



# Vermont Highway Safety Alliance

## House Judiciary Committee

**January 23, 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

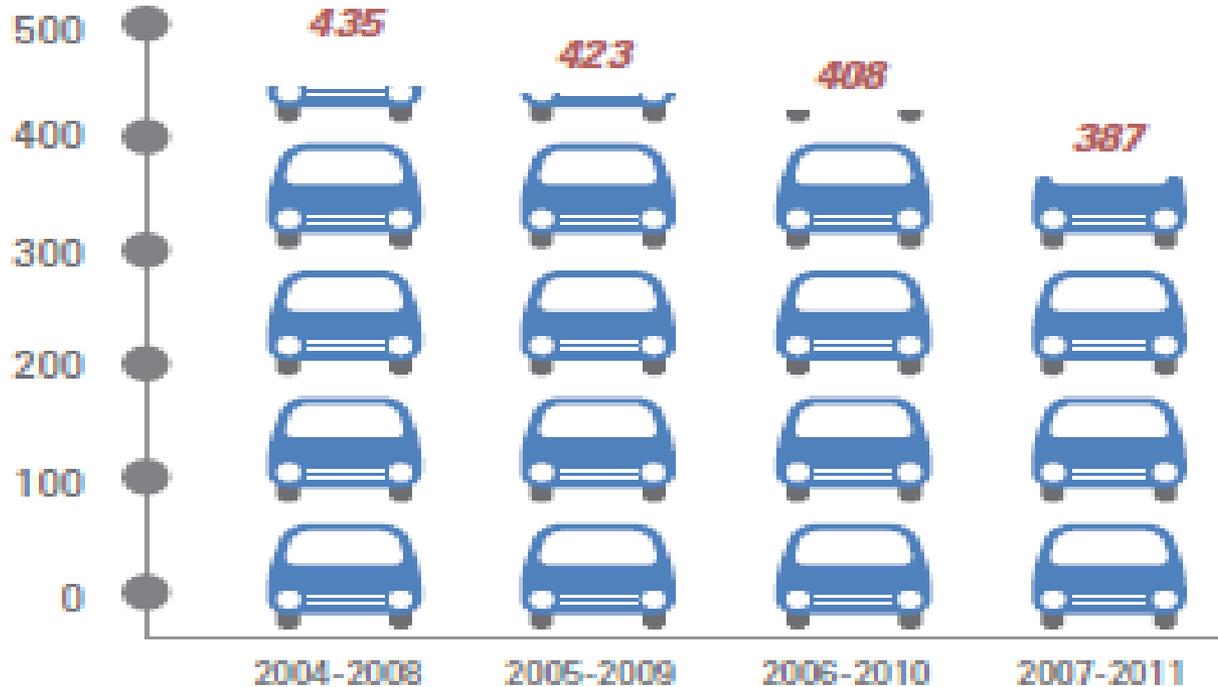


**The mission of the VHSA is to collaboratively promote strategies to reduce crashes on VT public highways through the development and support of partnerships and coalitions.**



# Major Crashes

Overall Major Crash Trend ↓ 10.9%



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



# VHSA Goal



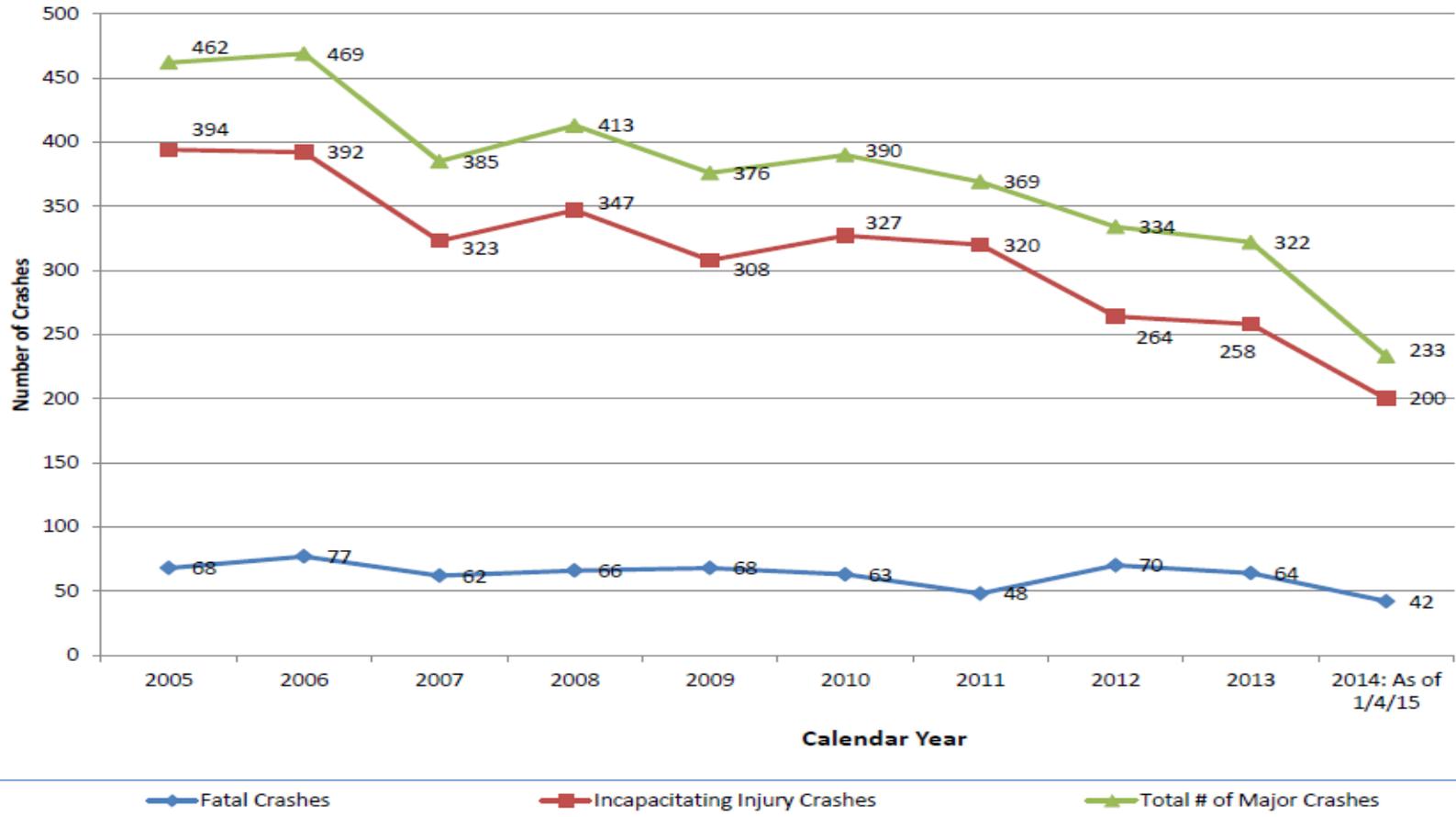
**Reduce Major Crashes an  
additional 10% by 2016.**



# VHSA Goal



Vermont: Major Crashes



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



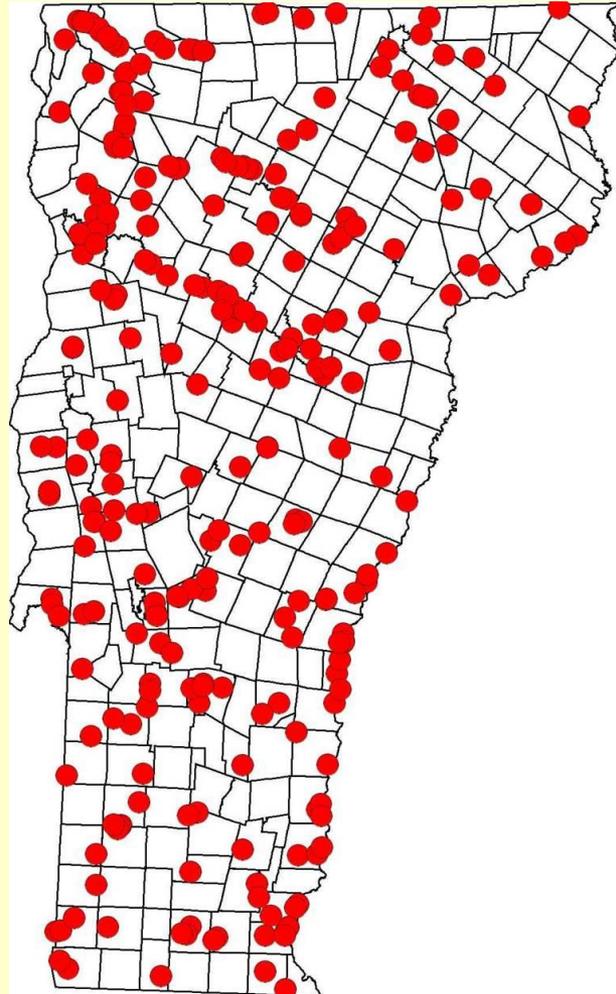
# Why an Alliance? – Causes of Death



- **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>                          |



# Young Driver Crash Data



### Crashes Involving Operators under 21 Years Old



SHSP CEA 2  
 Data Source: VTrans VCSG dbase and FARS.  
 Data as submitted by law enforcement. mw 1/5/15



# 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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