



# Vermont Highway Safety Alliance

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## AGENDA

### VHSA Education/Outreach & Marketing Focus Group Agenda

Thursday, April 16, 2015

10:30am-12:00pm, AOT - Davis Conf. Room N413



Recognize meeting minute-taker. (:05)

Accept Minutes of 2/19 Meeting (:05)

Presentation: **Sharon Huntley Distracted Driving Audio PSA** (:05) (James Lockridge)

Working Presentation/Discussion: **Priority Ranking of CEA Action Items** (Roger Thompson, Susan Clark) (1:10)

*This meeting provides an opportunity for us to directly affect the success of the VHSA by contributing to streamlining the familiar Action Items measurements (the spreadsheet that we revisit periodically). The following is from Kevin Marshia, Deputy Chief Engineer, Highway Division, VTrans:*

As the VT Highway Safety Alliance continues to grow and mature, a need has been identified to focus our collective energies and resources. To that end the VHSA board has determined that it is time to review and prioritize the 124 Action Items that are included in our Strategic Highway Safety Plan. A process has been identified for the Focus Groups and Board of VHSA to review the Action Items and rank them based on three categories:

- **Likelihood of Occurrence:** Is this particular action item likely to occur or is it one that, while making sense to pursue, may be difficult to achieve?
- **Impact:** What is the potential impact that this particular action may have on reducing crashes across the state?
- **Ability to Measure:** Is this action one that can (and is) easily measured by one of our member organizations? Or is this one that it makes sense to measure, but would be very difficult to collect the data?

Each Focus Group is being asked to go through an exercise where they review all action items that they are responsible for and assess these three categories and assign a score. In addition, and if time allows, the Board would welcome input from the Focus Groups or individual members on all action items in the SHSP. These scores will then be tabulated and the action items summarized into four categories:

|   |
|---|
| <b>Further Consideration Needed</b> - This action may require further definition or consideration based on the potential for occurrence and/or impact on the mission of VHSA. |
| <b>Low Benefit</b> - This action has a low probability of occurrence and impact on the mission of VHSA. Information should be tracked, if available.                          |
| <b>Medium Benefit</b> - This action has a significant probability of occurrence and impact on the mission of VHSA. These actions should be measured and reported on by VHSA.  |
| <b>High Benefit</b> - This action has a the highest probability of occurrence and impact on the mission of VHSA. These actions are critical for VHSA to measure and report.   |

The intent of this exercise is not to pass judgment on an individual action item or organizational activity as a standalone action. Rather, the purpose of this exercise is to help VHSA as an organizational focus our resources, as having 124 individual actions is difficult to prioritize on a statewide level.

The ultimate goal of this exercise is to generate discussion and a review of the action items such that our high priority/high benefit actions are managed, measured and reported on while also keeping track of all other items that are measureable.

Update: **Distracted Driving Task Force** (:05) (James Lockridge)

Confirm: **Next meeting date: Thursday, June 18, 2015**

*Reminder: Meeting notes can be found at <http://highwaysafety.vermont.gov/about/meetings/education>*

*Note: Contact information for James Lockridge, [info@yscvt.org](mailto:info@yscvt.org); (802) 881-9050 (Youth Safety Council of VT)*

**Date:** January 12, 2015 at 7:28:32 AM EST  
**Subject: Re: EOM Minutes + Save the Date**  
**From:** John Lynch <vt-driving@gmail.com>  
**To:** "James Lockridge, Youth Safety Council of Vermont" <jim@yscvt.org>

*Jim---Happy new Years to you. I promised some ideas on a safety fair.*

*Randomly:*

*rusty dewees driving a state pow truck.*

*Seatbelt game in which different teams of teens run across a parking lot and get into a car---driver ed or supplied by a local car dealer--and are timed for efficiency.*

*Phil Scott and his race car. Phil is also a major biking enthusiast. Nancy Schulz always a key bike person too.*

*Bellavance trucking has come to many drivers ed classes for blind spot demo.*

*Perhaps Stephanie Busch and her simulator--may need a trailer / tent for bad weather.*

*American flatbread may donate some food?? Dunkin donuts?? Subway?*

*There is a state "skid car" but it requires alot of space and set up?? Rarely gets used due to this.*

*Wash. County Sheriff roll over demo??*

*VSP for p/r and a solid presence. They have a few guys I know who are very good with teens! One has a very cool drug sniffing canine and he is younger than many troopers. Kids relate to him---G I joe thing, careers, respect, etc. A female trooper is a good idea too.*

*May want some music---high school rock band for a part of the day.??*

*Getting carried away---local ambulance service could present some seatbelt rescue stuff?? Good high profile thing for them. Keep it fairly simple.*

*I am thinking Saturday may not work due to lots of activities and sports. Friday i believe has more appeal for teens et al. 9 am till 4 pm? It should have enough "meat" to be considered a normal class day. We may have to do 5 throughout the state?? not sure. Once we get a formula, it could go fairly smoothly.*

*Hope this helps. i look forward to other's ideas.*

*Best Regards, John*

**Date:** December 20, 2014 at 5:26:56 PM EST  
**From:** "bill@ridesafevt.com" <bill@ridesafevt.com>  
**Reply-To:** "bill@ridesafevt.com" <bill@ridesafevt.com>  
**To:** James Lockridge <jim@yscvt.org>  
**Subject:** Fwd: Write the BEST EVER motorcycle safety infomercial

Jim,

While these are motorcycle specific, a video with a similar theme talking about, say, distracted driving might be a great PSA and an introductory video at a safety fair.

Bill Mitchell  
Ride Safe Vermont  
802.497.0233  
www.RideSafeVT.com  
Like us on FB/Ride Safe Vermont  
Twitter @ridesafevt

----- Original Message -----

**From:** Advanced Motorcycle Training <groups-noreply@linkedin.com>  
**To:** William Mitchell <bill@ridesafevt.com>  
**Date:** December 18, 2014 at 7:04 PM  
**Subject:** Write the BEST EVER motorcycle safety infomercial

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Bill Mitchell  
Ride Safe Vermont  
802.497.0233  
www.RideSafeVT.com  
Like us on FB/Ride Safe Vermont  
Twitter @ridesafevt

**Date:** January 5, 2015 at 3:07:39 PM EST  
**From:** "bill@ridesafevt.com" <bill@ridesafevt.com>  
**Reply-To:** "bill@ridesafevt.com" <bill@ridesafevt.com>  
**To:** "James Lockridge, Youth Safety Council of Vermont" <jim@yscvt.org>  
**Subject:** Re: Write the BEST EVER motorcycle safety infomercial

Jim,

I am happy to contribute to safety fairs in any way I can. I am currently laying out the RSV schedule for the season. We would have to get together regarding schedules. It seems that the most interactive tool I have is the SMARTrainer, however depending on the setting and what is needed, I also have the Fatal Vision goggles that I use in class to demonstrate visual impairment while intoxicated and you have seen a couple of other group activities I have available regarding perception that might work in a fair setting.

Bill

**From:** <davep@pwshift.com>

**To:** "Marshia, Kevin" <Kevin.Marshia@state.vt.us>, "James Lockridge, Youth Safety Council of Vermont" <info@yscvt.org>

**Cc:** "Clark, Susan" <Susan.Clark@state.vt.us>, "Penberthy Becky" <bpenberthy@lrcvt.org>, "Cary Rob" <rcary@lrcvt.org>

**Subject: Re: A couple**

**Date:** November 17, 2014 at 9:05:27 AM EST

Good morning, all.

I have chatted with Rob Cary, Restorative Programs Coordinator, at the Lamoille Restorative Center in Hyde Park. He is one of the two facilitators of the traffic safety program that is now offered by his agency. Rob tells me that the program is offered throughout the state and is coordinated by the Department of Corrections and that the contact person at DOC is Amy Holloway. Her email is: [Amy.Holloway@state.vt.us](mailto:Amy.Holloway@state.vt.us). Rob has expressed an interest in becoming involved with the VHSA Education/Outreach Focus Group and probably will attend our meeting on December 18th.

Best wishes to all.

Dave Peters