



Vermont Highway Safety Alliance

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MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes

Thursday, August 27, 2015

10:30am-11:30am, AOT - Davis Conf. Room N513

Attendees

Beth Bingham, TextLess LiveMore, Hartley Bingham, TextLess LiveMore, Paul Burroughs, My Decision Driving, Susan Clark, Erik Filkorn, Amy Gamble, Terry Goguen, JoyRyde, Norm James, Anne Liske, James Lockridge, John Lynch, Doug Masson (AARP), Ken Millman, Bruce Nyquist, Dave Peters, Lindsay Townsend

Meeting began 10:00

Paul Burroughs of My Decision Driving was introduced. Paul operates multiple multi-screen driving simulators, info at <http://mydecisiondriving.com>

Susan Clark discussed the Road Users Pledge and planning for the VHSA Annual Meeting.

Terry Goguen presented the JoyRyde App, designed to incentivize safe in-car phone behavior. The app generates rewards for driving mileage accumulated without using a phone. VHSA Members are encouraged to beta-test the app (sign-up at <http://www.joyryde.co>) and provide thoughts to Terry directly at terry.goguen@joyryde.co. Note that the web and email address suffix is ".co" not ".com."

Introduction of Beth & Hartley TextLess LiveMore, a foundation established to raise awareness of the dangers of texting while driving, inspired by the tragic loss of a friend's family member due to texting while driving. Information can be found at <http://www.merrittsway.org/initiatives/textless-live/>

James Lockridge described the establishment of a web page inventory of free driver safety programs and contacts for use by high schools and community groups to program safety fairs, a la carte. Current programs published to the page are core programs committed by VHSA members to the pilot safety fair events. See this page at <http://yscvt.wordpress.com>

James Lockridge provided a status report for the social media campaign intended to be contracted to Fuse Marketing. The Distracted Driving Task Force has approved a revised proposal from Fuse. The funding commitment is in process. The campaign will work with VHSA member messages to establish a compelling creative short-term outreach campaign via social media platforms including Facebook, Twitter, and Instagram. Training for independent operation of the campaign mechanism (including metric analysis) will be provided by Fuse, and the VHSA will then operate the campaign in a sustained manner.

Anne Liske provided a brief report about the well-received Driver Educator Summit and described three media outreach campaigns in development: Targeting 1) A share the road bicycle message, 2) An impaired driving message focused on marijuana and other illegal drugs (younger demographic), and 3) An impaired driving message focused on prescription drugs (somewhat older demographic). All three campaigns are in response to recent Vermont crash data trends.

The group discussed meeting in venues outside of the usual Montpelier region and members agreed to communicate via email about venue resources they are familiar with. Chrissy Keating offered space at UVM Medical Center.

Ken Millman of Spike Advertising discussed his role as a contractor in crafting a brand identity for VHSA and continued an interviewing/fact-finding process in conversation with members. A new visual identify will not be developed. Proposed strategies for improving the VHSA's collaborative protocols are likely to emerge from Ken's work.

Proposed Strategic Highway Safety Plan performance measurement revisions were distributed by Susan for processing and comment by members outside of the meeting. The measurements have been prioritized through a VHSA-wide review process and final comments on the results are welcomed: Susan Clark, Susan.Clark@state.vt.us.

The next meeting date was not set, while members identify new venues for that purpose.

Guest Contact information:

Beth & Hartley Bingham, <http://www.merrittsway.org/initiatives/textless-live/>, bethbingham63@gmail.com

Paul Burroughs, My Decision Driving (Simulators), <http://www.mydecisiondriving.com/>, paul@mydecisiondriving.com

Terry Goguen, JoyRyde, <http://www.joyryde.co/>, terry.goguen@joyryde.co

Next meeting date to be determined, in part by availability of a new regional meeting venue.

Meeting ended 11:30am.

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

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