



Vermont Highway Safety Alliance

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MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes

Thursday, February 19, 2015

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

Attendees

Jim, Susan, Mandy White, Bruce, Lindsay, Sharon, Nancy, Anne, Bill

Minutes from Dec 18, 2014 meeting approved and passed with one edition.

Public Query Tool (PQT)

Mandy White

- Jim's plea to group to try out the website and provide feedback via the survey.
- Looking for people to "kick the tires"
- Mandy demonstrated operation of the PQT
- Tool will allow those individuals and organizations access to query building-won't need to make requests of an individual
- Link to PQT: <http://apps.vtrans.vermont.gov/Crash>

Office of Highway Safety

Bruce

- VTrans has created the Office of Highway Safety (OHS) within the Highway Division
- GHSP will be part of OHS and will be physically moving from Department of Public Safety to VTrans on April 5th
- VTrans working to get up to speed on NHTSA requirements for grant accountability
- This move will allow for greater coordination

American Traffic Safety Services Association (ATSSA)

Bruce

- Work Zone Memorial will be coming to the State House on March 31
- Vermont had 1 fatality last year which was the first one in a few years so there will be 1 or 2 Vermont names on the memorial

Regional Highway Safety Forums

Susan

- Bennington Forum to be held on April 28th at the Mt. Anthony Country Club. Program to begin at 9 to allow for travelers coming from Montpelier and Burlington
- Northeastern Vermont Forum date to be determined but most likely mid-May or early June.
- Bill Mitchell and Sharon Huntley to be added to the Education section as presenters

Distracted Driving Task Force

Jim

- Committee agreement to engage in a social media outreach campaign that will incorporate the various campaign initiatives of the VHSA partners
- Investigating the idea of an event around the opening of the OHS. This seems like a good opportunity because it takes place during Distracted Driving Month.

Safety Fairs

Jim

- Sharon has reached out to Green Mtn Jr/Sr High School for feedback on their interest in hosting a Safety Fair. The positives from their perspective are the involvement of all students including junior high, the inclusion of bike safety,

the simulator, and getting buy-in from the students first. The potential negatives for them include the timing of the event—weekends are challenging to bring in students; how to include parents; and the facility.

- Sharon will be contacting other schools in her area and will report the results via email to committee members
- Jim will be looking to form a programming committee
- Lindsay: A questionnaire has gone out to Driver Educator that included two questions on Safety Fairs: Do you currently hold a Safety Fair? Would you be interested in holding a Safety Fair?
- Information on further development will move via email

Ford Driving Skills for Life (DSL)

Anne

- Susan and Anne listened in on the Ford DSL grant program webinar.
- Ford provides opportunities for small scale grant projects as well as large scale
- Recommend participation on a small scale as we build partnerships needed for a future large scale project

DRAFT