States

2018 National VMT is a Preliminary Estimate and Subject to Change

2018 State Vehicle Miles Traveled (VMT) Data is Not Yet Available



## **Vermont Highway Safety Alliance with 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.*



## **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.*

**#802phonesdown!headsup!  
PSA VIDEO CONTEST FOR  
HIGH SCHOOL STUDENTS**



*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.*

## 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!headsup! for high school students and new drivers.*

## VHSA Attends the Ben & Jerry Employee Day Event



*The VHSA organized safety 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.*



**The VHSA sponsored  
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.*

## 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 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.*



 Heritage Toyota  
September 11 at 11:11 AM · 🌐

Join Heritage Toyota this Saturday for our Heritage Toyota Safety Event!!



**Heritage SAFETY EVENT**

**HERITAGE TOYOTA SERVICE**  
1580 SHELburne RD, SOUTH BURLINGTON  
**SAT, SEPT 14<sup>TH</sup> | 10AM-2PM**

- TAKATA AIRBAG RECALL CHECK
- ICE POPS WITH COPS!
- FOOD & BEVERAGES
- PRIZE WHEEL!
- DISTRACTED DRIVING SIMULATOR
- FIRE ENGINE & FIREFIGHTERS
- DRIVING SAFETY QUIZ



## 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.*

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