



Strategic Highway Safety Plan

FINAL

Minutes

VHSA Data Focus Group Meeting

December 16, 2015

9:00 a.m. – 10:30 p.m.

Meeting Place: AOT, National Life, Montpelier Room 313



Attendees: Susan Clark, Johnathan Croft, Mario Dupigny-Giroux, Sarah Kepchar, Ken Millman, Sai Sarepalli, Bob Thigpen, Mandy White

Agenda Item 1: Public Query Tool: Updates on Phase III roll out and review follow up survey

Mario mentioned that he had sent a draft press release to Erik and Jacqui and that he would follow up with them at the beginning of January.

Sue, Mandy and Mario contacted Jacqui about Facebook and Twitter. In one conversation, Jacqui indicated that VHSA was not currently active on Twitter and that the VHSA page was getting a post about once a month with updated crash statistics and that she would mention the query tool then.

The group did not know if a post about the query tool had been posted. Ken said that he had access to the VHSA page and that he could post a link. He indicated that nobody would complain if this had already been posted.

There were some comments obtained during the phase I and phase II roll outs, mostly positive ones. To this point, Sai said that he had sent it around his region and that he received very positive feedback and that some suggestions for improvements came out of it.

Rob Craver had been assigned at the last meeting the task of developing a post satisfaction survey questionnaire. As was discussed at that meeting, users do not typically fill out the survey that pops up during a query tool session and we wanted to reach out to those first users via the broader contact groups and invite them to share their comments with the intent of planning ahead and evaluating potential modifications or enhancements to the tool. Since Rob recently left VTrans, Mario drafted a few questions and circulated them prior to the meeting.

After discussing the draft questions, four core questions were agreed upon along with an optional identification section:

How many times have you used the Public Crash Query Tool in the last 6 months?

What did you use the Public Crash Query Tool for?

Provided that resources were available to us, in what way would you like it to be upgraded?

Overall, how easy to use do you find the Public Crash Query Tool? (1- Very Difficult, 2- Difficult, 3- Neutral, 4- Easy, 5- Very Easy)

Optional Identification Questions (if you would like us to contact you to discuss your ideas or concerns with you further):

Your Name

Your Email Address

(Later the day of this meeting, it was brought up if we should make sure that the questions were different from those that were currently asked in the popup survey, with the premise that some people could be asked questions that they had already answered).

We will ask Matt Lofgren to develop the survey with Survey Monkey.

The group continued to discuss the query tool in general.

Can we currently determine how long people are using the tool versus just stopping by?

The contract with the developer ends on December 31. In addition, as mentioned previously, Rob Craver who had been involved with this project is no longer working for VTrans. The point was made that there was a strong need to have support, for example, support with the database. Need to contact Tom Hurd or Shawn Nailor for the person who will be taking Rob's place.

Check with PPAID on what they have found in FAST Act and in this case, what might there be for IT purposes.

Agenda Item 2: Increase use of electronic crash report submission, resume discussion and update.

All departments are using web crash; timeliness is now the issue.

Crash submissions need to be addressed for timeliness, all crash types but especially FARS information. Reports in Web Crash need to be submitted more quickly. Mandy met with Garry Scott, John Filipek, and Tom Fields to discuss this. John and Tom will work with the Chiefs and Sheriffs to get the reports in quicker. They will also look at specific departments that need to have timeliness addressed. There is ongoing discussion but they are working on it. A letter has gone out to the Chiefs to remind them to turn in reports in a timelier fashion.

The group discussed the possibility of having a "Timeliness" Award at the LifeSavers Luncheon. Would need to figure out how to make it fair based on size of department; give incentives like equipment, could give them an entry ticket for every crash they process that is done within a specified period of time.

A nice feature in Web Crash would be to have a popup when an officer logs in that would show how many of his/her reports are outstanding or not yet approved.

Agenda Item 3: What other projects the Data Focus Group should be working on?

Agenda Item 4: Windshield Survey: Should we consider suggesting a windshield survey in summer 2016 to collect distracted type data?

Agenda items 3 and 4 were discussed together.

An idea was generated at the last meeting for a project that could be done as part of a driver's education program with students going to one or more intersections to collect some data, for example, stop sign compliance. This could be used as a marketing device. See the November 4, 2015 meeting notes for more details. Develop a student focus group; how can an activity like this be developed and what are other ways that this can be grown. Pilot it with one school. Essex High School for example was suggested. Sue had the intention of asking them to help out with the booth at the next Champlain Valley Fair in August 2016. Mandy will introduce the idea at the next marketing group meeting.

The idea of a windshield survey was to use the temporary summer students who collect turning movement counts at intersections to collect as well seat belt use and cell phone usage. This was done in the past.

It was mentioned that UVM had been collecting and compiling the seat belt usage survey this year for Click It or Ticket. At the VHSA annual meeting, UVM presented on methods of collecting seat belt usage and cell phone usage information. There might not be a need to tie up VTrans' traffic counting resources if this is already being done.

However, if the driver's education project is implemented, could ask the students to collect distracted driving information.

Leverage that same participants to do other things that could be mutually beneficial.

The group does not feel that there are any other "extra" projects that should be taken on.

Agenda Item 5: Data: Are there other data resources that can be used to work in concert with the crash data? Population and demographic data? Other?

A few things were discussed at the last meeting including curve data, SafetyAnalyst and the local LRS (see the November 4, 2015 meeting notes).

Mandy and Johnathan will meet to discuss how to make the Local LRS information available so that starting with July 2016 crash data, local LRS info could be added to crashes.

How can we use the folks that are out there such as the maintenance group? They have the equipment (gps) and are anxious to be using it.

CCRPC ITS Database. Sai is the lead on this project for CCRPC. He will provide VTrans with the

database.

SIREN Data. Who is the new person now?

Population and demographic data, not discussed, put back on the agenda.

List of Follow up Actions

Mario: Continue preparing a follow up survey to reach out to Phase I and Phase II public query tool users.

Mario: Contact Erik about Phase III press release.

Mandy: Bring the idea of having schools go to intersections and observed traffic as part of driver's ed to the Marketing Focus Group.

Mandy & Johnathan: Discuss how to make local LRS info available for input with crash data starting July 2016.

Sai: Send ITS database to Mario.

Mario: Contact the new SIREN person.

Mario: Contact Shawn Nailor for a replacement for Rob Craver.

Sue: Check with PPAID on what they have found in FAST Act for IT purposes.

Mario: Discuss the idea of "crash reporting timeliness" awards with Tom Fields.

Johnathan: Prepare a paragraph that explains the data collection idea via a pilot driver's ed program.

Potential Agenda Item for Next Meeting

- Use of Population and demographic data?