

Strategic Highway Safety Plan for Vermont

Appendix B

Critical Emphasis Areas Quick Look Up

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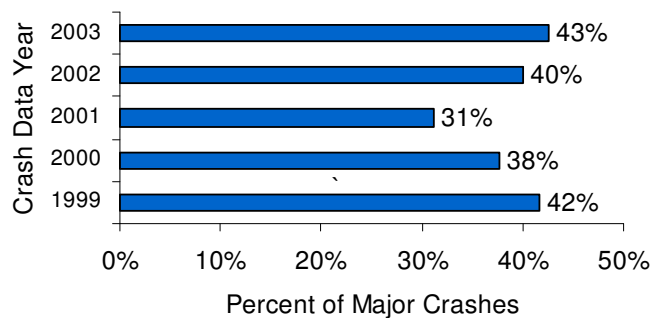
KEEPING VEHICLES ON THE ROADWAY & MINIMIZING THE CONSEQUENCES OF LEAVING THE ROAD

Background:

This emphasis area includes the major crashes in which a vehicle ran off the road and/or overturned and/or collided with a tree, a pole or a sign, a guardrail, ledge or boulder or any other fixed object.

Figure 1 displays the historical trend in major crashes for vehicles that left the road for the 1999 to 2003 reporting period. Although the percentage of major run-off-the road crashes initially declined during the five-year period, this percentage increased again towards the end of the period, and was essentially the same at the end of the period as at the beginning. A vehicle overturning or colliding with a tree or large bush was the most common consequence of running off the road in a major crash and represented slightly

Figure 1. Percentage of Major Crashes Related to Keeping a Vehicle on the Roadway for the Period 1999 to 2003



more than 50% of all the consequences resulting from running off the road crashes.

Vermont crash data and industry research also indicate that:

- 42% occurred on 50 mph 2-lane rural highways
- 43% occurred in low light/dark conditions
- 30% occurred in wet/snowy conditions
- 32% occurred driving too fast
- 30% were alcohol related
- 30% struck trees
- 25% overturned

CEA Objective:

The objective for this critical emphasis area is to reduce the number of major crashes related to roadway departure by 5% by 2010 from 2004 levels.

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CEA Performance Measures:

The number of major crashes per year involving a vehicle running off the road, hitting an object or overturning will be used to monitor the objective.

Strategies:

Based on the crash data, the task team chose to focus their strategies on 2-lane, 50 mph rural highways. A large number of run-off-road crashes involve striking trees, and to a lesser degree, other fixed objects. Vehicle overturning also occurs in a large percentage of run-off-road crashes. In order to minimize the consequences of leaving the roadway, the task team chose to focus on improving clear zones and improving side slopes, ditches, and shoulders. A disproportionate number of crashes happen in low light conditions, so several of the strategies focus on improving delineation of the roadway using signs, pavement markings, and rumble strips. Because a large percentage of run-off-road crashes happen on town highways, the task team also developed a strategy for providing technical and financial assistance to municipalities to address high crash locations in their jurisdiction.

Strategy 1 Develop a pilot program to implement low cost safety improvements on local roads systems

Description: Low cost safety improvements such as pavement markings, signs, brush cutting, removal of fixed objects from clear zone

Measure of Implementation:

- Development of process for engaging towns to participate
- Number of towns participating
- Number of high crash locations treated

Measure of Success: Reduction in run-off-road crashes involving low visibility conditions, rollovers, and fixed objects on 50 mph 2-lane rural highways

Strategy 2 Provide improved delineation in low visibility conditions

Description: Wider, brighter, more durable pavement markings; Edge lines where non-existent; Snowplowable raised pavement markers; Post-mounted delineators

Measure of Implementation:

- Number of miles and locations treated

Measure of Success: Reduction in run-off-road crashes involving low visibility conditions on 50 mph 2-lane rural highways

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Strategy 3 Provide edgeline or centerline rumble strips

Description: On roads with relatively wide paved shoulders and new pavement, away from residential areas.

Measure of Implementation:

- Number of miles and locations treated

Measure of Success: Reduction in run-off-road crashes involving low visibility conditions on 50 mph 2-lane rural highways

Strategy 4 Improve warning & delineation of unexpected changes in horizontal alignment

Description: Signs (chevrons, arrows, supplemental advisory speed plaques, dynamic warning, high visibility sheeting); Pavement markings (edge lines, centerlines, advance warning text/symbols, dynamic striping); Post-mounted delineators

Measure of Implementation:

- Number of curves treated

Measure of Success: Reduction in run-off-road crashes on 50 mph 2-lane rural highways, on curves

Strategy 5 Eliminate shoulder drop-offs, and provide safer side slopes and ditches

Description: Raise shoulders with gravel or grindings; Use molding shoe to get angled edge on new pavement; Extend toe of slope to reduce angle; Extend pipes on drainage inlet to reduce depth of ditch; Use stone in ditches to reduce depth of ditch

Measure of Implementation:

- Number of locations treated

Measure of Success: Reduction in roll-over crashes on 50 mph 2-lane rural highways

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Strategy 6 Improve clear zone by removing, relocating, shielding, or delineating objects

Description: Remove/relocate fixed objects from clear zone; Relocate utility poles; Install breakaway features on fixed objects that must remain in clear zone; Implement local zoning rules to establish safe setbacks for fixed objects outside ROW; Shield fixed objects (guardrail, embankments, crash attenuators); Delineate fixed objects

Measure of Implementation:

- Number of locations treated

Measure of Success: Reduction in fixed-object crashes on 50 mph 2-lane rural highways

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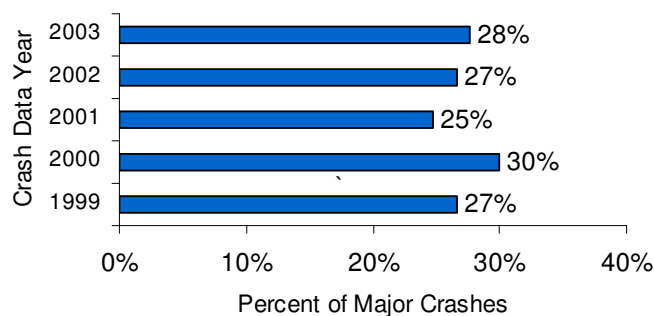
IMPROVING YOUNG DRIVER SAFETY

Background:

This emphasis area includes the major crashes in which drivers were under 21 years of age and that resulted in fatal or incapacitating injuries.

During the 1999 to 2003 reporting period, the percentage of major crashes involving drivers under age 21 ranged between 25% and 30%. Percentages fluctuated somewhat

Figure 2. Percentage of Major Crashes that were Young Driver Related for the Period 1999 to 2003



from year to year and no clear pattern or trend is evident as shown in Figure 2. These percentages corresponded to number of crashes ranging between 111 and 143 crashes with the average number of crashes for this period being 127 crashes.

Vermont crash data and industry research also indicate that:

- Male drivers were more likely involved than female drivers
- Young driver crashes often involved 15-24 year old passengers
- Alcohol was involved in young driver major crashes 11.0% (vs. 6.8% for all crashes)
- Restraint use for 15-20 year old drivers in major crashes was only 66%

CEA Objective:

The objective for this critical emphasis area is to reduce the number of major crashes involving young drivers by 19% by 2010 from 2004 levels.

CEA Performance Measures:

The number of major crashes per year involving young drivers will be used to monitor the objective.

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Strategies:

Vermont has already had some success with establishing a Graduated Drivers License (GDL) statute. The goal of a GDL is to support the transition from non-driver to safe and experienced driver. The statute contains provisions that work to minimize the consequences of mistakes or inexperience that are a natural part of the learning to drive process. Our task team believes that the current GDL can be strengthened in ways that will reduce the devastating effects of young driver crashes.

Most young Vermonters attend a Driver Education course at their local high school or through a private driving academy. These programs are a key in providing the foundation level of skills and understanding about safe driving practices. We need to assure that the delivery of this training is consistent and well focused statewide. We also need to provide safe and structured opportunities for beginning drivers to sharpen the skills they will need when something unexpected happens on the road.

The role of parents in helping their young family members to establish safe driving behaviors is another opportunity for improvement. Parents need to create an expectation of safety and responsibility with consequences when that expectation is not fulfilled. Providing the tools for parents to understand both their options and their obligations in this area is another part of keeping their kids safe.

Strategy 1 Strengthen the VT Graduated Licensing Law for young drivers

Description:	New language would be added to the existing GDL legislation to achieve: <ul style="list-style-type: none">- Restrictions on passengers in cars driven by young drivers- Night time driving limitations for young drivers- Primary safety belt enforcement through age 18- No cell phone use (including hands free phones) through age 18
Measure of Implementation:	<ul style="list-style-type: none">• Changes to the existing VT Graduated Licensing law
Measure of Success:	Reduction of the percentage of nighttime and early morning crashes involving drivers <21 years to a rate not higher than the annual average for all drivers

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Strategy 2 Improve initial driver education and advanced skill training

Description:	Standardized driver education curriculum with common education standards; Standardized advanced driver skill training available to all young drivers
Measure of Implementation:	<ul style="list-style-type: none">• Standardized driver education curriculum in VT High Schools• Standardized skill curriculum by private instruction programs• Increased participation by young drivers in advanced skill training
Measure of Success:	Reduction of crashes in the 16-18 year age group by improving the safety habits and foundation knowledge of this group

Strategy 3 Improve parental accountability in young driver training and behavior

Description:	Simplified brochure that explains the VT Graduated Licensing statute; Improved documentation of parental supervised driving experience; Permanent database of parental approval for young drivers; Mandatory parental orientation as part of successful completion of a driver education course
Measure of Implementation:	<ul style="list-style-type: none">• Construction and population of the databases• Parental participation in preparation & mandatory orientation• Parents exercising removal of graduated licenses
Measure of Success:	Increased parental participation in young driver safety and development of safe driving practices.

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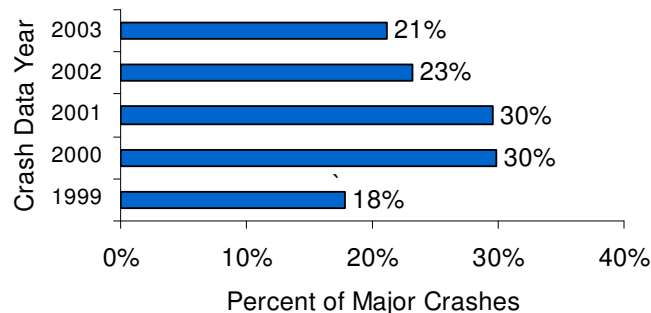


Background:

This emphasis area includes the crashes that took place at an intersection and that resulted in fatal or incapacitating injuries.

Over this period and as illustrated in Figure 3, the percentage of major crashes that occurred at an intersection increased considerably (from 18% to 30%), but then declined to an only slightly higher level in 2003 than in 1999 (21% versus 18%).

Figure 3. Percentage of Major Crashes that were at Intersections for the Period 1999 to 2003



Vermont crash data and industry research also indicate that:

- 66% occurred at T-intersections
- 28% occurred in areas with stop signs on cross street only
- Largest percentage of crashes occurred in posted speed limits of 25 – 40 mph
- Major causes include failure to yield, inattention, disregarded traffic signs or signals

CEA Objective:

The objective for this critical emphasis area is to reduce the number of major crashes at intersections by 3% by 2010 from 2004 levels.

CEA Performance Measures:

The number of major crashes at intersections per year will be used to monitor the objective.

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Strategies:

The task team for this CEA concentrated on strategies that would be easy to implement and relatively low cost. They focused their strategies on improving intersection safety by changing the operational characteristics of the intersection, improving visibility by enhanced signing and delineation, and through the use of low cost signing/pavement markings.

Additional strategies that should be implemented at particular intersections during reconstruction projects and whenever possible include realignments, driveway closures and relocations, as well as roundabout solutions. The task team also included work plans involving education, enforcement, and outreach programs to address our targeted crashes. Furthermore, since a large percentage of the strategies most likely will be implemented by municipalities, the task team developed strategies to provide technical, financial, and educational assistance for implementation.

Strategy 1 Improve Operation at intersections

Description:	Restrict/eliminate turn maneuvers; Provide all way stop control where appropriate; Post advisory speed limits
Measure of Implementation:	<ul style="list-style-type: none">• Number of intersections treated per year
Measure of Success:	Reduction in crashes involving broadside, left turns and right turns with pedestrians at stop controlled T-intersections

Strategy 2 Improve visibility by providing enhanced signing and delineation

Description:	Install signs and markings where non currently exist; Install brighter and/or larger/wider signs and markings; Provide stop bar on side road approach; Install supplemental pavement markings & signs; Provide lane assignment with signs and markings
Measure of Implementation:	<ul style="list-style-type: none">• Number of intersections treated per year
Measure of Success:	Reduction in crashes involving rear-end, right angle or turns at stop controlled T-intersections

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Strategy 3 Improved maintenance and visibility of signs and markings

Description: Timely replace knocked down signs; Thin and clear brush/trees for sight improvement; Replace faded and outdated signage and markings; Evaluate existing location of signs and change as needed; Install larger and/or brighter signage and markings; Install advanced warning with markings and signs

Measure of Implementation:

- Number of intersections treated per year

Measure of Success: Reduction in crashes involving rear-end, right angle or turns at T-intersections

Strategy 4 Improve geometry at intersections

Description: Redesign of selected intersections

Measure of Implementation:

- Number of intersections treated per year

Measure of Success: Reduction in right angle, left turns, and rear end crashes

Strategy 5 Implement physical changes on the approaches to and at intersections

Description: Close or relocate driveways in the vicinity of intersections; Install islands on minor-road approach to intersection; Provide appropriate pedestrian and/or bicycle facilities to reduce conflict; Install rumble strips on approaches

Measure of Implementation:

- Number of intersections treated per year

Measure of Success: Reduction in crashes involving excessive speed, bicyclists or pedestrians, non-compliance with stop signs at T-intersections

Strategy 6 Improve driver compliance with traffic control devices and traffic laws at intersections through increased enforcement

Description: Enforce traffic at intersections with high stop sign violation rates and excessive speed

Measure of Implementation:

- Increased hours of targeted enforcement

Measure of Success: Reduction in right angle and turning crashes that occur on rural road, 2 lane, T-intersections

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Strategy 7 Reduce speed at intersections

Description:	Identify intersections with excessive speeds
Measure of Implementation:	<ul style="list-style-type: none">• Treated number of intersections
Measure of Success:	Reduction in right angle and turning crashes that occur on rural road, 2 lane, T intersections

Strategy 8 Increase public awareness at High Crash Locations

Description:	PSA announcements are run in local newspapers, on local radio and television stations
Measure of Implementation:	<ul style="list-style-type: none">• Messages written, produced and aired
Measure of Success:	Reduction in crashes at intersections with the highest 10 % of crash rates

Strategy 9 Implement local program for identifying and prioritizing High Crash Locations

Description:	Towns and villages develop programs to identify problem areas within their jurisdictions
Measure of Implementation:	<ul style="list-style-type: none">• Program developed and number of towns participating
Measure of Success:	Reduce crashes at intersections in participating municipalities

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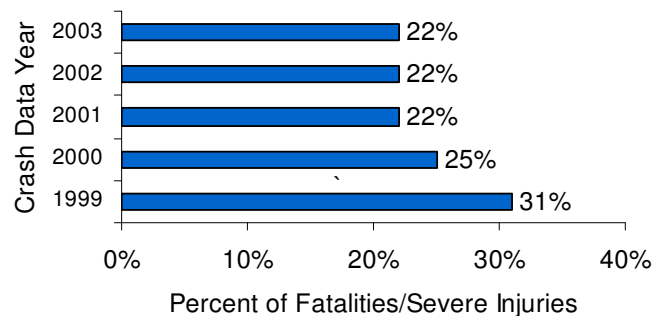
INCREASING SEAT BELT USE

Background:

This emphasis area includes the crashes in which vehicle occupants who were not using a restraint, such as shoulder and lap belt, shoulder belt only, lap belt only, child safety restraint and/or airbag, suffered fatal or incapacitating injuries.

During the 1999 to 2003 reporting period, the percentage of vehicle occupants fatally/severely injured who were not using a restraint device declined substantially before leveling off in recent years (31% percent of fatalities/severe injuries in 1999 compared to 22% in 2003).

Figure 4. Percentage of Vehicle Occupants Injured and not Using a Restraint Device for the Period 1999 to 2003



Vermont crash data and industry research also indicate that:

- 50% of fatalities were unrestrained
- 20% of drivers in major crashes were unrestrained
- 26% of passenger in major crashes were unrestrained
- Younger drivers & passengers (18-24) had the lowest restraint use
- Lowest restraint use found among pickup truck occupants

CEA Objective:

The objective for this critical emphasis area is to reduce the number of fatal crashes in which occupants suffering fatal injuries were unbelted by 10% by 2010 from 2004 levels.

CEA Performance Measures:

The number of major crashes per year in which occupants suffering fatal injuries were unbelted will be used to monitor the objective.

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Strategies:

This Critical Emphasis Area was driven by the fact that it is against the law for people not to wear a seat belt when traveling in a motor vehicle on Vermont's highways, and by data telling us that half of the people killed in traffic crashes in Vermont were not wearing protective seatbelts.

The strategies outlined in this CEA speak directly to the need for greater public knowledge of the consequences of a highway death, steadfast enforcement of laws that govern driver's actions on the highways and consideration for a standard seat belt law. In the latter matter, it is noteworthy that other CEAs have a similar observation, noting that a standard driver protection law will actually save lives and mitigate the extenuating circumstances surrounding the emotional and economic losses stemming from someone being killed in a traffic crash on Vermont highways.

Strategy 1 Raise awareness of the importance of safety belts & the link to air bag effectiveness

Description:	Statewide public awareness campaign: <ul style="list-style-type: none">- Refine media messages for priority target population located in Chittenden, Washington, Rutland, Windsor and Windham counties.- Develop special messages for secondary target population located in Caledonia, Lamoille, and Orleans counties
Measure of Implementation:	<ul style="list-style-type: none">• Messages written, produced and aired
Measure of Success:	Increase safety belt use in the target groups to at least 75%

Strategy 2 Pursue a standard safety belt law

Description:	Educate the Media; Seek reinforcement from editorials and columnists in newspapers; Enlist favorable lawmakers
Measure of Implementation:	<ul style="list-style-type: none">• Standard seat belt law enacted
Measure of Success:	Increase safety belt use to 90% (general population)

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Strategy 3 Increased enforcement of traffic safety laws in Vermont

Description: Implement Click It or Ticket or similar campaigns at the state and local level

Measure of Implementation: • Law enforcement community creates and fine-tunes the program

Measure of Success: More seat belt citations issued & more motorists buckle up

Strategy 4 Engage the Vermont business community in mitigation efforts

Description: Companies and businesses implement policies requiring use of seat belts on company business

Measure of Implementation: • Companies and businesses establish and enforce seat belt policies

Measure of Success: Reduction in the number of fatalities and injuries sustained by individuals delivering products and services in Vermont

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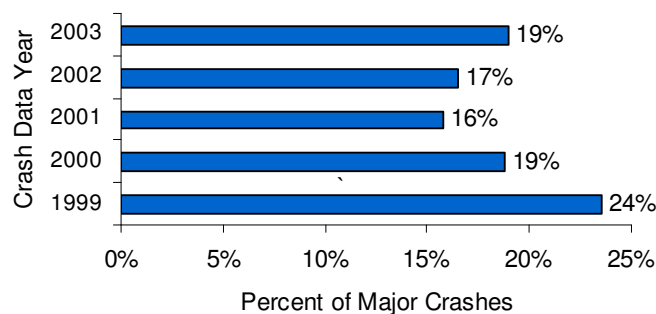
Reducing Impaired Driving

Background:

This emphasis area includes the major crashes resulting in fatal or incapacitating injuries and for which the crash reports indicated that at least one driver was operating under the influence of medicine, drugs or alcohol or had been drinking; and/or that a driver was cited for DUI, and/or that the BAC or drug test result was positive.

The percentage of major crashes related to alcohol declined from 24 percent of major crashes in 1999 to 16 percent of major crashes in 2001, but then increased to 19 percent in 2003. Although the percentage of alcohol-related major crashes was less in 2003 than in 1999, the percentage rose noticeably between 2002 and 2003, which may reflect the

Figure 5. Percentage of Major Crashes that were Impaired Driver Related for the Period 1999 to 2003



start of an upward trend.

Vermont crash data and industry research also indicate that:

- 79% are male
- 16% are aged 20 or less, 78% are aged 21-54
- 0.120 to 0.159 is highest blood alcohol concentration represented
- Impaired driving crashes peak during Summer (June to August)
- Greatest number occur on Saturday between 10:00 pm and 2:00 am
- Impaired drivers could make 50 to 200 trips before being arrested
- 2/3 of those who cause alcohol related crashes have never been arrested before for impaired driving
- 40% are not wearing a seat belt

CAE Objective:

The objective for this critical emphasis area is to reduce the number of major crashes related to alcohol by 30% by 2010 from 2004 levels.

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CEA Performance Measures:

The number of major crashes related to alcohol per year will be used to monitor the objective.

Strategies:

The experts at the national level tell us that people drive after having too much to drink 50 to 200 times before being arrested and that 2/3 of the people who drove after having too much to drink and who were involved in a crash never were arrested before for DUI. Vermont surveys of the population tell us that a large proportion of the Vermont population do not think that they are likely to be arrested for driving under the influence.

The set of strategies identified by our task team aims at convincing the public that both arrest and punishment will happen. Both of these are necessary for having credible enforcement and adjudication processes that can deter impaired driving. Furthermore, some of the strategies proposed will empower individuals with the understanding of what is being impaired and what are the consequences of driving while being impaired to self and others.

Strategy 1 Improve public awareness of impairment

Description:	Create targeted print and television/radio media campaigns; Create targeted informational brochures and posters; Form a MADD-like state office
Measure of Implementation:	<ul style="list-style-type: none">• Number of messages aired• Paycheck stuffer reaching 10% of working population per year• MADD-like state office within a year
Measure of Success:	Increase in the personal understanding of when a person is impaired

Strategy 2 Improve the public awareness of the consequences of impaired driving

Description:	Play videos that carry compelling messages about the risks and impacts of DUI including stories told by victims of DUI crashes, and other video clips in a variety of high traffic sites (e.g., Motor Vehicle Offices waiting rooms, middle and high schools, driver-ed classes) and at training sessions provided for retail alcohol sellers and servers
Measure of Implementation:	<ul style="list-style-type: none">• Number of establishments and training programs that play the videos and display the printed materials• Number of messages aired
Measure of Success:	Increased awareness of the DUI problem and fewer cases of patrons being over-served

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Strategy 3 Convince the public that DUI apprehension is likely

Description:	Publicize existing enforcement programs; Create targeted periodical, print and television/radio media campaigns; Coordinate high-visibility checkpoints and saturations patrols; Increase the general public's awareness of DUI Hot-Lines
Measure of Implementation:	<ul style="list-style-type: none">• Standard policy on DUI apprehension• Number of messages aired• A pilot program of "Phantom" Checkpoints established
Measure of Success:	Increase in the public belief of likelihood of being arrested

Strategy 4 Convince the public that Punishment Is Likely

Description:	Publicize DUI laws; Strengthen civil and criminal cases; Reduce the likelihood of suppression in civil and criminal cases
Measure of Implementation:	<ul style="list-style-type: none">• Passage of new DUI legislation in 2007-2008 session• Regional trainings to prosecutors performed• Discussion with State's Attorneys
Measure of Success:	Fewer cases suppressed or reduced

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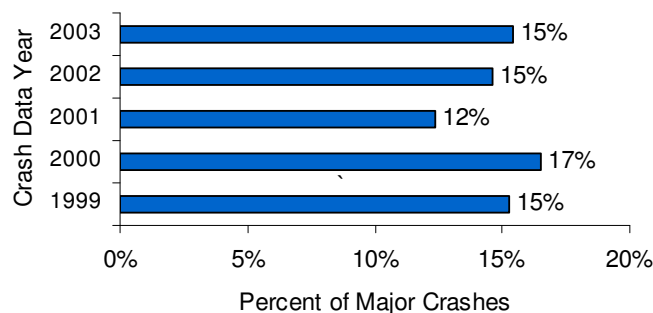
CURBING SPEEDING AND AGGRESSIVE DRIVING

Background:

This emphasis area includes the major crashes that resulted in fatal or incapacitating injuries and in which at least one of the drivers was reported to either have driven at an excessive speed, followed too closely or driven erratically, recklessly or in an aggressive manner.

Figure 6 shows that speed and other forms of aggressive driving just mentioned contributed to 15 percent of major crashes in three of the five years of the study period. In the remaining two years, percentages were 17 percent and 12 percent, which

Figure 6. Percentage of Major Crashes Related to Aggressive Driving for the Period 1999 to 2003



represent fairly normal fluctuations.

Vermont crash data and industry research also indicate that:

- 60% occurred in Bennington, Windsor, Windham, Chittenden counties
- 57% occurred on State highways
- 65% involved male operators
- 24% involved alcohol
- 65% of occupants were restrained

CEA Objective:

The objective for this emphasis area is to reduce the number of major crashes involving aggressive driving by 19% by 2010 from 2004 levels.

CEA Performance Measures:

The number of major crashes per year related to excessive speed, following too closely or driving erratically, recklessly or in an aggressive manner will be used to monitor the objective.

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Strategies:

One of the primary reasons for most motor vehicle crashes is speed and aggressive driving, although it seems that these words have become interchangeable. The Vermont law enforcement community, at all levels, is using virtually every tool at its disposal to successfully combat this problem.

Convincing the public that speeding and aggressive driving lead to apprehension and punishment is a proven tactic; witness the highly successful “Click It or Ticket” program each year for the past four years. In this program, the use of seat belts spiked in excess of 80% because of the public belief that disciplinary action would take place if individuals failed to buckle up. The same principle is established in two of these four strategies.

The remaining strategies are focused on educating the public that speeding and aggressive driving are actually dangerous. These strategies are accomplished in several ways, including the use of Vermont’s public media, Vermont’s business community and the strengthening of the punishment piece of Vermont’s laws governing speed and aggressive driving.

Strategy 1 Convince the public that punishment is likely

Description:	Enact aggressive driving statute(two or more violations equal penalty of 5 points); Implement a public education campaign
Measure of Implementation:	<ul style="list-style-type: none">• Information to law makers provided• New legislation introduced• Number of messages developed and aired
Measure of Success:	Increased belief that punishment is likely

Strategy 2 Educating the public to why it is dangerous

Description:	Create a public education campaign to teens
Measure of Implementation:	<ul style="list-style-type: none">• Number of messages developed and aired• Materials developed
Measure of Success:	Noted change of driver behavior

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Strategy 3 Convince the public that apprehension is likely

Description:	Conduct an Enforcement Campaign; Paid media about enforcement evaluation
Measure of Implementation:	<ul style="list-style-type: none">• Increased number of hours of enforcement and officers• Number of messages aired
Measure of Success:	Increased belief that apprehension is likely

Strategy 4 Improvements in the education of novice drivers

Description:	Create a driver education component about driver attitude
Measure of Implementation:	<ul style="list-style-type: none">• Number of schools and instructors offering the new attitude module
Measure of Success:	Better driver exam scores

Strategy 5 Remedial driver education course

Description:	Provided an education course for repeat offenders to reduce points
Measure of Implementation:	<ul style="list-style-type: none">• Establishment of adequate resources to meet the demand
Measure of Success:	Reduced violations by repeat offenders

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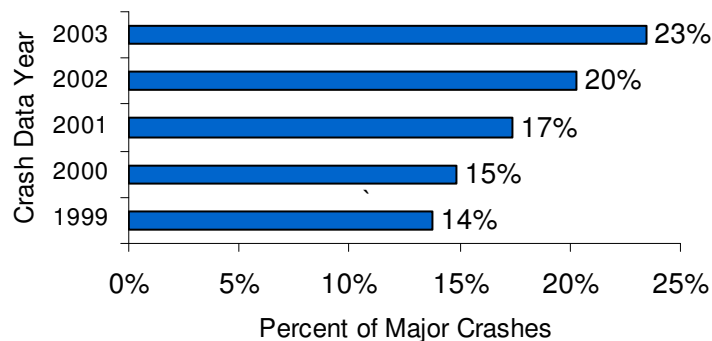


Background:

This emphasis area includes the major crashes that resulted in fatal or incapacitating injuries and in which at least one of the drivers was reported to have inattention, fatigue or sleep as a contributing factor to the crash or in which one of the drivers had a driver's condition listed as fell asleep or fatigued.

Figure 7 presents the combined percentage of for the contributing factors or driver's conditions listed above. More specifically, the percentage of major crashes listing inattention, fatigue or the driver falling asleep as a contributing factor increased between 1999 (12%) and 2001 (15%), declined slightly in 2002 (14%), then increased again in 2003 (16%). These could reflect normal fluctuations or an upward trend since the percentage in 2003 is the highest for the five-year period. On the other hand, the percentage of major crashes that appeared to have been caused by a driver being fatigued or falling asleep increased substantially during the last two years of the period, although they are still a small percentage of all major crashes. In 1999, two percent of major crashes involved drivers who were fatigued or fell asleep, but in 2003, seven percent of major crashes did.

Figure 7. Percentage of Major Crashes Related to Keeping Drivers Alert for the Period 1999 to 2003



Vermont crash data and industry research also indicate that:

- 62% occurred in rural locations
- 70% of rural crashes occurred on a main road
- 40% of urban crashes occurred at an intersection or a driveway
- Drowsiness increases a driver's risk of a crash by at least a factor of four
- Reaching for a moving object increases the risk of a crash by 9 times
- Looking at an external object increases the risk of a crash by 3.7 times
- Hands-free cell phones are just as distracting as hand-held cell phones
- Motorists who talk on cell phones are more impaired than drunken drivers with blood alcohol levels exceeding 0.08.

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CEA Objective:

The objective for this critical emphasis area is to reduce the number of major crashes related to keeping drivers alert by 14% by 2010 from 2004 levels.

CEA Performance Measures:

The number of major crashes per year related to drowsiness, falling asleep and inattention will be used to monitor the objective.

Strategies:

Today's multi-tasking demands are creating hazardous conditions on our highways. Drivers today are finding themselves cognitively distracted or sleep-deprived or both because of the demands on their time by business and personal obligations. And, by all indications, this is not an issue that is going away.

In general, our task team feels that drivers are unaware of the dangers associated with inattentive driving and drowsiness. Our task team also recognizes that various types of technologies affect how people are driving, but singled out the use of cell phones because of the conflicts it creates with driving.

The strategies presented target the cause for inattention (cell phones) and roadway solutions for fatigue (rumble strips) as well as provide an aggressive, enhanced awareness program focusing on the dangers associated with distractions and fatigue and the effectiveness of safety rest stops.

Strategy 1 Enact cell phone restriction legislation

Description:	Pass laws to prohibit cell phone usage for young drivers (under age of 18), and for school bus drivers (except in event of emergency)
Measure of Implementation:	<ul style="list-style-type: none">• Laws passed
Measure of Success:	Reduction in the usage of cell phones while driving

Strategy 2 Install shoulder and/or centerline rumble strips

Description:	Install on non-interstate paved highways with documented lane departure crashes related to driver inattention
Measure of Implementation:	<ul style="list-style-type: none">• Number of miles and number of locations treated
Measure of Success:	Reduction or elimination in lane departure crashes in treated areas associated with driver inattention

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Strategy 3 Enhance effectiveness/awareness of safety rest stops

Description: Outreach through education, television/radio campaigns, PSAs and signs along national highway system routes; Improve existing rest area facilities

Measure of Implementation:

- Number of media campaigns, PSAs
- Adequate facilities available and utilized
- Increased number of locations for public/private

Measure of Success: Reduction in crashes involving a drowsy/fatigued driver

Strategy 4 Increase awareness of dangers associated with distractions while driving

Description: Develop print and television/radio media campaigns aimed at the general driving public and targeted message at high risk population segments; Develop informational brochures and posters distributed in targeted establishments and outreach through employers

Measure of Implementation:

- Number of messages to the general driving public and the targeted audiences

Measure of Success: Increased awareness resulting in a reduction in crashes