

VHSA Meeting Agenda - Draft

VHSA Board Meeting

December 2, 2020 Wednesday 9:00 – 10:30 am

Meeting called to order by President William at 9:01. In attendance via Microsoft Teams:

bill@ridesafevt.com; Brody, Barbara, Daniel Goodman, Gammell, Ann, Geno, Kevin, Karen Yacos, Masson Doug Merkel, George, Ted Minall, Thomas, Tara, Thompson, Roger, Ture Nelson, William Bohnyak, Aleigh Jerome, Arduca, Joe, Avery, Nancy, Baraw, James, Beerman, Abby, Burgess, Brian, Busch, Stephanie, cnorton@windhamcountyvt.gov; Conway, Christopher, Demille, Daniel, Dupigny-Giroux Mario, Fortin, Allen, Jack Castellaneta, Jenkins, Bill, Jim Lockridge, John Flannigan, John Lynch, Laflamme, Allison, Lynch, Christopher, Michael Allen, Norma Griffiths from DOT Rail, Pat Murray, Rachel Noyes, Richard Wobby Rigger, Jay Rigoni, Megan White, Mandy, White, Paul, Alexandra Breyer, Keith Kane, Mary-Catherine Graziano, Facos, Anthony

William Bohnyak – Chair

Vacancy – Vice Chair

Barbara Brody – Secretary

Al Fortin – Interim Treasurer

9:00 Welcome/Chair Updates William Bohnyak

1. Barb Brody motioned and Kevin G seconded to approve minutes of previous meeting. Motion carried.

2. VHSA welcomed Anthony Facos, DMV, to the board. Motion to accept Tony as a board member was done by Dan Goodman and Seconded by Kevin G. Motion carried.

Election for a new executive board. All positions are open and need to be filled

Chair: Nomination, Kevin Geno - No other nominations were put forth

Motion by: Al Fortin

Seconded by Tara Thomas

Motion carried

Vice Chair: Nomination, Barb Brody - No other nominations were put forth

Motion by Tara Thomas

Seconded by Al Fortin

Motion carried

Treasurer: Nomination, Al Fortin -. No other nominations were put forth

Motion by Kevin Geno

Seconded by Allison LaFlamme

Motion carried

Secretary: Nomination, Dan Goodman - No other nominations were put forth

Motion by Tara Thomas
Seconded by Al Fortin
Motion carried

9:10 VHSa Coordinator Updates: Evelyn McFarlane

The SHSO Highway Safety grant: Notice to Proceed done. Waiting for grant to be executed. Once executed, the search for the Executive Director Position will begin.

VHSA 2019 Taxes: 2019 Taxes are complete and on Website for viewing

#802PhonesDown!Headsup! PSA Contest: Had the first meeting for the event. Launch is Mid-January – Hope is to do a live event in the spring. If not, then there will be a virtual award ceremony.

Safety brochures are available for any partner interested: Tara, Barb yes. Abby interested in aggressive driving if anything available, Al Fortin as well.

Request for items to include in VHSA Updates: Send events and information to Evelyn

9:20 Treasurer Report: Lt. Al Fortin

Acc rec: 18,555.68

Checking Balance: 7765.47

Savings: 1981.86

Total: 28303.01

Accounts Payable: 135.26

Restricted funds PSA contest: 500

Restricted funds NETSC: 25,061.98

Total Available funds: 2065.77

9:25 Partner Updates: VHSA Members

Partner Updates

VDTSEA: Barbara talked about the VDTSEA conference that was held on the evening of Oct 29 and all day on Oct 30. She also talked about the idea of doing virtual safety days with High School Students. Abby and Dan said they would help with this.

Enforcement: Paul White: Click it or Ticket was completed on November 29. Participation was low. Still collecting the STATS. Agencies were/are limiting contact with public. December is National Impairment Driving Month. Some messages will be Drive Sober or get pulled over. Drive High get a DUI.

Tara Thomas talked about the “Thin Blue Line.” We should not use “Blue Wall” Paul said the “Click it or Ticket Campaigns was extremely low participation due to COVID 19 restrictions.

Most enforcement departments are in only responsive mode and are restricted to community Public connections. Tara echoed what Paul said. State Police are at a Level 3 and is only responding to emergencies. Tara will try to approval to do some DUI Patrols for over the holidays.

William spoke that is department had 5 deputies connected to COVID 19 people and 1 deputy tested positive for COVID 19.

UVM: Abby spoke about in the Spring doing Virtual Text You Later event.

Ted Minall: Discussed the Hearts Behind the Badge Project. There are many stories that could be told for positive impact of Law Enforcement. Please contact Ted if you can contribute a story. Wall of Blue is an upcoming project – for impaired driving. Inclusive of multiple states.

Barb reported out on the latest VDTSEA conference. Sgt. Jay Rikken received an award.

LEA's – Paul White talked about modified CIOT. Driver Sober campaign coming in 2 weeks. It's a tuff environment these days between anti police and COVID.

Abby: Text U L*tr was derailed by cyber-attack. Hopefully rescheduling for the spring virtually.

Roger: Looking forward to the SHSP input when update begins. Shout out to Tony Facos. VTrans completed a Retro fit upgrade on the Weigh Station on I 91.

Pat Murray: Inquiry on Autonomous vehicles. Evelyn will do a bit of research and share information to the group. Roger talked about the hearing in October, and public comment period. Joe Segale good contact for more information. There will be a couple of webinars coming up. The Third Conference on Autonomous Vehicles and Public Transport will be a virtual event on February 2-3, 2021, from 12:00 noon – 5:00 pm ET on both days. This is sponsored by AV America and Global Mass Transit.

<https://web.cvent.com/event/24c79c6f-efb6-4169-a17c-83c0cdd84572/summary>

Allison: Thank you and shout out to the Red Ribbon event – done virtually. There were pre-recorded messages from Gov Scott, Drive well VT. VTrans put together a rural road seatbelt commercial. Drive Well Vermont commercials are coming out in Feb. with SHIFT approach. Lots of media is out at the moment. Highway Safety Awards will be awarded in January.

Kevin G asked if some of the commercials we are seeing be more localized. Allison said the Drive well commercial's will be with VT actors driving on VT roadways. Discussion of making the commercials more localized – Vermonty. There are challenges to this. The new "Drive Well Commercials will be Vermont based.

AAA: Dan Goodman spoke about partnership they did with NH on a virtual conference using national speakers. New research suggests that there is an increase with young female and male drivers engaging in more aggressive driving. There will be a media campaign on Slow Down and Move Over.

William B asked if NHTSA has come up with a plan for state to state with suspended drivers. NTBS report suggested updating interchange between states on work to have other states have access to individuals who have suspended licensing in another state.

10:15

Presentation: Place Creative: Social Media Campaign for the VHSA 2020

Presentation: Rachel Noyes worked with the Firm called Place located in Burlington VT. They were selected to do a campaign focusing on Behavioral Factors. A series of PSA's and a driving safety quiz was rolled out on Facebook and Twitter. Cameron Savage and Michael Adams did the creative part of the campaign and sent it out. It was a 3-4-month campaign.

Cameron Savage and Michael Adams were on and discussed the results of the program. Many of the critical areas were included in the survey: Impaired Driving, Seatbelts, Distractions, Speed, Bicycle and Pedestrians. Peds and bikes got more views than the others. The final report is as follows:

3,044,749 impressions with 342,285 were Vermonters. They scanned the Ads. The results were:

- a. There was solid engagement. 157,822 were reached with 455 posting reactions and 51 commented
- b. Seatbelt view was most successful. 268 had posted comments. The graphics were a great way to get information. 68% shared about pedestrian and bike information.
- c. The quiz had an above average engagement with a 46.8 % taking quiz. Women 45+ age were the highest rate of taking the quiz. The quiz was 20 questions. 13,163 started the quiz with 6,156 finishing it.

Evelyn asked Why seatbelt was the most popular. Facebook promoted this video more than the others. Many people took quiz to do something to take their mind off of all the social media that is being done with COVID-19. Question is how long in general do you think a campaign should go on? When does the content become old? Michael suggested that on a website 6-12 months on social media a campaign should go on no more than 3 months. Seeing the ad frequently helps with responding to a quiz.

William thanked Michael and Cameron for their work, and both said if we had any questions, we could certainly email them, and they will get back to us.

The group thanked Bill for his service in chairing the VHSA. Bill left meeting and Kevin proposed that we also add Bill to the list of those receiving an award at our award ceremony. Group agreed.

Meeting ended at 10:15.

Respectfully Submitted
Barbara Brody, Secretary

