



Vermont Highway Safety Alliance

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MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes
Thursday, October 16th, 2014
10:30am-12:00pm, AOT - Davis Conf. Room N413

Attendees

Nancy Andrus
Glenn Button
Susan Clark
Sharon Huntley
Norman James
Anne Liske
James Lockridge
Bill Mitchell
Bruce Nyquist
Dave Peters
Ryan Russell
Jason Van Driesche (via phone)

Review of moderation protocol; introductions of guests.

Review Minutes of August 21, 2014 Meeting. *Accepted.*

Introduction of attendees.

Presentation: Jason Van Driesche of Local Motion provided a brief overview of a new contract his organization has with VTrans to support walk-bike safety education and outreach in communities around Vermont.

Introduction of a new "Safe Streets" educational program. This program would engage in a variety of outreach strategies in order to promote the safety of pedestrians and bikers.

- Overall Goal = Increase the knowledge of the team members and to push that educational learning out to the community through developing goals for implementation (maximum of 5 goals for the state).
- GHS compliment with a different pool of funding allowing them to conduct other programs.
- Statewide online information sharing (specific physical community targeting to be decided after municipal meetings are concluded).
- Help provide the materials to towns in order to put forward brilliant grant proposals to VTrans, which are informed and well-backed.

Next Steps

- Develop a hotline to be made available for discussion & develop strategies to promote safety of vulnerable users
- Online resources being developed which give access to materials which help promote walk-bike safety.

Ideas

- Develop a curriculum for law enforcement & driving instructors about the rights and responsibilities of vulnerable users.
- The information needed to analyze and predict effects of implementation of safety actions for vulnerable users & pointing people towards solutions which otherwise might not be taken into consideration.

Marketing Professional

- Jason inquired as to whether the marketing professional will be working to brand the VHSA or a specific campaign.
- James replied that the conversation was geared towards promoting the alliance at large, and further, developing a personality and identity outside of the logo.

Vision ZERO

- Jason brought up the idea of the vision zero campaign and further integration of the message of '0 traffic fatalities'. He also noted he is very interested in the continued discussion and action on this project.
- States tend to make their own spin on it, and it has been around for a few years.
- Liz, the governor's chief of staff could be a good contact; she used to be on our board and is very aware of the safety concerns in Vermont.

Report: VHSA Chittenden County Regional Safety Forum; Annual Meeting (Susan Clark)

- Discussion of Northeast Kingdom Forum, strategies, speaker format needs to be had in detail.

Ideas:

- Less programs, better timekeeper, better scheduling and a possible earlier lunch; otherwise more breaks would be appreciated.
- A "takeaway" message
- More time for networking at (before & after) and within the forum.
- The idea was raised of using the "Intersection Dilemma" exercise from the most recent Highway Safety Forum as a school program, possibly in conjunction with safety fairs, and having different people from the 4 E's conducting that interaction.
- Having someone from the insurance business as a speaker as they have a specialization in traffic insurance, which could provide information, or at least a new perspective, which is little acknowledged in the community.

Status Report: Distracted Driving Task Force (James Lockridge)

- The Vermont distracted driving laws PSA will be played on ORCA over the next few weeks and is available on YouTube.
- The spot was viewed by the members attending the meeting.
- The idea was brought up to ask ORCA to distribute this PSA to other community channels and organizations.

EdOM FG Strategic Planning Committee Report (James Lockridge)

Our conversation was meant to develop a project or campaign for the entire Education/Outreach & Marketing Focus Group to accomplish. We based the conversation on the understanding that we intended to ultimately support the widest interests of the VHSA which includes education or outreach action items in descriptions of all six VT SHSP Critical Action Items; that we recognized our active EdOM FG membership includes representatives from Vulnerable Populations and the motorcycling community, which are SHSP Significant Emphasis Areas; that we hoped to reflect in our campaign infusion of diverse VHSA member organization missions; and that the populations we intended to make outreach to would range demographically from student drivers to mature drivers.

During our meeting we acknowledged that an annual calendar provided a cyclical framework for planning this group-wide effort, too: safety weeks (for teens, motorcyclists, etc.) occur at different times throughout the year; the spring and summer are especially relevant to safety messaging for bicyclists and motorcycles, and the high school population is best reached during the school year.

We also recognized that thrift, supportability/sustainability, and measurability were important considerations. We discussed that safety efforts in VT are driven by data, but that outreach and educational efforts might not provide traditional frameworks for generating data that demonstrates success.

We reflected on the fact that the VHSA does not have a recognizable identity and that a campaign could be a platform for accomplishing that.

Action: Jim delivered an inquiry to Erik Filkorn seeking the status of contracting a marketing professional to support the VHSA.

The committee was provided with a spreadsheet of countermeasure programs to reference as models and guideposts for our options, as we formulated a program for the EdOM FG.

Action: Ensure the spreadsheet thoroughly represents the programs of VHSA member organizations. YSCVT intern Ryan Russell is acting on this.

We identified 'complete streets' as an important emerging transportation theme with importance to safety: Roadways are becoming multi-modal, and drivers are unused to sharing roads, or to new markings or habits necessary to keep these new road forms safe for all.

With everything stated above in consideration, the resulting proposal for a group-wide effort that would draw on the talents and active participation of EdOM FG members was:

1) In the near-term, during the school year, the EdOM FG would offer a Safety Fair event to high schools, comprised of program elements provided by VHSA member organizations (texting and motorcycle simulators, presentations, golf cart distracted driving demonstrations, big truck blind spot demonstrations, etc.). The Safety Fairs would be presented concurrently with promotion of a sponsored grant-making program that supports student efforts to bring safety messaging to their peers.

2) While the Safety Fair/grant program is produced, planning would occur to prepare to actively raise safety awareness beginning in May, 2015, that is relevant to vulnerable populations (bicycles & pedestrians) and motorcyclists. Planning for this phase would include VHSA members who are presently serving these populations.

Action: Identify the timeline and needs for campaign production and coordinate EdOM FG member commitments to accomplishing those goals.

Action: Identify a representative of the VT Dept. Education who could/would facilitate promotion of the safety fair opportunity to high schools across the state - with some reflection of support by the governor for

the effort, and the administration's encouragement to invite the fair to campus. Jim made this inquiry of Kevin Marshia.

Action: Learn Washington Traffic Safety Commission's State Farm Insurance-funded High School Distracted Driving Grant Project management processes. Permission has been received to duplicate the program in Vermont. Jim is investigating.

Safety Fair Needs:

Programming:

Seek participation by VHSA members who offer relevant presentations or resources and compile an inventory of potential Safety Fair programming. Create a shared calendar and group messaging platform for managing Fair dates and helping coordinate among participants.

Marketing to schools:

Identify school contacts (DE faculty, principals, VT Dept. Education) and create a presentation/proposal. Seek endorsement and support of VT Dept. Education/Shumlin administration. Sharon Huntley expressed interest in representing the campaign to high schools, having begun to communicate with schools in southern Vermont as she seeks to present about the tragic distraction-related crash of her son, Spencer.

Marketing to the public:

Establish 'PR' system that spreads a wider safety message by earning local press for Safety Fairs, highlighting local participating VHSA partners. Author narrative press releases that are publishable as-is. Identify and employ VHSA public and press outreach outlets.

Measurement & Follow-Up:

Document Safety Fairs with photographs and other means; determine measurements of success (number of participants? Polled attitude changes?).

Next Steps & Closing Remarks

- The priorities of mini-grants to high students could be changed every year such as directing it towards vulnerable users, distracted driving, highway safety, etc. Keeping it fresh and ensuring that all categories & goals of the alliance are being represented.
- Confirmation in going forward in agreement of support of safety fairs, ensuring that education is promoted within the forums.
- Further emphasis was put on changing the structure or focus of the fairs based on the schools individual needs, such as schools with a higher rate of distracted driving incidents gearing their fairs to better focus on that issue.

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

Next meeting date: Thursday, December 18, 2014

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