

September 2019

Highway Safety Plan FY 2020 Georgia



GEORGIA FY 2020 Highway Safety Plan

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Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **No**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **No**

S. 405(h) Nonmotorized Safety: **Yes**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

Data Sources and Processes

Problem Identification Process

Problem analysis is completed by Governor's Office of Highway Safety (GOHS), law enforcement, Department of Transportation, Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS), contracted epidemiologist with the Governor's Office of Highway Safety, Department of Public Health, and other involved agencies and groups. The Performance Identification process for performance measures and targets are evidence-based and consistent with the "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025). Governor's Office of Highway Safety (GOHS) will regularly review the performance measures and coordinate with other above mentioned agencies for input and update on our performance measures. A state-level analysis was completed, using the most recent data available (currently 2017 FARS data). Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) were also included in the problem identification process. Surveillance data along with evaluation findings were used directly to link the identified crash issues, statewide performance targets, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement strong, evidence based programs to address the problem.

Processes Participants

Highway Safety Planning Process Participants

In developing the Highway Safety Plan, The Governor's Office of Highway Safety collaborates and receives input from the following agencies: Strategic Highway Safety Plan Task Teams (Aggressive Driving, Impaired Driving, Occupant Protection, Serious Crash Type, Age-related Issues, Non-motorized Users, Vehicle Types, Trauma Systems, Traffic/Crash Records Data Analysis, Traffic Incident Management Enhancement), Georgia Department of Drivers Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Public Safety Training Center, Injury Prevention Research Center at Emory, Traffic Records Coordinating Council, Prosecuting Attorneys Council, and the University of Georgia.

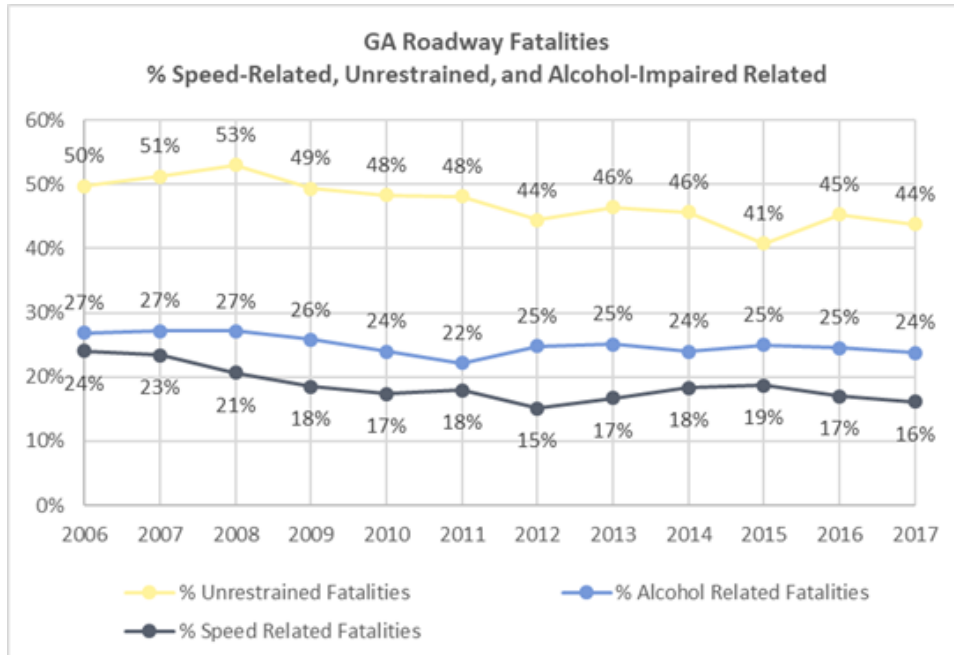
Description of Highway Safety Problems

State Demographics

In 2017, there were 1,540 motor vehicle fatalities in the State of Georgia. This is a 2% decrease in roadway fatalities in comparison to the previous year and a 6% decline from 2007 roadway fatalities. Thirteen (13) counties in Georgia had no roadway fatalities in 2017. This same year (2017), there were 23,605 serious injuries and 393,842 motor vehicle crashes in Georgia. The number of roadway fatalities varied from 1994 to 2017, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2017 Georgia experienced a fatality rate comparable to the 2015 rate, with 1.22 fatalities per every 100 million

vehicle miles traveled (VMT). The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities.

In 2017, Georgia, experienced a slight decrease in the percentage of alcohol-impaired, speed related, and unrestrained passenger fatalities in comparison to the previous year.



Although these statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support, are among the proven means of reducing crashes, injuries and fatalities. The Governor's Office of Highway Safety (GOHS) will continue to leverage the benefits initiated during the last planning cycle. The agency's Highway Safety Plan provides the direction and guidance for the organization. The Highway Safety Plan (HSP) contains Education and Enforcement countermeasures for reducing motor vehicle related crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the Enforcement, Education, Engineering Evaluation and Emergency Medical Services components to roadway safety in the State. This "5-E" approach will result in a balanced and effective strategy to save lives on Georgia's roadways. Governor's Office of Highway Safety (GOHS) plans to develop, promote, implement and evaluate projects designed to address those identified major contributing injury and fatal highway safety factors with the latest data available.

Methods for Project Selection

FFY 2020 Planning Calendar

FFy2020 Planning Calendar	
Dec-18	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation.
December 2018 - June 2019	Identify and involve partners in each planning process.
January - March 2019	Coordinate HSP and data collection for the state with SHSP.
January – May 2019	Data analysis to define highway safety problem and to develop program area performance targets and measures.
Jan-19	Produce an annual ranking report, identifying available funds, and develop program's Request for Proposals (RFPs).
February - March 2019	Based on availability of federal funds, contact prospective grantees to determine interest, post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
Apr-19	Submission of grant applications.
April – June 2019	Identify, review, prioritize, select strategies, and finalize projects and grant applications.
1-Jul-19	Submit Highway Safety Plan for NHTSA review and approval. Notify grant awarded applicants.
July - August 2019	Respond to NHTSA comments/recommendations.
Oct-19	Beginning of the FFY2020 grant year.
Dec-19	Evaluate outcomes and results for use in next planning cycle.

Strategies for Project Selection

The Governor's Office of Highway Safety provides funding opportunities to police departments, governmental entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grant proposals are received through responses to request for proposals (RFP) and through unsolicited submissions where documented highway safety problems exist.

Request for Proposals (RFP)

As innovative programs are developed, specific requests for proposals are distributed to communities, special interest groups, governmental agencies and other stakeholders through electronic mediums (i.e. the Governor's Office of Highway Safety (GOHS) Website, GATEN,

Georgia Association of Chiefs of Police, Sheriff's Association, Atlanta Regional Commission, Georgia Municipal Association, ACCG, GAMPO and GPSTC). The request for proposals (RFP) provides an introduction to the specific problem(s), eligibility criteria, program targets and objectives, suggested activities, and methods of evaluation. Upon receipt of all applicants responding to the request for proposals (RFP), a review team of planning and finance representatives is assigned the task of assessing applications to determine if the proposed projects are viable via the Governor's Office of Highway Safety (GOHS) online reporting system, Electronic Grants of Highway Safety (eGOHS) Plus.

Ranking System

Georgia GOHS staff met with the contract epidemiologist early in the planning process and requested a county ranking profile. This county ranking was requested in overall fatalities, alcohol impaired, speed-related, motorcycle, pedestrian, and bicycle fatalities based on the most current data. From this data, Georgia GOHS had the ability to work with staff within those counties to help formulate data driven projects.

Discretionary Grants

Funds are also used to support governmental entities furthering The Governor's Office of Highway Safety's mission. In these instances, the purpose, scope, and funding requirements are subjected to Governor's Office of Highway Safety (GOHS) staff review and scoring prior to Governor's Office of Highway Safety (GOHS) Director Approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow Governor's Office of Highway Safety (GOHS) procedures in applying for highway safety funds.

Renewal Process

Projects that have been deemed vital to the Governor's Office of Highway Safety (GOHS) mission by the Director may receive funding for multiple years based on the availability of funds. All renewal applications are reviewed along with other potential funding requests.

Grant Application Process

Who Can Apply

For the FFY2020 grant year, The Governor's Office of Highway Safety created and advertised a Request for Proposal (RFP). The RFP was advertised through many resources including, but not limited to, the Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, and Georgia Regional Commissions. Applications were reviewed and selected based upon the responses to the RFP.

When to Apply

Applications for federal funds are generally accepted six to nine months prior to the beginning of each federal fiscal year, which begins October 1. Dependent upon the time frame of the identified problem, subsequent applications for funding may also be submitted anytime during the fiscal year.

How to Apply

Prospective grantees must submit an application using Electronic Grants of Highway Safety (eGOHS) Plus using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The Governor's Office of Highway Safety (GOHS) Grant Application consists of three (3) major parts Programmatic, Budget, and Certifications. The need to complete all major parts varies according to Program emphasis areas.

Part I – Programmatic Section

Problem Identification

The problem statement must clearly define the problem(s) planned to be addressed. The statement must provide a concise description of the problem(s), where it is occurring; the population affected, how and when the problem is occurring, etc. It must include consecutive years of the most recent data to establish the conditions and the extent of the problem(s). Charts, graphs and percentages are effective ways of displaying the required data.

Program Assessment

The applicant must identify the resources that the community/jurisdictions are currently using to address the problem(s) identified under the problem identification section mentioned above. This section will (1) review and note activities and results of past and current efforts, indicating what did or did not work (2) assess resources to determine what is needed to more effectively address the problem(s) and (3) identify local laws, policies, safety advocate groups and organizations that may support/inhibit the success of the project.

Project Objectives, Activities and Evaluation

The objectives must clearly relate to the target problem(s) identified in the Problem Identification section mentioned above. The activities identify the steps needed to accomplish each objective. Finally, a comprehensive evaluation plan must be developed to explain how to measure the outcome of each proposed activity listed.

Milestone Chart- Part of the Activities and Evaluation Section

This chart must provide a summary of the projected activities to be accomplished on a monthly basis. This section reflects the activities described in the Project Objectives, Activities and Evaluation Section mentioned above.

Media Plan

The applicant must describe a plan for announcing the award of the grant to the local community. Media outlets available to the project must be stated. A discussion of how the public will be informed of grant activities throughout the entire project period is also included.

Resource Requirements

This section must list the resources needed in order to accomplish the objectives. Requirements may include but not be limited to personnel, equipment, supplies, training needs and public information/educational materials. A brief description of how and by whom the resources will be used is also required.

Self Sufficiency

This statement must reflect a plan of action that explains how the activities of the project will be continued after federal funds are no longer available to implement the project. The self-sufficiency plan must identify potential sources of non-federal funds.

Part II – Budget Section

Each budget item(s) must be allowable, reflect a reasonable cost and be necessary to carry out the objectives and activities of the project. Potential budget categories include:

Personnel Services (Salaries, Pay Schedule and Benefits)

Regular Operating Expenses

Travel

Equipment Purchases

Contractual Services

Per Diem and Fees

Computer Charges and Equipment

Telecommunications

Motor Vehicle Purchases

Rent/Real Estate

Part III: Grant Terms and Conditions, Certification

This section contains certain legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply. Additionally, individuals responsible for the financial aspects of the grant are identified. The application for funding must be submitted by the appropriate Authorized Official, who may be either an elected official and/or agency head, or Agency Administrator. Upon approval, the application is made part of the executed grant agreement between the Governor's Office of Highway Safety (GOHS) and the applicant.

Application Review Process

All grant applications are submitted via the Electronic Grants for the Office of Highway Safety (eGOHS) Plus System.

Preliminary Application Training

After extending Request for Proposals (RFPs), a grant funding procedures application training is arranged during which the Governor's Office of Highway Safety (GOHS) grant application and reporting documents are explained and the grant application submission date is established.

The Preliminary application training is required and facilitated for potential agencies that have never received Governor’s Office of Highway Safety (GOHS) grant funding, do not have a grant with GOHS for the previous fiscal year, or does have a current grant with GOHS but are seeking funds for a new project. Requests for proposals (RFP) are only extended to new agencies based on the availability of federal funds. If sufficient funding is not available to consider the addition of new grants, the Preliminary training will not be held. If a potential grant project is established after the preliminary conference is held, GOHS can set up an individual meeting with the potential grantee.

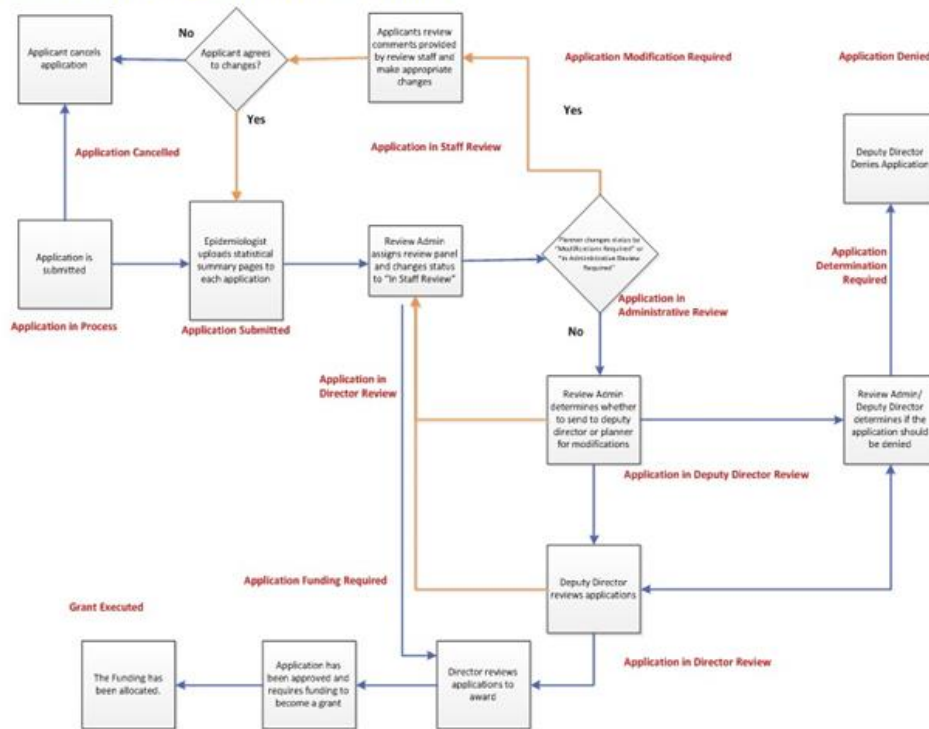
Review Panel

Once submitted, applications are assigned to a review panel which includes one GOHS Grant Manager and a staff member from the finance division. For new applications, there is also an external reviewer assigned to review and score the application. During the review phase local, county, and state data are included in the review of applications. The Electronic Grants of Highway Safety (eGOHS) Plus system maintains the information and issues the notifications regarding each step.

Each member of the review panel completes scoring based on established guidelines and eGOHS Plus calculates each score. Once the review panel, along with the Division Director of Planning and Programs, Deputy Director and the GOHS Director complete their review, accepted applications are executed and then receive a grant number.

As new applications are reviewed, they are placed in “Application Funding Required” or “Application Determination Required” status until the availability of federal funding is verified, as well as the need for special programs, based on ‘data’ for new projects. Once amounts are verified, the applications are executed and a grant award notification is sent to the grantee.

eGOHS Plus Application Review Process Flow



Grant Selection Notification

The Authorizing Official and the Agency Administrator of the awarded grants receives written notification of grant award which includes the Governor’s Office of Highway Safety (GOHS) Grant Terms and Conditions, and Certifications. The applicant is notified electronically via eGOHS Plus and hard copy via U.S. Mail of the approval or denial of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities October 1st through September 30th of the designated federal fiscal year.

Agency Training

Following grant award notification, grantees are invited to attend training to learn about GOHS procedures. This training is intended to inform grantees, especially new grantees of GOHS’ expectations for the grant year. This training may be conducted via webinar, in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the proper reporting procedures and the use of eGOHS Plus for the submission of claims, progress reports, travel requests, amendments, and final reports. GOHS’ Grant Terms and Conditions are also highlighted.

Funding Formula

The Section 402 formula is:

75% based on the ratio of the State’s population in the latest Federal census to the total population in all States. 25 % based on the ratio of the public road miles in the State to the total public road miles in all States.

In addition, it requires that at least 40% of the total federal annual obligation limitation must be used by or for the benefit of political subdivision of the State.

Project Funding Period

The federal government operates on a fiscal year that commences on October 1 and ends on September 30. Generally, projects will only be funded during this time span. Occasionally, prior year funds are rolled over into the current fiscal year to continue a project, but this practice is neither encouraged nor frequent.

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS Director. The diminishing levels of funding are designed to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. At the discretion of the Governor's Office of Highway Safety (GOHS) Director and a Governor's Office of Highway Safety (GOHS) application review committee, a project may be funded beyond 3 years and at different rates. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquisition cost of \$5,000 or more, must be pre-approved by the grant approving officials. Equipment must go through the bid process and have prior approval from both The Governor's Office of Highway Safety (GOHS) and National Highway Traffic Safety Administration (NHTSA).

DOT LEP Guidance

The Georgia Governor's Office of Highway Safety (GOHS) will comply and inform its sub-recipient to comply with the "Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons" (DOT LEP Guidance).

Grant Monitoring/Evaluations

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety (GOHS) utilizes an evaluation team to complete data sheets for each application as they are submitted as well as throughout the course of the grant. The evaluation team reviews applications to make certain that stated objectives and activities are reasonable and attainable. Grants can then be revised if updates are necessary. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from Governor's Office of Highway Safety (GOHS) grantees.

The Governor's Office of Highway Safety (GOHS) conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claims documenting the previous month's activities. Beginning in Federal Fiscal Year (FFY)

2008, Governor's Office of Highway Safety (GOHS) accepted electronic signatures to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim and programmatic reports. Effective January 1, 2012, grantees are encouraged to receive their claim for reimbursement payment electronically via Automatic Clearing House (ACH).

Governor's Office of Highway Safety (GOHS) grant managers complete a Grant Status Report on all awarded grants to document the progress of the project. Grant Managers then make a recommendation for continued and future funding based on the overall performance and reach of the grant. Governor's Office of Highway Safety (GOHS) Grant Managers must also conduct a minimum of one onsite visit per year with each grantee receiving more than \$25,000 in grant funds. Additionally, 50% of grants up to \$24,999.99 must have one onsite visit. During the onsite visit, Grant Managers discuss problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verifying that funds obligated were spent in accordance with the grant agreement.

List of Information and Data Sources

Highway Safety Plan Data Sources

The Highway Safety Plan is based on the latest statistics available from the National Highway Traffic Safety Administration (NHTSA) for highway safety problem solving. All data stated within this document will correlate and reference back to the summary of performance measures as agreed upon by National Highway Traffic Safety Administration (NHTSA) and The Governor's Highway Safety Association (GHSA). The data has been obtained through the National Fatality Analysis Reporting System (FARS) database with the exception of the number of crashes and serious injuries in traffic crashes which has been documented with state crash data files.

Data Type	Description	Citation
Roadway Fatalities	Fatality Analysis Reporting System (FARS) is a nationwide census providing National Highway Traffic Safety Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 19 Jun. 2019. < http://www-nrd.nhtsa.dot.gov >.
Roadway Crashes and Injuries	The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. Governor's Office of Highway Safety (GOHS) uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Georgia Crash Reporting System (GEARS). Web. 19 Jun. 2019.
Occupant Protection	Dr. James Bason, on behalf of the Governor's Office of Highway Safety (GOHS) and the University of Georgia Department of Health Promotion and Behavior, conducted an observational survey of safety belt use and child safety seat use between March and September 2018. Governor's Office of Highway Safety (GOHS) uses the survey findings to identify usage rates (includes motorcycle helmets) by geographic region, gender, race/ethnicity, age group (children under 5 years) and overall statewide population.	Bason, James. J. "Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia" 2018. Survey Research Center, University of Georgia: Athens, Georgia
Roadway Crashes and Other Injuries	CODES utilizes linked electronic data to track persons involved in motor vehicle crashes from the scene through the health care system to determine crash outcome in terms of mortality, injury, severity, and health care costs. CODES uses probabilistic techniques to link crash and other injury data. The Georgia Crash Outcomes Data Evaluation System (CODES) project is funded by the Governor's Office of Highway Safety, and brings together multiple agencies and highway safety data owners to identify opportunities for crash prevention by linking and analyzing crash, vehicle, and behavioral characteristics to medical and financial data. This improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.	Georgia Crash Outcomes Data Evaluation System (CODES)
Georgia Office of EMS and Trauma - EMS and trauma registry data	GEMSIS, Georgia's statewide Emergency Medical Services data system, is an electronic system that provides timely, accurate and efficient data from the EMS patient care reports. The goal of GEMSIS is to develop an effective and efficient statewide infrastructure, data collection and reporting, evaluation and quality improvement initiative that focuses on Emergency Medical Services as an integrated component of the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.	Georgia Emergency Medical Services Information System (GEMSIS)
EMS	The National Emergency Medical Services Information System (NEMSIS) is the national database that provides the framework for collecting, storing, and sharing standardized EMS data from States nationwide. NEMSIS is a universal standard for how patient care information resulting from an emergency 911 call for assistance is collected. NEMSIS is a collaborative system to improve patient care through the standardization, aggregation, and utilization of point of care EMS data at a local, state and national level. The NEMSIS uniform dataset and database help local, State and national EMS stakeholders more accurately assess EMS needs and performance, as well as support better strategic planning for the EMS systems of tomorrow. Data from NEMSIS is also used to help benchmark performance, determine effectiveness of clinical interventions, and facilitate cost-benefit analyses.	National Emergency Medical Services Information System (NEMSIS)
Georgia Department of Driver Services (DDS) -Citation	GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical, as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten (10) days of the date of the conviction.	Georgia Electronic Conviction Processing System (GECEPS)
Georgia Department of Public Health - Hospitalization and Emergency Room Data	Hospitalization/Emergency Room data is discharge data that is constructed from data supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals in the state of Georgia, through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient. Emergency Room data includes everyone seen and discharged from the Emergency Room. For hospital data, the admission source can be the ER and may be concluded that Hospitalization data includes injuries that are generally more serious than those in ER data. Motor vehicle crash data is a subset of hospitalization/Emergency Room data. A record is classified as MV Crash-related if the principal (first) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. This is based on the ICD10-CM system of disease classification. Classified records are analyzed in the Online Analytical Statistical Information System (OASIS) by age, race, place, time, and sex. Measures such as discharge counts, population-based rates (crude and age-adjusted) and percentages of total discharges are calculated.	Online Analytical Statistical Information System (OASIS)

As more current data becomes available, Governor's Office of Highway Safety (GOHS) will use such in refining its Highway Safety Plan (HSP).

Description of Outcomes

Coordination with the Strategic Highway Safety Plan

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan.

Housed within the Governor's Office of Highway Safety (GOHS), the Operations Manager for the SHSP work closely with a variety of internal and external partners at the federal, state and local levels as well as the private sector. The SHSP has been updated and in place during FY 2019. The task teams are comprised of a combination of the 4 safety E's; Engineering, Enforcement, Education, and Emergency medical services (EMS). Each task team is assigned a "Champion" and work to establish measurable target(s) that are designed to reduce serious injuries and fatalities in an established emphasis area. Throughout the year, teams track their progress against their target(s) and report their findings to participating groups and to GOHS.

SHSP meeting schedule:

1. The SHSP Executive Board meetings are biannually
2. Task Team Leaders meetings are held quarterly
3. The SHSP summit is held annually
4. Emphasis area task team meetings are held at least quarterly

The SHSP emphasis areas that have been identified in the 2019-2021 plan included:

1. Impaired Driving
2. Occupant Protection
3. Distracted Driving
4. Serious Crash Type
 1. Intersection Safety
 2. Roadway Departure
5. Age-related Issues
 1. Young Adult Drivers
 2. Older Drivers
6. Non-Motorized Users
 1. Pedestrian
 2. Bicycle
7. Vehicle Type

1. CMV/Heavy Trucks
2. Motorcycle

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and task teams.

The 2019 Governor's Strategic Highway Safety Plan (SHSP) Summit was held on May 15, 2019 at the Central Georgia Technical College in Macon, GA. This annual event brings over 100 highway safety advocates & partners together in one location to promote, work together and improve traffic safety to reduce crashes, injuries, and fatalities on Georgia roadways.

The performance measures listed in the 2020 Highway Safety Plan have been coordinated through the Georgia SHSP's core data group which includes representation from both the GOHS and GDOT. The three core performance measures (number of fatalities, rate of fatalities and number of serious injuries), targets are identical in both the Georgia HSP and HSIP. Performance management connects the HSIP and HSP to the SHSP to promote a coordinated relationship for common performance measures, resulting in comprehensive transportation and safety planning.

The HSP and HSIP core performance measure target values are updated annually using the most recent FARS and crash data available. The FY20 HSP and HSIP target values were determined using 2017 FARS and crash data as baseline. The SHSP target values were determined using 2016 FARS and crash data as baseline and projected estimated fatalities for years 2019-2021. All reports (HSP, SHSP, and HSIP) that used 2016 FARS data as baseline have the same FY19 target values. Using the most recent data available, 4 out of the 13 FY20 HSP core performance measure target values increased in comparison to the FY20 targets established using the 2016 FARS data (unideal direction). These HSP FY20 target values are presented in the table below in red, bold font.

HSP/HSIP/SHSP CORE PERFORMANCE MEASURES

The HSP and HSIP core performance measure target values are updated *annually* using the most recent FARS and crash data available. The FY20 HSP and HSIP target values were determined using 2017 FARS and crash data as baseline. The SHSP target values were determined using 2016 FARS and crash data as baseline and projected estimated fatalities for years 2019-2021. All reports (HSP, SHSP, and HSIP) that used 2016 FARS data as baseline have the same FY19 target values. Using the most recent data available, 4 out of the 13 FY20 HSP core performance measure target values increased in comparison to the FY20 targets established using the 2016 FARS data (unideal direction). These HSP FY20 target values are presented in the table below in red, bold font.

Core Performance Measures ● Core Performance Measure is also reported <i>annually</i> in the State Highway Safety Improvement Program (HSIP)		Highway Safety Plan (HSP)				Strategic Highway Safety Plan (SHSP)			
		Baseline	Target est. with 2016 baseline data	Baseline	Target est. with 2017 baseline data	Baseline	Targets est. with 2016 baseline data		
		2016	2019	2017	2020	2016	2019	2020	2021
C-1 ●	5-year moving average traffic fatalities	1,304	1,652	1,376	1,698	1,304	1,652	1,835	2,050
C-2 ●	5-year moving average serious traffic injuries	22,179	24,324	22,918	24,094	22,179	24,324	24,432	24,229
C-3 ●	5-year moving average traffic fatalities per 100M VMT	1.14	1.31	1.16	1.28	1.14	1.31	1.40	1.51
C-4	5-year moving average unrestrained traffic fatalities	399	507	418	560	399	507	564	631
C-5	5-year moving average alcohol related fatalities	319	478	337	464	319	478	561	658
C-6	5-year moving average speed related fatalities	225	306	238	317	225	306	347	396
C-7	5-year moving average motorcyclist fatalities	142	151	143	163	142	151	159	164
C-8	5-year moving average un-helmeted motorcyclist fatalities	8	6	10	16	8	6	5	4
C-9	5-year moving average young drivers involved in fatal crashes	164	186	171	207	164	186	394	543
C-10	5-year moving average pedestrian fatalities	186	251	204	281	186	251	270	285
C-11	5-year moving average bicyclist fatalities	23	27	23	25	23	27	29	31
B-1	5-year moving average seatbelt usage rate	95.8%	97.8%	96.9%	97.9%	95.8%	97.8%	97.9%	97.7%

Performance report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

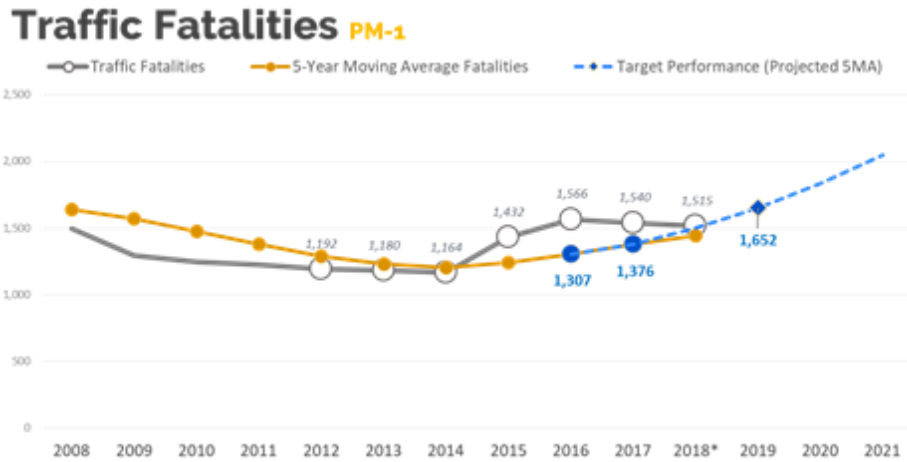
Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon the 2017 FARS data and 2018 GEARS preliminary data, Georgia is on track "To maintain the 5-year moving average traffic fatalities under the projected 1,652 (2015-2019) 5-

year average by December 2019." Because of this, Georgia will actually show a reduction for this core measure.

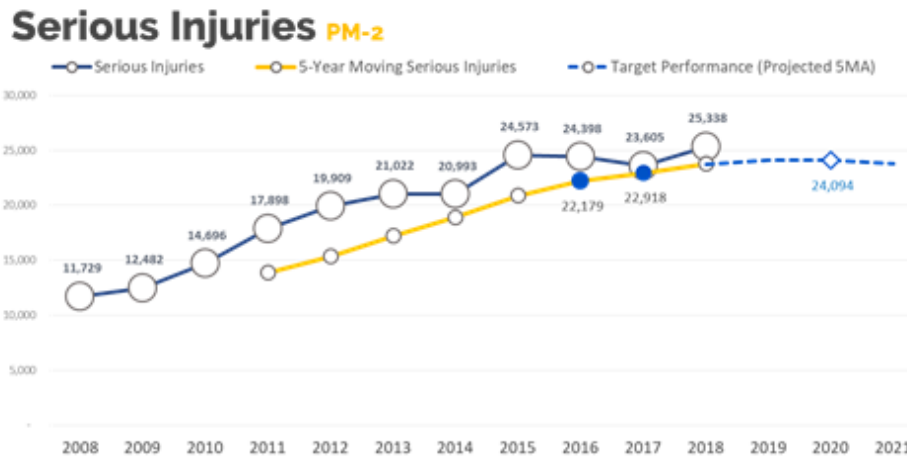


Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

While the definition of serious injury remained the same, the count of serious injuries from 2006-2015 has increased because more records from the GSP were added to the dataset and fits the criteria of 50% visible injury, required transport, and with serious vehicle damage. Georgia will consistently be monitoring the crash data, revising the serious injury definition, and update the target as needed.

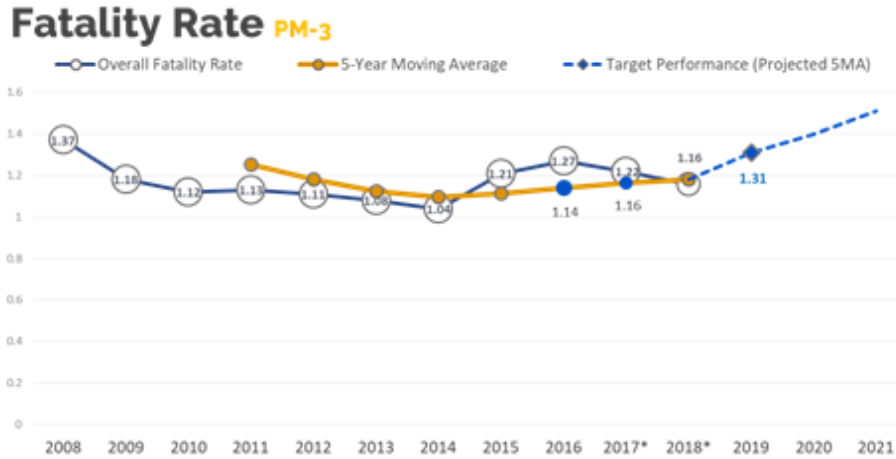


Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

Based upon the 2017 FARS and Preliminary 2018 data, Georgia has been able to "Maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.31 (2015-2019) 5-year average by December 2019." This is still in progress but if the numbers continue to trend downward, Georgia will meet this core measure.

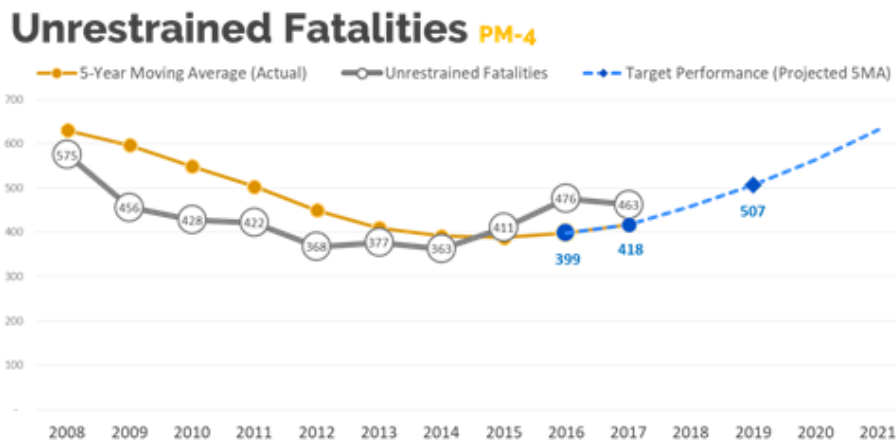


Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS data and preliminary trends, Georgia is on track to "Maintain the 5-year moving average unrestrained traffic fatalities under the projected 507 (2015-2019) 5-year average by December 2019." If the data continues to trend as it has based on current data, Georgia will meet this core measure.

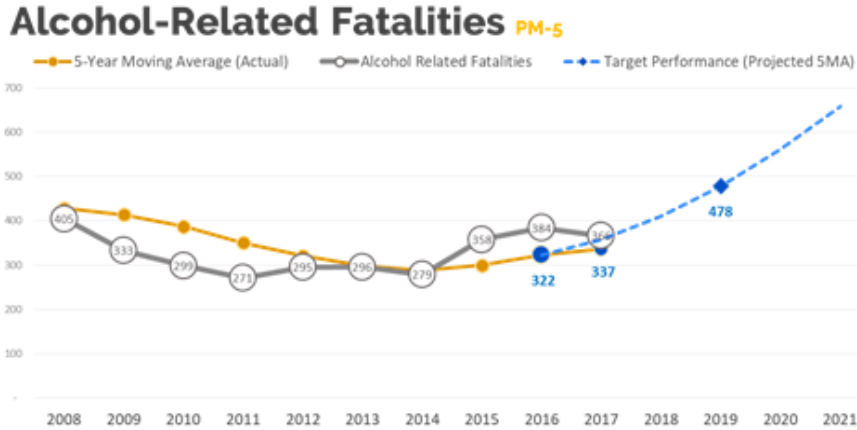


Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

Current trends and data show that Georgia will fall just short of the core measure of "Maintaining the 5-year moving average of alcohol related fatalities under the projected 478 (2015-2019) 5-year average by December 2019." Georgia has approximately 24% to 25% of overall traffic related fatalities related to alcohol. We will continue to put projects into place to help reduce this overall number.

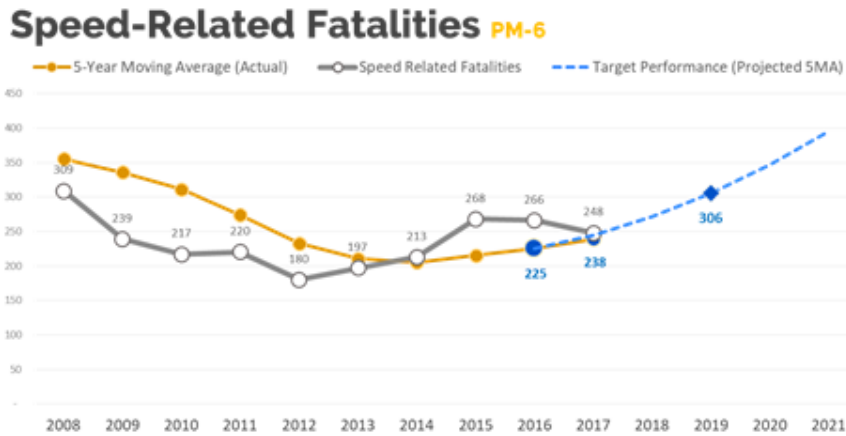


Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS data and current trends, Georgia will meet the target of "Maintaining the 5-year moving average speed related fatalities under the projected 306 (2015-2019) 5-year average by December 2019." If the data and trends continue, Georgia will meet this core measure.

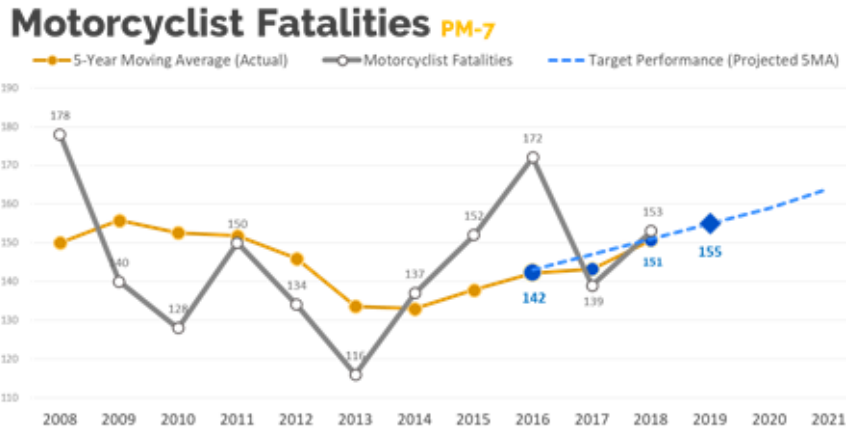


Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and 2018 preliminary data, Georgia will "Maintain the 5-year moving average motorcyclist fatalities under the projected 155 (2015-2019) 5-year average by December 2019." Georgia motorcycle fatalities are trending downward and if this continues, we will meet this core measure.

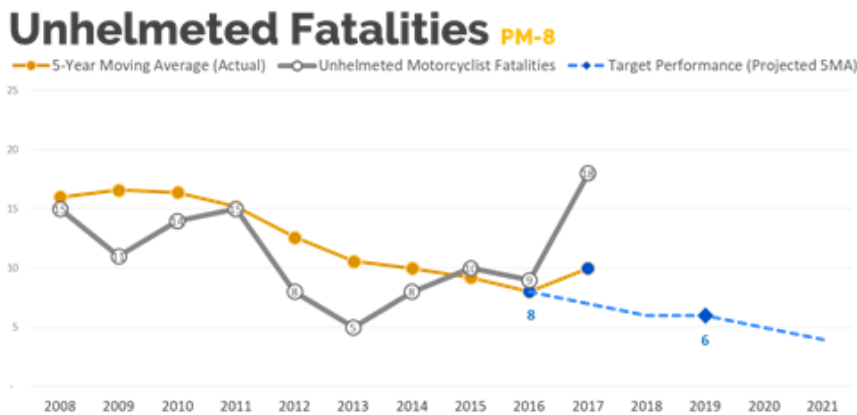


Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Georgia is one of the few states that still requires motorcyclists to wear proper headgear. Based upon current trends and data, Georgia will be able to "Reduce the 5-year moving average unhelmeted motorcyclist fatalities by 25% from baseline 8 (2012-2016) 5-year average to 6 (2015-2019) 5-year average by December 2019.

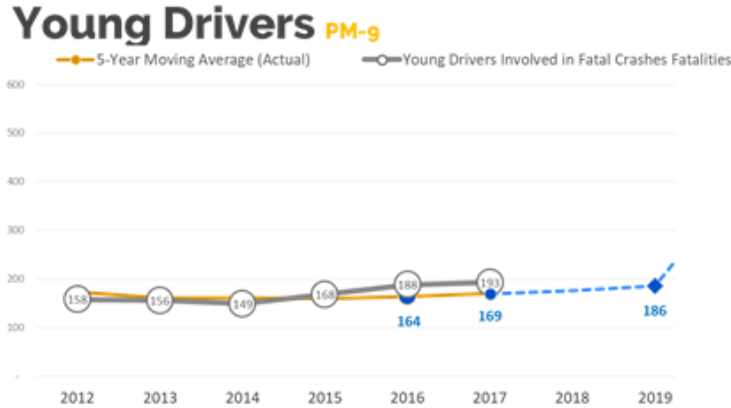


Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon current data and trends, Georgia will "Maintain the 5-year moving average young drivers involved in fatal crashes under the projected 186 (2015-2019) 5-year average by December 2019."



Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and preliminary 2018 data, Georgia will "Maintain the 5-year moving average pedestrian fatalities under the projected 251 (2015-2019) 5-year average by December 2019." Georgia pedestrian fatalities continue to rise however we have put projects into place that focus on counties where pedestrian fatalities are highest.



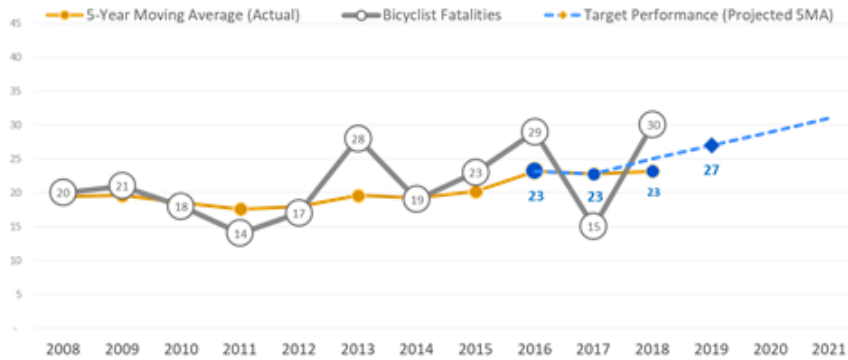
Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and 2018 preliminary data, Georgia will "Maintain the 5-year moving average bicyclists fatalities under the projected 27 (2015-2019) 5-year average by December 2019."

Bicyclist Fatalities PM-11



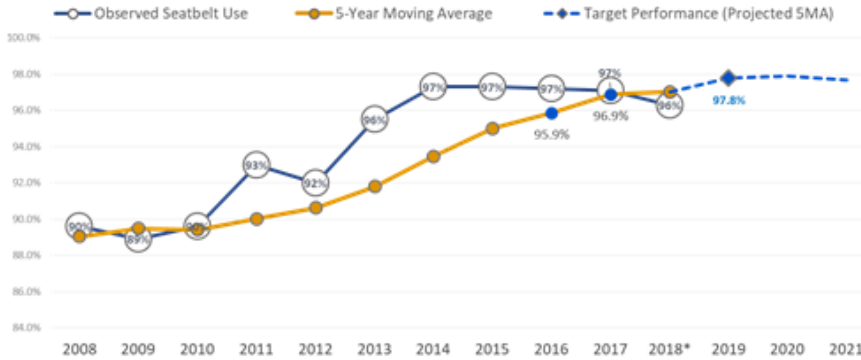
Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **In Progress**

Program-Area-Level Report

Over the past four years, Georgia has been successful in maintaining one of the highest usage rates in the country. Because of strong media presence, education, and enforcement, Georgia is on track to "Increase the 5-year moving average seatbelt usage rate from 95.9% (2012-2016) to 97.8% (2015-2019) 5-year average by December 2018.

Seat Belt Use B-1



Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
13	C-1) Number of traffic fatalities (FARS)-2020	5 Year	2016	2020	1698
14	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	5 Year	2016	2020	24,094
15	C-3) Fatalities/VMT (FARS, FHWA)-2020	5 Year	2016	2020	1.28
16	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	5 Year	2016	2020	560
17	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	5 Year	2016	2020	464
18	C-6) Number of speeding-related fatalities (FARS)-2020	5 Year	2016	2020	317
19	C-7) Number of motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	163
20	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	16
21	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	5 Year	2016	2020	207
22	C-10) Number of pedestrian fatalities (FARS)-2020	5 Year	2016	2020	281
23	C-11) Number of bicyclists fatalities (FARS)-2020	5 Year	2016	2020	25
24	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	5 Year	2016	2020	97.9

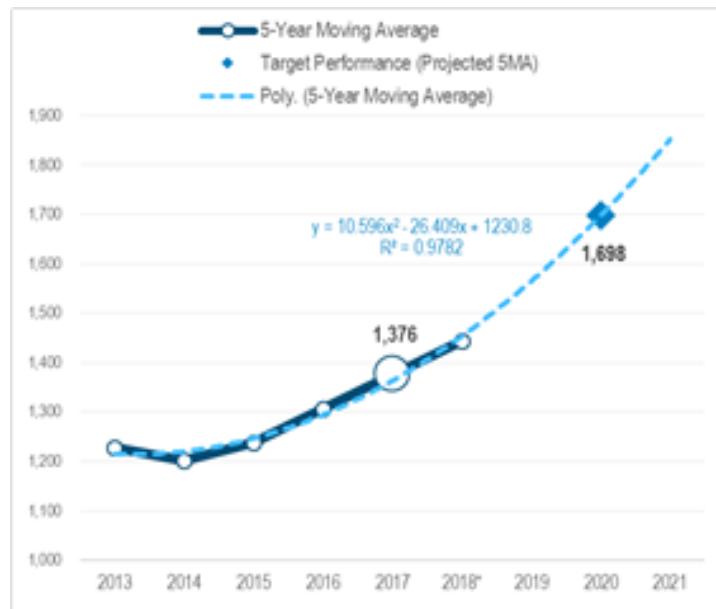
Performance Measure: C-1) Number of traffic fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	1698	5 Year	2016

Performance Target Justification

During the period of 2013-2018, there is an increase in the number of traffic fatalities and the unweighted 5-year moving average of traffic fatalities. The number of traffic fatalities decreased by 26 counts – 1.7% from 1,566 fatalities in 2016 to 1,540 fatalities in 2017. Preliminary data shows that fatalities decreased by 35 counts to 1,515 fatalities in 2018. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS has the 2020 target to maintain the 5-year moving average traffic fatalities under the project 1,698 (2016-2020) 5-year average by December 2020.



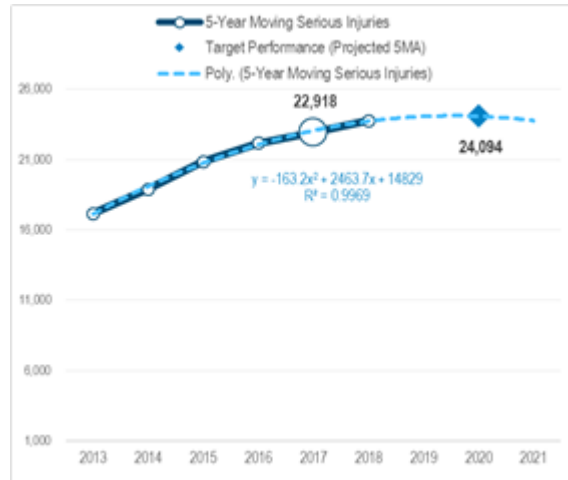
Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	24,094	5 Year	2016

Performance Target Justification

Since 2013, the number of serious injuries has unsteadily increased over time. The number of serious injuries decreased by 3% (793 less serious injuries) in 2016 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving average serious traffic injuries under the projected 24,094 (2016-2020) 5-year average by December 2020.



Note that the GDOT, GOHS, and the State Highway Safety Plan (SHSP) data teams are currently standardizing the definition of ‘serious injury’ and it is subject to change. Any changes in the ‘serious injury’ definition as a result of using the updated crash form will impact the final datasets. This will lead to changes in the final counts presented in future data reporting and calculations of annual targets.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)-2020

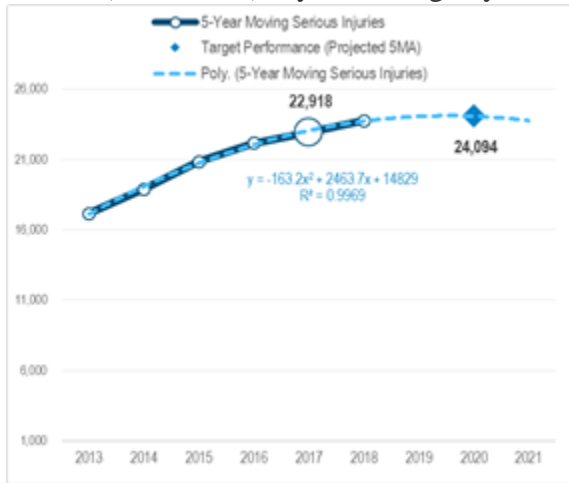
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Numeric	1.28	5 Year	2016

Performance Target Justification

Since 2013, the number of serious injuries has unsteadily increased over time. The number of serious injuries decreased by 3% (793 less serious injuries) in 2016 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving average serious traffic injuries under the projected

24,094 (2016-2020) 5-year average by December 2020.



Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020

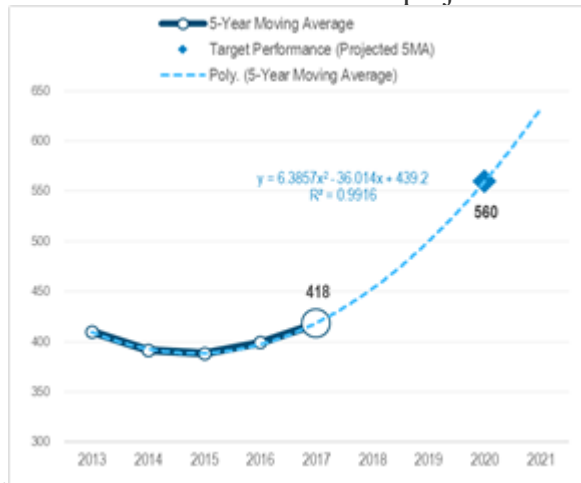
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	560	5 Year	2016

Performance Target Justification

Since 2014, the number of unrestrained traffic fatalities has steadily increased. In 2016, there were 463 unrestrained fatalities. The number of unrestrained fatalities increased by 3% (13 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving

average unrestrained traffic fatalities under the projected 560 (2016-2020) 5-year average by



December 2020.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020

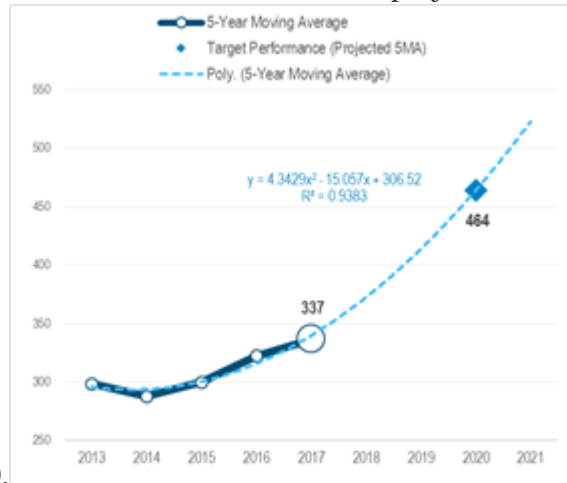
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	464	5 Year	2016

Performance Target Justification

In 2017, there were 366 alcohol related fatalities. The number of alcohol related fatalities decreased by 5% (18 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.94), GOHS has the 2020 target to

maintain the 5-year moving average alcohol related fatalities under the projected 464 (2016-



2020) 5-year average by December 2020.

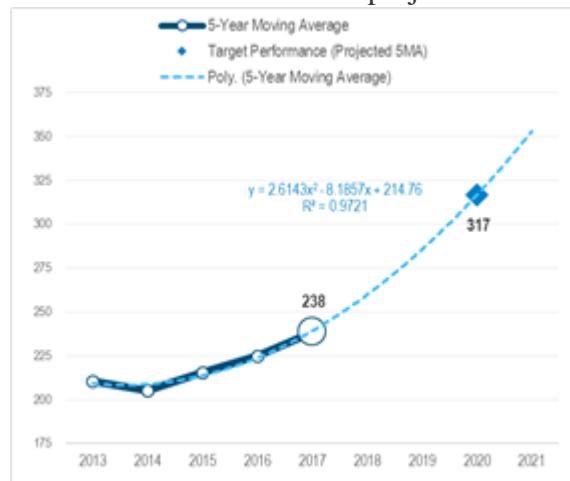
Performance Measure: C-6) Number of speeding-related fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	317	5 Year	2016

Performance Target Justification

In 2017, there were 248 speed related fatalities on Georgia roadways. The number of speed related fatalities decreased by 7% (18 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R² of 0.97), GOHS has the 2020 target to maintain the 5-year moving average speed related fatalities under the projected 317



(2016-2020) 5-year average by December 2020.

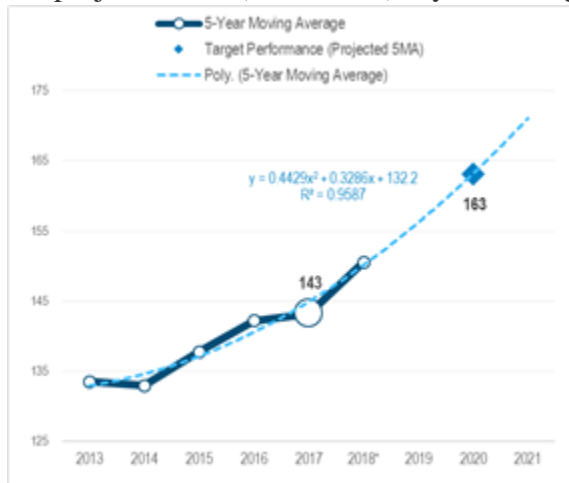
Performance Measure: C-7) Number of motorcyclist fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	163	5 Year	2016

Performance Target Justification

Since 2007, more than 10% of all traffic fatalities were motorcyclists. In 2017, there were 139 motorcyclist fatalities. The number of motorcyclist fatalities decreased by 19% (33 less fatalities) in 2017 in comparison to 2016. However, in 2018 there is an estimated 153 motorcyclist fatalities. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.95), GOHS has the 2020 target to maintain the 5-year moving average motorcyclist fatalities under the projected 163 (2016-2020) 5-year average by December 2020.



Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020

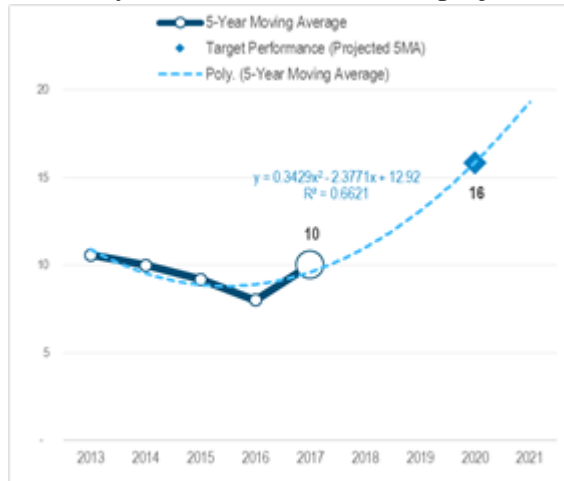
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	16	5 Year	2016

Performance Target Justification

In 2017, there were 18 un-helmeted motorcyclist fatalities. The number of motorcyclist fatalities doubled in 2017 in comparison to 2016. Using 5-year moving averaging method and using

polynomial modeling (R^2 of 0.66), GOHS has the 2020 target to maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 16 (2016-2020) 5-year average



by December 2020.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020

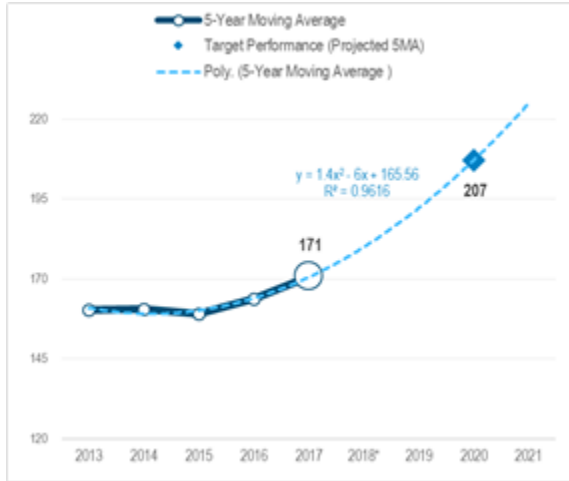
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	207	5 Year	2016

Performance Target Justification

Since 2014, the number of young drivers involved in fatal crashes has steadily increased. In 2017, there were 193 young drivers involved in fatal crashes. The number of young drivers involved in fatal crashes increased by 3% (5 more young drivers) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.96), GOHS has the 2020 target to maintain the 5-year moving average young drivers involved in fatal crashes

under the projected 207 (2016-2020) 5-year average by December 2020.



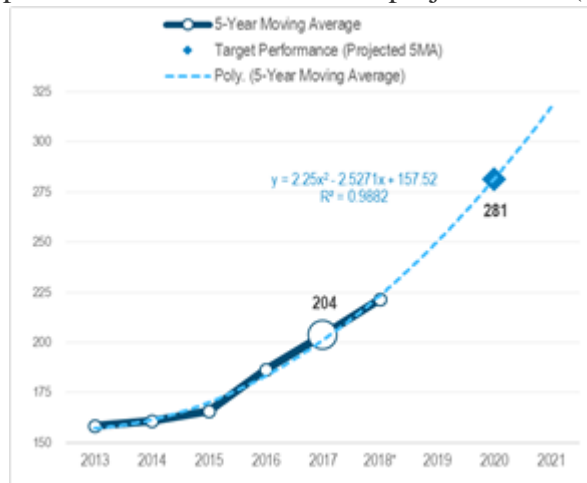
Performance Measure: C-10) Number of pedestrian fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	281	5 Year	2016

Performance Target Justification

Since 2014, the number of pedestrian fatalities has steadily increased over time. In 2017, there were 253 pedestrian fatalities in Georgia. The number of pedestrian fatalities increased by 9% (21 more fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS has the 2020 target to maintain the 5-year moving average pedestrian fatalities under the projected 281 (2016-2020) 5-year average by



December 2020.

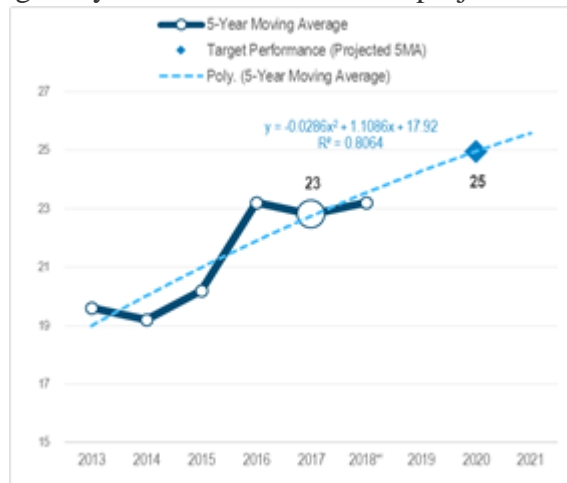
Performance Measure: C-11) Number of bicyclists fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	25	5 Year	2016

Performance Target Justification

In 2017, there were 15 bicyclist fatalities in Georgia – 14 less in comparison to 2016. Preliminary 2018 data shows that bicyclist fatalities increased to 30 fatalities. Using 5-year moving averaging method and using polynomial modeling (R² of 0.80), GOHS has the 2020 target to maintain the 5-year moving average bicyclist fatalities under the projected 25 (2016-



2020) 5-year average by December 2020.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020

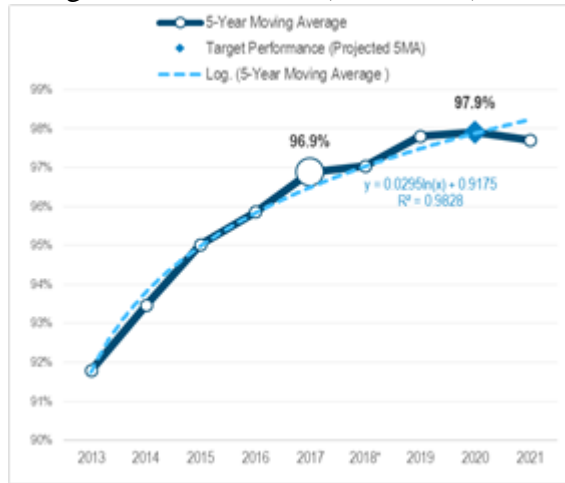
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Percentage	97.9	5 Year	2016

Performance Target Justification

Statewide safety belt usage in 2017 for drivers and passengers of passenger cars, trucks, and vans was 97.1%, a 0.1% net decrease from 2016. GOHS has the 2020 target to increase the 5-

year moving average seatbelt usage rate from 96.9% (2013-2017) to 97.9% (2016-2020) 5-year



average by December 2020.

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: **129223**

Fiscal Year A-1: **2018**

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: **34790**

Fiscal Year A-2: **2018**

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: **528461**

Fiscal Year A-3: **2018**

Program areas

Program Area: Aggressive Driving

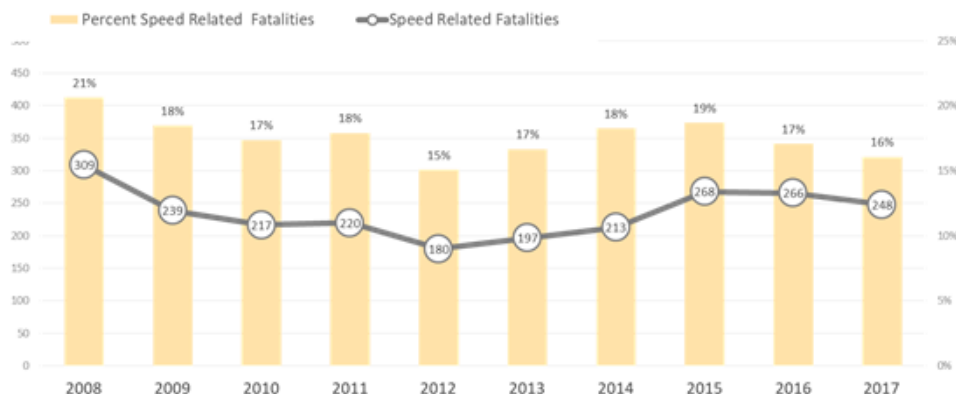
Description of Highway Safety Problems

Problem Identification and Program Justification

Aggressive and risky driving actions are perceived to be common, according to NHTSA, although they are difficult to measure accurately. NHTSA has estimated that two-thirds of traffic fatalities involve behaviors commonly associated with aggressive driving such as speeding, red-light running, and improper lane changes (NHTSA, 2001). A more recent study conducted by the AAA Foundation for Traffic Safety in 2009 estimated that 56% of all fatal crashes involved one or more driver actions typically associated with aggressive driving and the most common action being excessive speed. Aggressive driving is generally understood to mean driving actions that markedly exceed the norms of safe driving behavior and that directly affect other road users by placing them in unnecessary danger. Aggressive driving may involve driver anger, attempts to gain an advantage over other drivers, and deliberate violations and deviations from normal traffic speeds (CTW 9th, Chapter 3, page 4). According to the Official Code of Georgia Annotated, Aggressive Driving is the only traffic offense that law enforcement must show the violator had intent to commit. This causes difficulty in prosecuting the Aggressive Driving traffic violation.

Excess speed is a major contributor to aggressive driving and can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented.

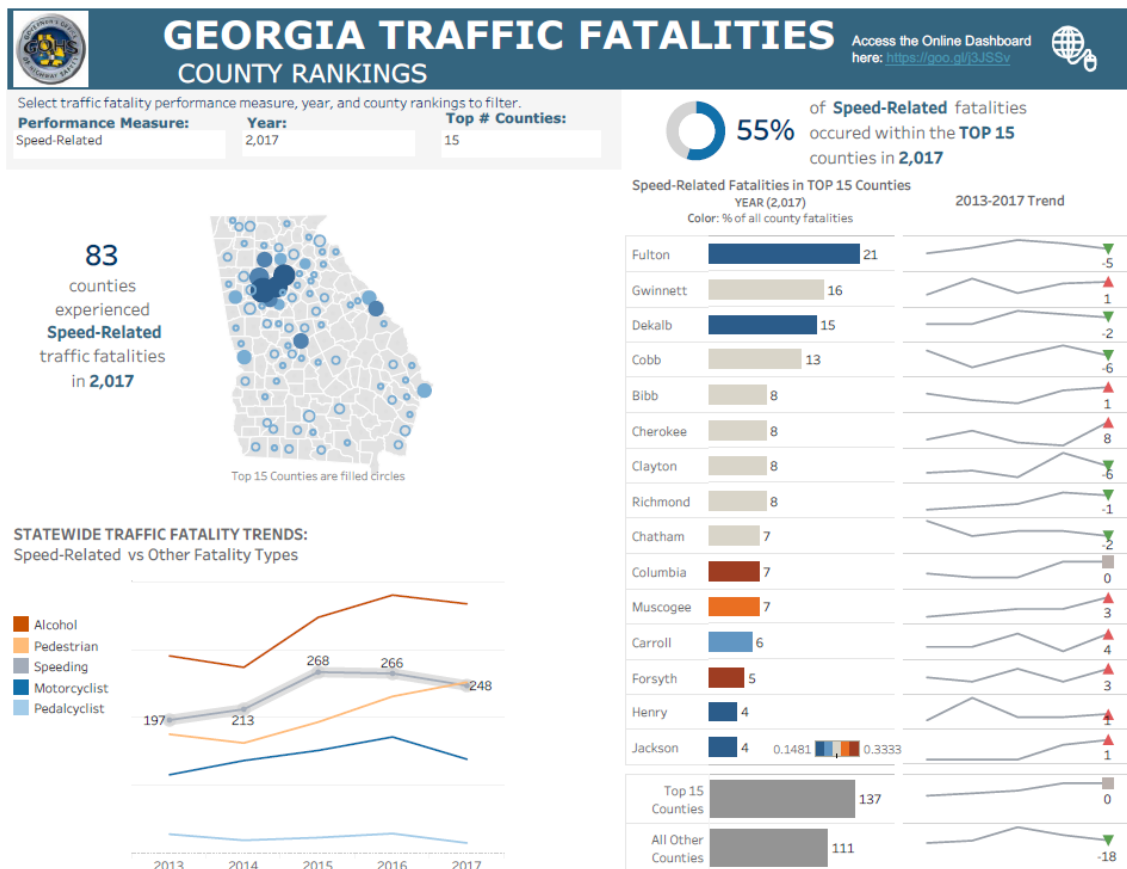
The Governor's Office of Highway Safety, along with state and local law enforcement conducts The 100 Days of Summer H.E.A.T. campaign. This campaign is a multi-jurisdictional highway safety enforcement and outreach campaign designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through Labor Day. H.E.A.T. stands for "Highway Enforcement of Aggressive Traffic." GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.



Sixteen percent (16%) of all Georgia fatalities were related to speed in 2017 – a slight decrease from the previous year. This is among the lowest percent in the country however there were still 248 lives lost at the hands of speeding vehicles. Over the past decade (2008-2017), the 2012 year had the lowest number of speed-related fatalities where 180 lives were lost representing 15% of all roadway fatalities.

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2017, of all the drivers involved in speed-related fatal crashes, 27 percent were aged 15 to 24 years old (70 out of 255 drivers). During the same year, 8 percent of all speeding young (ages 15-24 years) involved in fatal crashes were motorcycle operators, and 9 percent were light pickup truck drivers.

According to the most current data, 55% of all speed related fatalities occurred within the top 15 Georgia counties in 2017. According to the chart below, those counties include Fulton, Gwinnett, Dekalb, Cobb, Bibb, Cherokee, Chatham, Muscogee, and Forsyth. Currently, Georgia funds HEAT projects within these counties. Our focus for FFY2020 will be to cover more of these counties with HEAT projects.



Target Population

The target population is the motoring public of Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317

Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement

Countermeasure Strategy: High Visibility Enforcement

Program Area: **Aggressive Driving**

Project Safety Impacts

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers. For close to twenty years, The Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2019, the Governor’s Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2020. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. These units are also a major factor in the deployment of the Thunder Task Force to areas of the state that show unusually high incidences of traffic fatalities and crashes. This project will continue to focus on impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as "Click It or Ticket", "Operation Zero Tolerance" (Drive Sober or Get Pulled Over), Southern Shield, and the "100 Days of Summer HEAT" have proven that high-visibility enforcement of Georgia’s traffic laws is the key to saving lives and reducing injuries on Georgia’s roadways.



FFY2020 Georgia Mobilizations

Click it or Ticket
November 15 - November 24, 2019

Drive Sober or Get Pulled Over
December 13, 2019 - January 1, 2020
(National Mobilization)

Click it or Ticket Mobilization
May 18 - June 1, 2020
(National Mobilization)

One Hundred Days of Summer HEAT
May 18-September 7, 2020

CIOT Border to Border
May 18, 2020

Operation Zero Tolerance
June 22 - July 5, 2020

Operation Southern Shield
July 20 - 26, 2019

Hands Across The Border
August 24 - 28, 2020

Drive Sober or Get Pulled Over
August 17 - September 6, 2020
(National Mobilization)

[Linkage Between Program Area](#)

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program created to prevent traffic violations, crashes, and injuries in locations most at risk for such incidents. The Thunder Task Force is a data driven, high visibility sustained traffic response team designed to impact a jurisdiction where data has shown a significant increase in crashes, deaths and injuries. The concept is to partner GOHS H.E.A.T. units and Georgia State Patrol with local law enforcement jurisdictions and courts to develop and implement a high visibility enforcement strategy and earned media outreach for a period of 60-90 days. After the mobilizations begin to reduce the number of crashes, deaths and injuries in the area, the Task Force will move to another region of the state and will repeat the process.

A significant part of The Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. Local crash data such as time of day as well as location and causation (DUI, Seatbelt, Speed, Motorcycles) is also reviewed. The Thunder Task Force is deployed to areas of the state that data indicates unusually high incidences of traffic fatalities and serious injuries. The Task Force identifies the problem areas, and conducts mobilizations using the resources that are needed for these problem areas, such as the Motor Carrier Compliance Division (MCCD), Child Passenger Safety Technicians (CPST), and officers trained in Standardized Field Sobriety Testing (SFST) and Drug Recognition Experts (DRE).

Rationale

With the continued effort of putting resources where the problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize the problem with high visibility enforcement, a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia.

The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. The continued effort to allocate additional resources based on data identified problems across the state has proven to be a very effective and cost efficient method of saving lives and reducing the projected number of traffic fatalities in the state of Georgia.

The Thunder Task Force concept was piloted in Savannah-Chatham County during April, May and June of 2007. The three-month program (12 operational days) had the following results:

1. 96 Drunk Drivers were arrested.
2. 175 Suspended or Revoked License arrests. 1617 Other traffic Violations.
3. 75 Drug offenders and fugitives arrested 4732 Total Arrests or citations

During the three-month period, the Thunder Task Force reduced fatal crashes in Savannah-Chatham County by more than **58%**.

In 2018, the Thunder Task Force deployed in Burke, Douglas, Glynn, Houston, and Chatham Counties conducting seat belt, child restraint, speed, and impaired driving enforcement. These deployments had the following results:

1. 145 Impaired drivers were arrested
2. 1,280 Speeding citations were issued
3. 149 child restraint citations were issued

4. 529 seat belt citations were issued
5. 3,693 overall citations were issued

The Thunder Task Force deployments in 2018 helped contribute to a 7% reduction in fatal crashes in Georgia vs 2017.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

[Planned Activity: Fund 19 H.E.A.T. \(Highway Enforcement of Aggressive Traffic\) projects.](#)

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

[Planned Activity Description](#)

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St. Patrick's Day mobilizations.

[Intended Subrecipients](#)

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

[Countermeasure strategies](#)

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement

Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,235,983.00	\$558,995.75	
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,384,964.76	\$846,241.19	\$3,384,964.76

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$43,755.00	\$131,265.00	\$43,755.00	\$131,265.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00
In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00

Planned Activity: Fund ten (10) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Alma Police, Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$87,065.27	\$21,766.32	\$87,065.27
2019	FAST Act NHTSA 402	Speed Management (FAST)	\$31,540.00	\$7,885.00	\$31,540.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Program Area: Communications (Media)

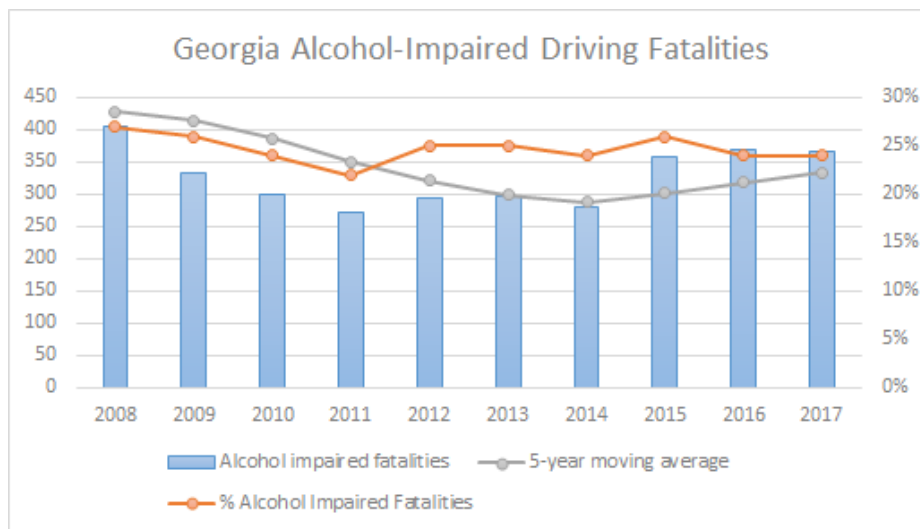
Description of Highway Safety Problems

Problem Identification and Program Justification

IMPAIRED DRIVING: Drive Sober or Get Pulled Over

In 2017, the State of Georgia suffered 1,540 fatalities in motor vehicle crashes. Impaired driving killed 366 persons in those crashes. Alcohol related fatal crashes accounted for almost 24% of all fatal crashes in Georgia in 2017. Nearly one-out-of-every-four traffic fatalities in Georgia are currently alcohol-related. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is \$7.8 billion a year. Improvement is still needed for the state in as much as alcohol-related fatalities are anticipated to continue to be a prominent factor in Georgia's 2018 and 2019 crash data.

For both paid and earned media projects, Georgia's impaired driving campaigns promote the "Operation Zero Tolerance" (OZT) and "Drive Sober Or Get Pulled Over" campaign messages in reference to GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one or a combination of these messages.

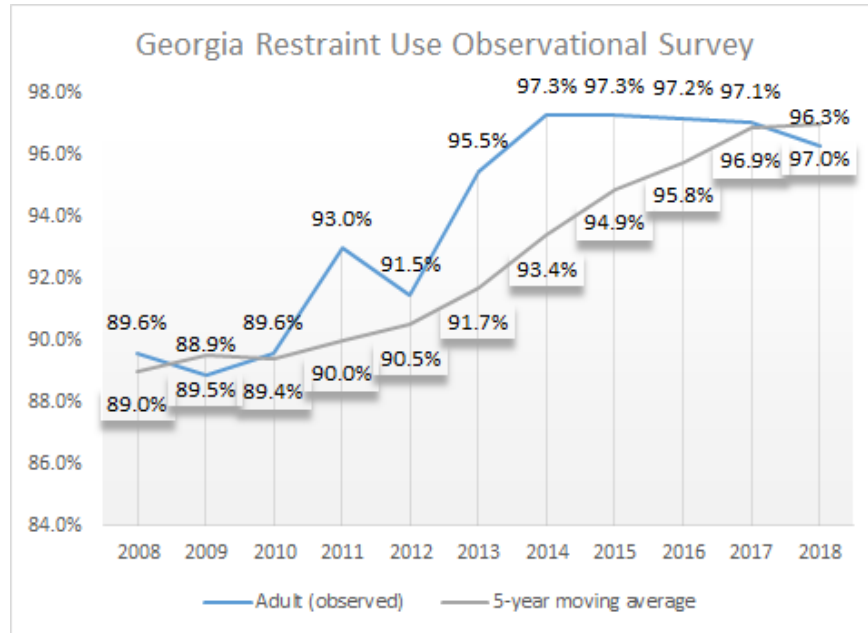


OCCUPANT PROTECTION: Click It or Ticket

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%).

NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that

combines attention-getting paid media in conjunction with concentrated earned media efforts and high profile enforcement measures.



SPEED: 100 Days of Summer H.E.A.T.

In 2017, 16% of crash deaths in Georgia involved unsafe or illegal speed. For every 10mph increase in speed, there’s a doubling of energy released when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. The majority of drivers in those speed-related crashes fall within the demographics of Georgia’s primary audience for paid media.

The **100 Days of Summer H.E.A.T.** campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through Labor Day. **H.E.A.T.** stands for “*Highway Enforcement of Aggressive Traffic.*” GOHS’ public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.

OPERATION SOUTHERN SHIELD

GOHS will plan and execute a media plan for Southern Shield using earned and unearned media. The earned media will include news releases sent out to weekly newspapers to publish the week prior to the campaign and to daily newspaper, television and radio stations the week before the campaign. GOHS will also schedule in-depth interviews for radio and television stations before the campaign. During the week of Southern Shield, GOHS will conduct joint news conferences with other Region 4 states along the respective state lines and will have 2-3 messages posting on unearned social media channels.

MOTORCYCLE SAFETY: Share The Road

Based on data from 2013 to 2016, the number of motorcyclist fatalities in Georgia steadily increased with the most fatalities occurring in 2016 with 172 deaths. The most recent year of certified data shows 139 motorcycle fatalities in 2017. As part of a speed and impaired driving countermeasure message strategy, the Governor's Office of Highway Safety uses paid media funds when available to target motorists in Georgia's secondary audience with a motorcyclist awareness message as well as a ride sober, encouraging motorcyclists to not drink and ride. When available, funds will also be allocated to out-of-home advertising such as billboards, which was done in 2018.

DISTRACTED DRIVING: One Text Or Call Could Wreck It All/HandsUPGeorgia/Hands Free Georgia

In 2017, Georgia experienced 1,540 roadway fatalities per the Fatality Analysis Reporting System. Distracted driving, especially involving the use of electronic devices, is certainly one of the factors in this increase. There were 3,166 deaths across the nation and 156 deaths in Georgia in 2017 due to distracted driving according to NHTSA. There are a number of actions that can take a driver's attention away from the wheel, but electronic devices such as cell phones are one of the biggest problems when it comes to drivers keeping their focus on the road.

The Governor's Office of Highway Safety's countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest. In addition, GOHS began an aggressive public information and education campaign in 2018 regarding the Hands-Free Georgia law that went into effect on July 1, 2018 and bans handheld-phone use for all drivers while behind the wheel. This public information and education campaign will continue statewide in 2020 with paid, earned, and owned media..

Target Population - Georgia's Primary Audience

The occupant protection/impaired driving paid media message is directed at a statewide audience. NHTSA relies upon the results of a national study which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on "younger drivers in the 18-to-34 year-old demographic". Based on NHTSA audience research data, Georgia's occupant protection and impaired driving messages are directed at two target audiences during the course of regularly-scheduled and nationally-coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34.

In its secondary audience, GOHS seeks to reach all Georgia drivers with occupant protection and impaired driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary paid media target market. Hispanic radio and TV will continue to represent a portion of the GOHS targeted statewide media buy. Furthermore, because Georgia sees a growing potential for an erosion of occupant safety numbers among young African Americans, that community is also a targeted secondary demographic for GOHS paid media highway safety campaigns.

Attitudinal Awareness Surveys

GOHS will reach out to its partners at the Traffic Safety and Research Group at the University of Georgia's School of Public Health to conduct a survey to learn what campaigns and media platforms are the most effective with the driving population. We can also do a survey to determine

the number of drivers interacting with phones behind the wheel and learn what methods we can use to get them to stop.

Paid/Earned Media

Paid and earned media programs represent a major component of the Governor’s Office of Highway Safety’s efforts to reduce the prevalence of traffic crashes, injuries and fatalities. GOHS has adopted a “year round messaging” approach delivered through statewide media campaigns to reach Georgians. Lifesaving highway safety messages are utilized to increase awareness, promote safety belt and child restraint use, promote sober driving and encourage safe driving practices overall.

GOHS will continue to produce paid media in conjunction with NHTSA campaigns and according to campaign buy guidelines. Market buys will be NHTSA-approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in markets statewide to provide the best possible reach. These markets include Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville that include coverage in Georgia. Targeted buys will also occur in counties where data indicates a weakness or where we wish to reinforce existing strong numbers. Percentages of the buys will vary based on metro Atlanta, outside metro Atlanta, urban and rural counties.

Media campaigns and data include

- Click it or Ticket: November 18, 2019 - December 1, 2019
- Drive Sober: December 11, 2019 - January 1, 2020
- Click It or Ticket: May 17, 2020- May 25, 2020
- Drive Sober: June 24, 2020 - July 5, 2020
- Drive Sober: August 18, 2020 – September 7, 2020

GOHS will maintain current strategies of using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560

2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	2020	5 Year	163
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	2020	5 Year	16
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207
2020	C-10) Number of pedestrian fatalities (FARS)-2020	2020	5 Year	281
2020	C-11) Number of bicyclists fatalities (FARS)-2020	2020	5 Year	25
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Alcohol: Mass Media Campaign
Distracted: Communications and Outreach on Distracted Driving
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Countermeasure Strategy: Alcohol: Mass Media Campaign

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Alcohol: Mass Media Campaign.” These are either Georgia-specific or Region IV-specific, targeted media and public service campaign and messaging buys. The All South Highway Safety Team impaired driving messaging is a combined effort by Georgia, Tennessee, South Carolina and North Carolina. This countermeasure will compliment other 405(d) countermeasures in that they are also “Alcohol: Mass Media Campaign” activities. The “All South” media campaign will execute an impaired

driving message in June and August. These buys will compliment additional impaired driving messaging by the three ‘Drive Sober, Get Pulled Over’ national enforcement periods as designated by NHTSA; a Georgia Association of Broadcasting impaired driving buy; and a targeted impaired driving buy with WTLV for the Georgia Florida college football game. These paid media campaigns will complement high visibility enforcement campaigns at established Drive Sober or Get Pulled Over enforcement periods. This combination has been shown to be effective in increasing impaired driving awareness among the motoring public.

Linkage Between Program Area

As alcohol-related crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use 405(d) to fund the aforementioned four separate, but complimentary paid media buys. These campaigns will support alcohol-impaired driving mass media and focus on those that operate motor vehicles and motorcyclists for FFY2020. In 2017, the State of Georgia suffered 1,540 fatalities in motor vehicle crashes. Impaired driving killed 366 persons in those crashes. Alcohol-related fatal crashes accounted for 24% of all fatal crashes in Georgia in 2017. Nearly one-out-of- every-four traffic fatalities in Georgia are currently alcohol-related. Improvement is still needed for the state in as much as alcohol-related fatalities are anticipated to continue to be a prominent factor in Georgia’s 2019 stats. For both paid and earned media projects, Georgia’s impaired driving campaigns promote the “Operation Zero Tolerance” (OZT) and “Drive Sober Or Get Pulled Over” campaign messages in reference to GOHS’ statewide DUI enforcement initiatives. As an integral element of Georgia’s impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one or a combination of these messages.

Rationale

The countermeasure for 405(d) supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing "operation Zero Tolerance"(OZT)/ "Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year's and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Distracted: Communications and Outreach on Distracted Driving

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be "Distracted: Communications and Outreach on Distracted Driving." The main aspect of this performance measure will be the NHTSA designated "Distracted Driving Awareness" month in April and a second outreach and enforcement effort in the fall. The Communications and Outreach effort will include a small paid media radio and television buy through the Georgia Association of Broadcasters and earned media events to coincide with NHTSA's national enforcement week. The success of our recent spring events has led us to expand our outreach efforts to the fall. The media events will take place throughout Georgia and will include neighboring states in the region. With Georgia's new

“hands-free” law now in place, we will also continue outreach efforts to change a patterned behavior of talking, texting and interacting with phones while driving. The new “hands-free” law has allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations.

Linkage Between Program Area

As the annual number of traffic deaths in Georgia has increased 30% from 2013 (1,180) through 2017 (1,540), GOHS Communications will fund the aforementioned media buy to support high visibility distracted driving enforcement during NHTSA’s “Distracted Driving Awareness” month. While the 1,540 traffic deaths in 2017 was a 1% decrease from the 1,561 deaths in the previous year in Georgia, it is still more than 10% higher than the five-year moving average of 1,376 for 2017. With the number of traffic deaths in Georgia projected at 1,698 in 2020, it is imperative that GOHS continues efforts to reduce distracted driving and continued education on new laws aimed at helping to reduce the number of crashes, deaths and injuries on Georgia roads.

Rationale

The countermeasure supports distracted driving mobilizations throughout the year including the NHTSA designated “Distracted Driving Awareness” month. While the paid media strategies only have a 1-star effectiveness rating in Countermeasures That Work, GOHS is using the rationale that combining simultaneous paid, earned and owned media messaging will prove to be an effective strategy in bringing the number of traffic deaths under projected 5-year measures.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Countermeasure Strategy: Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the spring and summer months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the high risk areas, including the metro Atlanta area, to encourage motorcyclists not to ride under the influence of drugs and/or alcohol.

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle

fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies to improve the 1-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing ”operation Zero Tolerance”(OZT)/ ”Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year’s and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the spring and summer months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. We will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorcycle awareness on the road for all operators of motor vehicles in the “Born to Be Seen” campaign.

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies to improve the 1-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-1	2020 Motorcycle Programs

Planned Activity: 2020 Motorcycle Programs

Planned activity number: **MC-1**

Primary Countermeasure Strategy ID: **Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists**

Planned Activity Description

Motorcycle awareness program that features social media campaigns, outreach programs, distribute educational items to promote the "Share the Road with Motorcycles", Ride Coach Professional Development and training. Also internal motorcyclist awareness programs that fall within communication outreach across the state. This includes billboards, social media, press releases, and other communication events.

Intended Subrecipients

Georgia Department of Driver Services, Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$112,659.31	\$28,164.83	
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$23,853.69	\$5,963.43	

Countermeasure Strategy: Seatbelt: Short-term, High-Visibility Seatbelt Law Enforcement

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be "Seatbelt: Short Term, High Visibility Seatbelt Law Enforcement." These are Georgia-specific, targeted media and public service campaign and messaging buys. The main aspect of this performance measure will be two Click It or Ticket media buys for the Memorial Day and Thanksgiving travel periods to coincide with NHTSA-designated, national enforcement periods. These will be complemented by an Out Of Home (OOH) billboard media buy with Hunt Advertising that will also feature Click It or Ticket messaging. These paid media campaigns will complement high visibility enforcement campaigns at established Click It or Ticket enforcement periods. This combination has been shown to be effective in increasing seat belt use among the motoring public.

Linkage Between Program Area

As unbelted crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use funds toward the aforementioned two separate, but complimentary paid media buys. These campaigns will support short-term, high-visibility seatbelt law enforcement. Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%). NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and short-term, high-visibility seatbelt law enforcement.

Rationale

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high visibility seatbelt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Planned Activity: GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up

programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$562,656.00	\$140,664.00	

Countermeasure Strategy: Seatbelt: Supporting Enforcement

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Seatbelt: Supporting Enforcement.” These are either Georgia-specific or Region IV-specific, targeted media and public service campaign and messaging buys. The All South Highway Safety Team occupant protection messaging is a combined effort by Georgia, Tennessee, South Carolina and North Carolina. This countermeasure will compliment our other countermeasures in that they are also “Seatbelt: Supporting Enforcement” activities. The “All South” media campaign will execute an occupant protection message in April, May, July and September. These buys will compliment additional occupant protection messaging by the GPB/Heads Up, Buckle Up campaign, the Georgia Association of Broadcasters occupant protection campaign and two local media buys with WSST-Cordele and GACA Radio for an occupant protection message that targets high school football season. These paid media campaigns will complement high visibility enforcement

campaigns at established Click It or Ticket enforcement periods. This combination has been shown to be effective in increasing seat belt use among the motoring public.

Linkage Between Program Area

As unbelted crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use the funds aforementioned four separate, but complimentary paid media buys. These campaigns will support seatbelt enforcement for FFY2020. Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs, and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%). NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high profile enforcement measures.

Rationale

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high visibility seatbelt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Planned Activity: GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$562,656.00	\$140,664.00	

Program Area: Community Traffic Safety Program

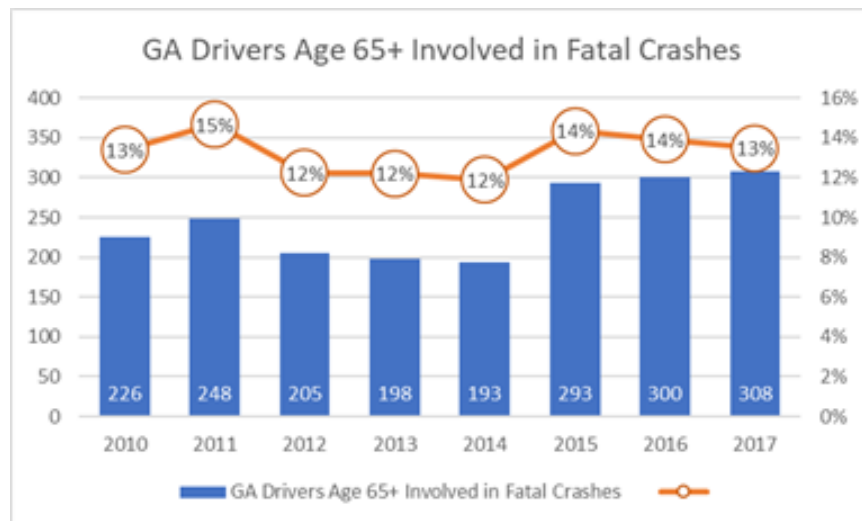
Description of Highway Safety Problems

Problem Identification and Program Justification

In 2017, Georgia experienced 1,540 roadway fatalities per FARS. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (115 fatalities in 2017). Within Georgia, 37% of roadway fatalities (571 of 1,540 fatalities) occurred between 6:00pm and 10:59pm. In 2017, most fatal crashes (463 out of 1440 fatal crashes) occurred during Fridays and Saturdays.

Year	2013	2014	2015	2016	2017	2018
Traffic Fatalities	1,180	1,164	1,432	1,566	1,540	1,515
Traffic Fatality Rate	1.08	1.04	1.21	1.28	1.22	**

Citizens 65 years of age and older have been the focus of the Older Driver Program, however the project is now moving toward those age 55 plus (Road Safety for Drivers 55+ Project). Older drivers experience one or several contributing factors due to the aging process such as the loss of mobility, impaired vision and cognition. Nationally eighteen percent (18.3%) of all traffic fatalities of people age 65 and older were killed in motor vehicle crashes out of 6,754 people in 2017. The 2017 fatalities show an increase of 20 additional deaths when compared to the previous year. Georgia motor vehicle fatalities totaled 1,540 of those 273 or 17.7% were older drivers age 65 and older. Thirteen (13%) percent of all Georgia roadway drivers were age 65 years or older in 2017. The determining factors via the data to assist in defining the still unknowns to best address this problem on a state level NHTSA has made available national findings to help support the need for outreach and awareness among Older Drivers across the country. The challenge is to balance mobility for older drivers with safety for all road user.



CarFit Program: Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed; however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. As people age, they're more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them.

Yellow Dot Program: First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders ability to obtain information on medical conditions, medications, or medical allergies along with other medical and contact information in which the medical professionals can used in making the best decision regarding emergency medical treatment.

Railroad Safety: In Georgia, nine (9) out of 33 railroad crossing collisions involving a train and motor vehicle occurred resulting in eleven (11) deaths in 2017. The contributing factors for these fatalities were cited as pedestrians walking on privately owned railroad tracks, failure to stop at railroad crossings, insufficient police reporting for railroad collisions and lack of state statutes. These incidents occurred in the following counties: Fulton, Madison, Taliaferro, Brantley, Butts, Coweta, Lowndes and Tift. Georgia as a whole, is still limited to the data received in the identified problem, but with the details provided, this has helped in reaching the community through education, awareness and first responders training.

Georgia provides a program via statewide that is geared towards educating the general public and training First Responders on the importance of railroad safety. Exhibiting events of the OL Mobile Exhibit Truck/ desktop presentation and training being provided in partnership with The Georgia Public Safety Training Center for First Responders statewide covers trespassing, state statutes, and corrective reporting for the first responders.

Minority Drivers and Highway Safety: The state of Georgia has increased minority population outreach opportunities utilizing other program areas to connect with the Hispanic and African American communities. Alcohol and seatbelt related crashes have been concerns in Georgia regarding these two minority groups. The National Survey of Drinking and Driving Attitudes and Behaviors published in 2008 states that one in 4 people (24%) between the ages of 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Statistically 28% of white non-Hispanics make up the largest sample of those persons more likely than any other ethnic group to report having driven within 2 hours of consuming alcohol in the past month. American Indians/Eskimos are reported as the second highest minority group to drive within 2 hours of consuming alcohol at 21% followed by Hispanics 17%, African American 16% and Asians 13%. The behavior of whites age 21 to 29 is reported at 37% which is almost twice the rate of any other ethnic group. This type of exhibited behavior is more likely displayed in

males (37%) than females (15%) and this pattern is found across all racial and ethnic groups. Men may also have a reluctance to admit they cannot “hold their drink” and may refuse assistance from someone who offers to drive them home.

The number of vehicle crash injuries is increased due to the lack of seatbelt usage often times influenced by cultural attitudes and are even higher while driving under the influence. Also, younger males as drivers or passengers may feel using seatbelts challenge their masculinity and bravery. Studies done on national and state levels have shown that Hispanics are at greater risk of fatal car crashes than non-Hispanic whites. Among Hispanics in the United States traffic crashes are leading cause of death for those between the ages of 1 – 34. Attitudinal data on safety belt usage among Hispanics reflect their cultural biases. The Pew Hispanic Center recently published a study denoting that Hispanics (particularly those that are foreign born) tend to agree that fate determines their future. The 2000 Motor Vehicle Occupant Safety Study provided support by citing that 30% of all Hispanics (compared to 25% of other ethnic groups) agreed with the statement “If it is your time to die, you’ll die, so it doesn’t matter whether you wear your seatbelt.” Thirty percent (30%) of Hispanics were also more likely than 13% non-Hispanics to indicate that wearing a seatbelt caused them to worry more about being in a crash and that safety belts were more likely to harm you than help you in a crash (48% to 34%).

Resource Information Center and Clearinghouse: The public often goes uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way of determining who needs information and what kinds of items would be helpful. Governor's Office of Highway Safety (GOHS) has dramatically enhanced its website, www.gahighwaysafety.org, to increase the general public and stakeholder’s ability to acquire highway safety data and information. This site also provides an online store that offers brochures and materials related to traffic safety; with the ability to download each of these media in a PDF format. GOHS also maintains a resource center for direct public access.

Tractor Safety: While driving on Georgia’s roads, many motorists encounter farm equipment, especially during harvest season. Farmers are often transporting things from field to field in equipment that is designed to be used primarily in the field. This equipment is not designed to travel at typical highway speeds...most tractors travel at 15-25 miles per hour. There have been collisions on Georgia roads where fast-moving vehicles collide with slower farm equipment, causing serious injuries and fatalities.

Data collected by the Georgia Department of Transportation indicate that the number of traffic crashes involving farm equipment have been steadily increasing in Georgia. The statistics show a sharp increase in the number of traffic crashes involving farm equipment in 2018. This increase in crashes also resulted in an increase in the number of injuries and fatalities involving farm equipment.

Crashes, injuries, and fatalities involving farm equipment in the state has increased over the past 4 years. Although not finalized yet, 89 crashes occurred in 2018 causing 21 injuries and 2 fatalities.

Tractor Related Crashes in Georgia			
Year	Number of Crashes	Number of Injuries	Fatalities
2015	22	8	0
2016	30	16	1
2017	28	11	0
2018	89	21	2

Data provided by Ga DOT

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560

Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Education and Outreach
Community Traffic Safety
Older Driver: General Communications and Education
Railroad Safety
Tractor Safety Education

Countermeasure Strategy: Community Education and Outreach

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

One of the leading causes of traffic accidents is risky driving behavior. There are six areas of risky driving behavior; distracted driving, impaired driving, speeding, drowsy driving, and failure to wear seat belts. Distracted driving claimed 3,166 lives in 2017 according to NHTSA. Impaired driving, on average, claims between 10,000-11,000 people each year across the country. About 27% of those fatalities are caused by drivers between the ages of 21 to 24. The next age group with the highest fatalities is the age of 25-34 with 26%. While those numbers are national averages, Georgia had 1,540 traffic fatalities for 2017. These fatalities can be eliminated by education and enforcement. The National Highway Traffic Safety Administration (NHTSA) data that shows nationally safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%).

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that education play an extremely important role in highway safety in the State of Georgia. In order to combat crashes, fatalities, and injuries on the roadways, the Governor's Office of Highway Safety plans to develop activities to help educate Georgia's public, and help fund these educational experiences for communities around the state. This will allow communities to focus on providing the public with safety and educational materials and events for those on Georgia roadways.

Rationale

The Governor's Office of Highway Safety recognizes the value added by demonstrating such a powerful message with the use of hands on events. Aspects of these events can include the use of pedal cars and impaired goggles and would commit to aiding programs that build education around the use of these hands on educational tools. The pedal cars and impaired goggles would be utilized at events and support other law enforcement agencies and community partners such as the Community Schools, Fire and Health Department and many others, upon request. The funds simply are not available to purchase these potentially life-saving educational tools for small agencies. These programs would greatly enhance our current education program for communities across the State of Georgia.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-5	Law Enforcement Community Education

Planned Activity: Law Enforcement Community Education

Planned activity number: **CP-5**

Primary Countermeasure Strategy ID:

Planned Activity Description

Centerville PD will use funds to purchase an enclosed trailer to transport our STEP program, making it more accessible to larger groups of participants. Will use pedal cars and impaired

driving goggles to simulate drunk, drugged, and distracted driving in a controlled environment. Byron PD will use funds to purchase a truck to pull previous purchased education trailer, seatbelt convincer, etc.

Intended Subrecipients

Centerville Police Department, Byron Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$50,387.00	\$12,596.75	\$50,387.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Enclosed Trailer 8'x12'-Centerville	1	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00
Ford F-350 Truck- Byron	1	\$34,194.00	\$34,194.00	\$34,194.00	\$34,194.00

Countermeasure Strategy: Community Traffic Safety

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

According to FARS data in 2017, Georgia suffered 1,540 fatalities from motor vehicle crashes. This is a slight decrease from calendar year 2016. Preliminary data, from Georgia Department of Transportation, for 2018 shows another decrease of approximately two percent (2%) in overall traffic fatalities. 2017 data shows impaired driving was responsible for the deaths of 366 persons and speed was responsible for 248. Although Georgia has one of the highest seatbelt usage rates

at 96.3%, unrestrained fatalities equaled 44%, or 463 deaths out of 1,057 vehicle occupant fatalities. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the State of Georgia. In order to educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge.

Rationale

By funding staff, activities, and brochures, the Governor’s office of Highway Safety is able to provide the most current safety information to the citizens and visitors in Georgia. GOHS has established a Resource Information Center and Clearinghouse for community partners, advocates, professionals, and other agencies to obtain educational outreach materials related to highway safety.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-3	Georgia Governor's Office of Highway Safety - 402CP

Planned Activity: Georgia Governor's Office of Highway Safety - 402CP

Planned activity number: **CP-3**

Primary Countermeasure Strategy ID: **Community Traffic Safety**

Planned Activity Description

Fund GOHS personnel and outreach focused on public information, education and outreach, statewide to reduce the number of crashes, injuries and fatalities attributed to unsafe driving.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$697,412.00	\$174,353.00	\$0.00

Countermeasure Strategy: Older Driver: General Communications and Education

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

The Road Safety for Drivers 55+ Project (RSD55+) will educate drivers, first responders (law enforcement, EMS/Fire) & medical professionals about the challenges that maturing road users face. It will continue to identify and evaluate methods to reduce crashes, injuries and fatalities, and maintain mobility for Georgia drivers 55+. This Project has amended the name and scope of the grant because of feedback received during previous grant cycles. The target audience does not identify with the term “older driver”. Assessments also indicate that to reach the frailest population and to address physical risks of crashes (e.g., reduced reaction time), we need to start education efforts sooner.

Since 2006, the RSD55+ program has engaged in leading and building sustainability for the Older Driver Task Force (ODTF), a collaboration of more than 80 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2020), the project will convene ODTF meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (MVCs) are the second leading cause of unintentional injury deaths among Georgia’s older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. One way to reach this audience is to target older adults at high risk for a fall, as falls intersect with the risk of a MVC. A 2013 article published in the Journal of the American Geriatrics Society (JAGS) discussed the relationship between falls and risk for MVC. The study found that frequent falling was significantly associated with at-fault MVC involvement of older drivers. This audience is reached by collaborating with Georgia’s aging network and other organizations. This supports the Program’s goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

Linkage Between Program Area

The RSD55+ program partners express the need for policy that addresses the changing functional and cognitive abilities of aging drivers and was identified as a top priority in a needs assessment previously conducted. Previous success in this area includes the collaboration between ODTF and Georgia Department of Driver Services (DDS). Together they created the Request for Driver Review Form (available on the DDS website). The Program will review data and other program across the state that focus on legislative and policy recommendations. The goal is to institute system-wide change by that balance the mobility of older adults with safety initiatives addressing their changing functional and cognitive abilities. The older driver program will work on a new initiative to educate physicians on liability policies in Georgia. This education will help

physicians provide resources to discuss older driver safety, recommend appropriate assessment services (e.g., certified driving rehabilitation specialists), and when necessary, report at-risk drivers. The program will create at least two opportunities for feedback from physicians and related health-care professionals to help us better understand the perceived barriers, how to best to promote appropriate reporting of at-risk drivers, and improve awareness of available resources.

EMS: The Yellow Dot program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The older driver safety program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program is currently active in 15 Yellow Dot sites & 10 other groups are working toward launching the program. Participants in the program have positive remarks about Yellow Dot and other communities around the state have expressed interest in implementing the program.

EDUCATION: The 12 Area Agencies on Aging (AAAs) serve adults & their families in Northwest Georgia, Georgia Mountains, Atlanta Region, Northeast Georgia, Southern Crescent, Middle Georgia, Central Savannah River Area, River Valley, Heart of Georgia, Coastal Georgia, SOWEGA, & Southern Georgia. RSD55+ will reach out to them to increase their representation on the ODTF, provide educational presentations & technical support, & collaborate on 55+ driver safety & mobility events. The Program Consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support the 11th annual Older Driver Safety Awareness Week. This nationally recognized event is guided by the American Occupational Therapy Association (AOTA) and promotes understanding of the importance of mobility and transportation. As one of the co-creators of CarFit, the AOTA plays a critical role in national efforts to address older driver safety.

The RDS55+ program will work to stabilize and expand the reach of the CarFit program with the assistance of a part-time program associate, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. Georgia currently has 423 trained technicians/coordinators, but had very few events in 2019.

The RSD55+ program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues, the Georgia Older Driver Safety Program, the SHSP, the importance of transportation options, mobility beyond driving, and GOHS' support of older driver safety. We will collaborate with community partners in health care related industries. Partnerships with organizations such as the National Aging in Place Council (NAIPC) have afforded the program the opportunity to share resources and learn about innovations in transportation.

Rationale

Funding for the RDS55+ program will go to the Department of Public Health and they will handle communication and outreach across Georgia.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-2	Department of Public Health-Road Safety for Drivers 55+ Project-1

Planned Activity: Department of Public Health-Road Safety for Drivers 55+ Project-1

Planned activity number: **CP-2**

Primary Countermeasure Strategy ID: **Older Driver- General Communication and Education**

Planned Activity Description

The Road Safety for Drivers 55+ Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Older Driver: General Communications and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$131,680.00	\$32,920.00	\$0.00

Countermeasure Strategy: Railroad Safety

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

Operation Lifesaver (OLS) is a nationwide nonprofit rail safety education program. Each state has their own program to address the specific needs of that state, headed by a State Coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequaled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working

throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL Truck for the larger outdoor events.

Linkage Between Program Area

The OL Mobile Exhibit Truck activities include scheduling the Truck for community events where large audiences can be reached of both adults and children, as well as special audiences including schools, first responders, school bus drivers, etc. Over the years, OLS has worked very well and when the Exhibit Truck is unable to attend an event, the requestor is offered use of a tabletop display and handout safety materials. Having the unique OL Truck to augment regular safety presentations is extremely beneficial as it allows OLS to visit outlying communities where citizens of all ages and demographic backgrounds are educated accordingly. Requests for exhibiting with the Truck come in from all over Georgia including referrals from our long list of affiliate members mentioned above, many of whom also are authorized volunteers who then assist. Their participation at no cost to us provides an enormous in-kind service. Our volunteers come from the Georgia Railroads, other businesses, civic groups and government agencies including the Federal Railroad Administration, Georgia DOT, Georgia Department of Public Safety and many others.

Rationale

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, we manage to include all the major counties where rail traffic is the highest and since Georgia OL exhibits at many annual conferences of law enforcement, we encourage them to include railroad specific free training on their websites, newsletters, etc.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-4	Georgia Operation Lifesavers

Planned Activity: Georgia Operation Lifesavers

Planned activity number: **CP-4**

Primary Countermeasure Strategy ID: **Railroad Safety**

Planned Activity Description

Georgia Operation Lifesaver will provide training and education to both the "First Responders" and "general public" about safety around trains, railroad tracks

Intended Subrecipients

Georgia Operation Lifesaver

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Railroad Safety

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$30,884.00	\$7,721.00	\$0.00

Countermeasure Strategy: Tractor Safety Education

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

These statistics reflect the entire state of Georgia; the DOT does not keep statistics for any specific region, county, etc., of the state. Statistics available are fairly recent as the DOT did not collect them on these types of crashes in the past.

Tractor Related Crashes in Georgia			
Year	Number of Crashes	Number of Injuries	Fatalities
2015	22	8	0
2016	30	16	1
2017	28	11	0
2018	89	21	2

Data provided by Ga DOT

The unavailability of statistics should not reflect the importance of this issue. Georgia plans to keep this danger within the public's view, as these type of crashes has been and can be horrific.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that farm equipment plays an extremely important role in highway safety in the State of Georgia. In order to combat crashes, fatalities, and injuries on the roadways, the Department of Agriculture plans to develop a tractor safety web presentation that will be accessible through GDA's (Georgia Department of Agriculture) website. This will focus on providing farmers with best practice information in order for them to

operate farming equipment safely on Georgia roadways. This tractor safety web presentation will include a lesson plan, PowerPoint, and various handouts.

Aside from the web based presentation, tractor safety training courses will be held across Georgia, focusing on the rural parts where most of the farming industry operates.

Rationale

GOHS chose this specific countermeasure because crashes, injuries, and fatalities involving farming equipment is on the rise. In 2017, Georgia saw a total of 28 crashes, and 11 injuries involving farming equipment. By 2018, total crashes increased to 89 with 21 injuries and 2 fatalities. Failure to address this issue will allow these crashes to continue to rise.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-6	Agriculture, Georgia Department of

Planned Activity: Agriculture, Georgia Department of

Planned activity number: **CP-6**

Primary Countermeasure Strategy ID: **Tractor Safety Education**

Planned Activity Description

Create and present 45 Tractor Safety Course presentations and a web-based presentation accessible through the GDA website.

Intended Subrecipients

Georgia Department of Agriculture

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Tractor Safety Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$35,863.00	\$8,965.75	\$0.00

Program Area: Distracted Driving

Description of Highway Safety Problems

Problem Identification and Program Justification

In 2017, there were a total of 34,247 fatal crashes in the United States involving 52,274 drivers. As a result of those fatal crashes, 37,133 people were killed. Of those fatal crashes, NHTSA reports there were 3,166 fatalities related to distracted drivers. Nine percent of fatal crashes in 2017 were reported as distraction-affected crashes. Based on the data presented, a decrease of 8.2 percent from 2016 is shown. In 2017, 599 nonoccupants were (pedestrians, bicyclists, and others) killed in distraction-affected crashes. In 2017, 156 distracted drivers were involved in fatal crashes in Georgia.

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony, and evidence indicating distraction. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue, particularly among young drivers.

Among the areas of greatest concern with respect to cell phone use is texting while driving, which became illegal in Georgia as of July 1, 2010. Additionally, the increase in the number of wireless subscriptions (estimated at more than 300 million) - and a growing number of devices and services designed to keep people connected- has greatly increased the number of people using cell phones while driving.

In 2018, Georgia's then Governor, Nathan Deal, signed new legislation that amended the existing distracted driving law. With this amendment, Georgia became a "hands-free" state as of July 1, 2018. Drivers cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone or if their phone is connected to their vehicle system or an electronic watch. One-touch is allowed to initiate or disconnect a call.

In developing strong countermeasures to address this problem(s), Georgia will look to national research in developing distracted driving prevention strategies. Controlling this epidemic will require an educational effort similar to the one Georgia implemented in recent years to improve safety belt use rate and controlling impaired driving. This effort included the development of public service announcements, enforcement and increased public awareness.

GOHS is using radio messages that air in October and April to promote the state's hands-free law and to use messaging with the goal to show drivers why driving and their lives are more important than any text, email or other internet posting on their phone. These messages will correspond with enforcement campaigns. GOHS will also reach out to broadcast partners who are interested in running distracted driving public service campaigns. These broadcast partners are mainly radio stations that air popular music formats that attract teen and young adult audiences who are heavy phone users.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207

Countermeasure Strategies in Program Area

Countermeasure Strategy
Distracted Driving Communications and Outreach

Countermeasure Strategy: Distracted Driving Communications and Outreach

Program Area: **Distracted Driving**

Project Safety Impacts

In 2017, there was a total of 34,247 fatal crashes in the United States involving 52,274 drivers. As a result of those fatal crashes, 37,133 people were killed. Of those fatal crashes, NHTSA reports that there were 3,166 fatalities related to distracted drivers. Nine percent of fatal crashes in 2017 were reported as distraction-affected crashes. Based on the data presented it shows a decrease by 8.2 percent from 2016. In 2017 there were 599 non-occupants (pedestrians, bicyclists, and others) killed in distraction-affected crashes. In 2017, 156 distracted drivers were involved in fatal crashes in Georgia.

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony, and evidence indicating distraction. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue particularly among young drivers.

Among the areas of greatest concern with respect to cell phone use is texting while driving, which was banned in Georgia on July 1, 2010. Additionally, the increase in the number of wireless subscriptions (estimated at more than 300 million) - and a growing number of devices and services designed to keep people connected- has greatly increased the number of people using cell phones while driving.

In developing strong countermeasures to address this problem(s), Georgia will look to national research in developing distracted driving prevention strategies. Controlling this epidemic will require an educational effort similar to the one Georgia implemented aimed in recent years at improving the safety belt use rate and controlling impaired driving. This effort included the development of a public service announcement, enforcement and increased public awareness.

Linkage Between Program Area

In 2017, Georgia experienced 1,540 roadway fatalities per Fatality Analysis Reporting System. Distracted driving, especially the use of electronic devices, is certainly one of the factors in this increase. There were 3,166 deaths across the nation and 156 deaths in Georgia in 2017 due to distracted driving according to NHTSA. There are a number of actions that can take a driver’s attention away from the wheel, but electronic devices such as cell phones are one of the biggest problems when it comes to drivers keeping their focus on the road.

The Governor’s Office of Highway Safety’s countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest with a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of “One Text Could Wreck It All” and our state developed campaign “HeadsUPGeorgia!” with Georgia Public Broadcasting. The “HeadsUPGeorgia” public service campaign allows us to reach our target audience with repeated messaging on-air and online during the high school football season and throughout the calendar year.

In addition, GOHS began an aggressive public information and education campaign in 2018 regarding the Hands-Free Georgia law that went into effect on July 1, 2018 and bans handheld-phone use for all drivers while behind the wheel. This PI&E campaign will continue statewide in 2020 with both paid and earned media.

Rationale

GOHS chose this countermeasure strategy because of: Distracted and Drowsy Driving: Communication and outreach on Distracted Driving (CTW, Chapter 4: Page 18). Educating the public through outreach campaigns continues to have a positive impact on the public.

On July 1, 2018 Georgia’s Governor, Nathan Deal amended the original bill. With this amendment, Georgia is now considered a” Hands-Free” state. Drivers cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

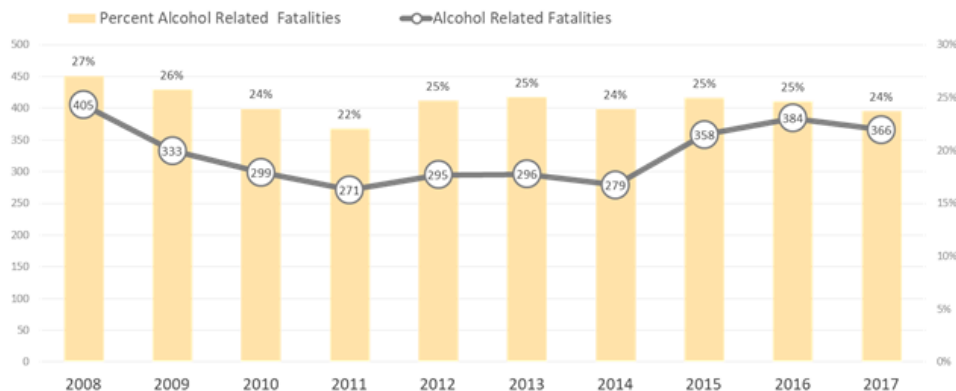
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

The National Highway Traffic Safety Administration (NHTSA) reports that in 2017, 10,874 people were killed in alcohol-impaired driving crashes which averages to one alcohol impaired driving fatality every fifty minutes. These fatalities account for twenty-nine (29%) percent of all motor vehicle traffic fatalities in the United States. Nationally, roadway fatalities due to alcohol-impaired-driving have decreased by 1.1 percent from 2016. Nationally, roadway fatal crashes cause more than \$44 billion in economic costs each year. A few examples of economic costs include: medical costs, legal/court expenses, and insurance administration.

As indicated in the graph below, impairment was associated with 366 traffic fatalities in Georgia during 2017. Twenty-four percent (24%) of traffic fatalities in Georgia were caused by an impaired driver with a BAC level of .08 or higher. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show high trends of impaired driving problems as well. NHTSA's findings show that 25 - to - 34-year old drivers had the highest percentage (27%) of all drivers with BACs of .08 or higher in fatal crashes followed by 21 - to - 24-year old drivers (26%).



Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. Of those drivers involved in fatal crashes and who were tested during the period between 2013-2017, 36% had a positive drug test result and 57% had a negative drug test result. The most commonly reported drugs among drivers who tested positive and were involved in fatal crashes in 2017 are: Cannabinoids, CNS Stimulants, Narcotic Analgesics, and CNS Depressants. (FARS). The number of law enforcement officers properly trained to identify drug impairment, Drug Recognition Expert (DRE), has been limited because of manpower shortages and lack of understanding for the need of this training by the law enforcement community. With this growing trend, training for prosecutors and judges are necessary to educate them on the DRE program.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the defense bar. In assessing the effectiveness of Georgia's Administrative License Suspension procedures for impaired drivers, the initial analysis of ALS hearings and data revealed that a large percentage of ALS hearings were lost by the state because of the officer's failure to attend

hearings. Training proves to be an effective tool to combat ALS issues and Georgia will increase its efforts to train law enforcement and ALS judges.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207

Countermeasure Strategies in Program Area

Countermeasure Strategy
Impaired Driving Enforcement
Impaired Driving: Education and Outreach

Countermeasure Strategy: Impaired Driving Enforcement

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

In 2017 in Georgia there were 1,540 fatalities. Of those fatalities, 366 (24%) were caused by alcohol/drugs. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes and fatalities. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. NHTSA’s findings show that 25 - to - 34-year old had the highest percentage (27%) of drivers with BACs of .08 or higher in fatal crashes followed by 21 - to 24 - year-old drivers (26%).

Linkage Between Program Area

The Governor’s Office of Highway Safety’s (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the

highest within the State of Georgia. Georgia experienced 366 fatalities related to this countermeasure which is why this fits the overall problem ID.

Alcohol and Other Drug Countermeasures

Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. This includes but is not limited to: overseeing in-house grants and contracts, seeking and managing grants that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to providing training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2019 and FY 2020. The plan includes the following:

6. Strategic impaired driving enforcement which is designed to reach motorcyclist and motorist in geographic subdivisions that account for a majority of the state's population and half of the state's alcohol-related fatalities.
7. Three statewide impaired driving mobilizations that occur during the holidays of July 4th, Labor Day (September), and December holidays.
8. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies will participate in four impaired driving mobilizations by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2020.

The four (4) impaired driving mobilizations are as follows:

9. December 2019/January 2020
10. Thunder Task Force (Three Dates TBD)
11. July Fourth 2020
12. Labor Day 2020

Statewide Impaired Driving Mobilization

Georgia participates in three annual statewide mobilizations to combat impaired driving. These campaigns occur during the Fourth of July, Labor Day, and December holidays. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators and others. The 16 regional networks are instrumental in carrying out this

statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia State Patrol.

Strategic Thunder Mobilizations

The Governor’s Office of Highway Safety has established a task force consisting of state wide officers (H.E.A.T.), troopers and sheriff’s deputies. The “Thunder” Task Force is a specialized traffic enforcement unit designed to help Georgia communities combat unusually high amount of traffic crashes, injuries and fatalities. Their mission is to reduce highway deaths and serious injuries by changing the illegal driving behaviors of motorcyclist and motorists in the region through an increased law enforcement presence in those high crash corridors. The task force was established in 2007 and continues to be very effective in reducing highway crashes, injuries and deaths.

Rationale

The countermeasure impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2019, the Governor’s Office of Highway Safety (GOHS) funded eighteen (18) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state in communities where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2020. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on impaired driving and speeding. This will be accomplished through enforcement and education.

Georgia plans to fund projects like HEAT again in 2020.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-3	Governor’s Office of Highway Safety 402AL
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-3	Georgia Governor's Office of Highway Safety - 402PTS
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

Planned Activity: Governor’s Office of Highway Safety 402AL

Planned activity number: **AL-3**

Primary Countermeasure Strategy ID: **Impaired Driving Enforcement**

Planned Activity Description

To fund staff and activities for statewide comprehensive safety programs designed to reduce impaired driving motor vehicle related traffic crashes, injuries, and fatalities.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Enforcement
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Alcohol (FAST)	\$75,000.00	\$18,750.00	\$0.00

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co

Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,235,983.00	\$558,995.75	
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,384,964.76	\$846,241.19	\$3,384,964.76

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$43,755.00	\$131,265.00	\$43,755.00	\$131,265.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00

Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00
In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00

Planned Activity: Georgia Governor's Office of Highway Safety - 402PTS

Planned activity number: **PT-3**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$947,150.00	\$236,787.50	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Ford F-250 Truck-GOHS	1	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00
Rollover Simulator-GOHS	1	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00

Planned Activity: Fund Sixteen (16) Traffic Enforcement Networks

Planned activity number: **PT-4**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Burke Co Sheriff, Byron Police, Calhoun Police, Camden Co Sheriff, Barrow Co Sheriff, DeKalb Co Police, Demorest Police, Douglas Co Sheriff, Effingham Co Sheriff, Holly Springs Police, Blakely Police, Clay Co Sheriff, Union Point Police, Valdosta Police, Washington Co Sheriff, Zebulon Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$322,760.00	\$80,690.00	\$322,760.00
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Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
In-Car Video Camera- Washington	1	\$5,350.00	\$5,350.00	\$5,350.00	\$5,350.00

Planned Activity: Fund ten (10) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Alma Police, Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$87,065.27	\$21,766.32	\$87,065.27
2019	FAST Act NHTSA 402	Speed Management (FAST)	\$31,540.00	\$7,885.00	\$31,540.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Countermeasure Strategy: Impaired Driving: Education and Outreach

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Education and Outreach will be used throughout FFY 2020 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engaging in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

Linkage Between Program Area

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways concerned impaired driving. Georgia is considered a “low-range” state however, it is incumbent upon GOHS’s law enforcement partners to remain innovative in education efforts and to communicate both successes and failures.

Education and outreach contribute to heightened public awareness, which when combined with enforcement, have been beneficial in addressing impaired-driving issues faced by the state, as determined through its problem identification process.

Mother’s Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff focus will engage volunteers at colleges and universities and with community organizations in drunk driving prevention advocacy and attending local health fairs, community events and school rallies advocating for seat belt usage, the only protection against a drunk driver.

GOHS and The Prosecuting Attorney’s Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and community awareness. To meet these needs, Georgia’s Senior Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

GOHS coordinates with The GA Department of Driver Services to run the Alcohol and Drug Awareness Program (ADAP) program. It is an educational component that focuses on educating young drivers on the dangers of combining driving with the use of alcohol or drugs is an important part of the prevention equation. The ADAP is an effective tool in the multi-pronged approach to protecting Georgia’s drivers and passengers. Obtaining an ADAP certificate is mandatory before GA teens can receive their driver’s license. There is still much to be done to increase awareness among Georgia’s teen drivers and their parents of the dangers of alcohol and drugs, particularly behind the wheel.

The Georgia Public Safety Training Center provides law enforcement training such as Standardized Field Sobriety (SFST), Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and other impaired driving courses that officers can receive. These trainings build on each other and give officers the necessary information to increase their enforcement of the impaired driving laws.

Rationale

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, Georgia will continue to offer education and outreach.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-1	Mothers Against Drunk Driving - Community Outreach
AL-2	Law Enforcement Training - DUI
AL-3	Governor’s Office of Highway Safety 402AL
AL-4	Prosecuting Attorney Council
AL-5	GA Department of Driver Services-ADAPT-1

Planned Activity: Mothers Against Drunk Driving - Community Outreach

Planned activity number: **AL-1**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

MADD will conduct press events for MADD's "Tie One On For Safety Designated Driver Campaign" during the FY 2019-2020 grant period. MADD Program Specialists will coordinate Pre-Prom presentations or informational tables during the grant year to educate students on the dangers of driving under the influence of alcohol or drugs and underage drinking during prom season. The presentations will be based on MADD's Power of You(th) curriculum. MADD Program Specialists will coordinate with event agencies to secure participation in community events to the public on the dangers of driving under the influence of alcohol or drugs and underage drinking during the FY 2019-2020 grant year. MADD will also present the Annual Golden Shield Law Enforcement Recognition Banquet

Intended Subrecipients

Mothers Against Drunk Driving Georgia

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$133,550.45	\$33,387.62	
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$4,449.55	\$1,112.39	

Planned Activity: Law Enforcement Training - DUI

Planned activity number: **AL-2**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

Conduct trainings in Drug Recognition Expert to certify officers as DRE's by the end of the grant year. The course consists of several phases of classroom training, followed by field training, and a comprehensive final knowledge examination. Conduct DUI/ SFST, DUI/SFST Instructor, Advanced Traffic Law, Drug Recognition Expert Recertification, DUI Case Preparation & Courtroom Presentation, Advanced Roadside Impaired Driving Enforcement (ARIDE) to students during the grant year.

Intended Subrecipients

Georgia Public Safety Training Center

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$561,133.00	\$140,283.25	

Planned Activity: Governor's Office of Highway Safety 402AL

Planned activity number: **AL-3**

Primary Countermeasure Strategy ID: **Impaired Driving Enforcement**

Planned Activity Description

To fund staff and activities for statewide comprehensive safety programs designed to reduce impaired driving motor vehicle related traffic crashes, injuries, and fatalities.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Enforcement

Impaired Driving: Education and Outreach
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Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Alcohol (FAST)	\$75,000.00	\$18,750.00	\$0.00

Planned Activity: Prosecuting Attorney Council

Planned activity number: **AL-4**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.

Intended Subrecipients

Prosecuting Attorney Council

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$480,415.00	\$120,103.75	

Planned Activity: GA Department of Driver Services-ADAPT-1

Planned activity number: **AL-5**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.

Intended Subrecipients

GA Department of Driver Services

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$50,433.00	\$12,608.25	

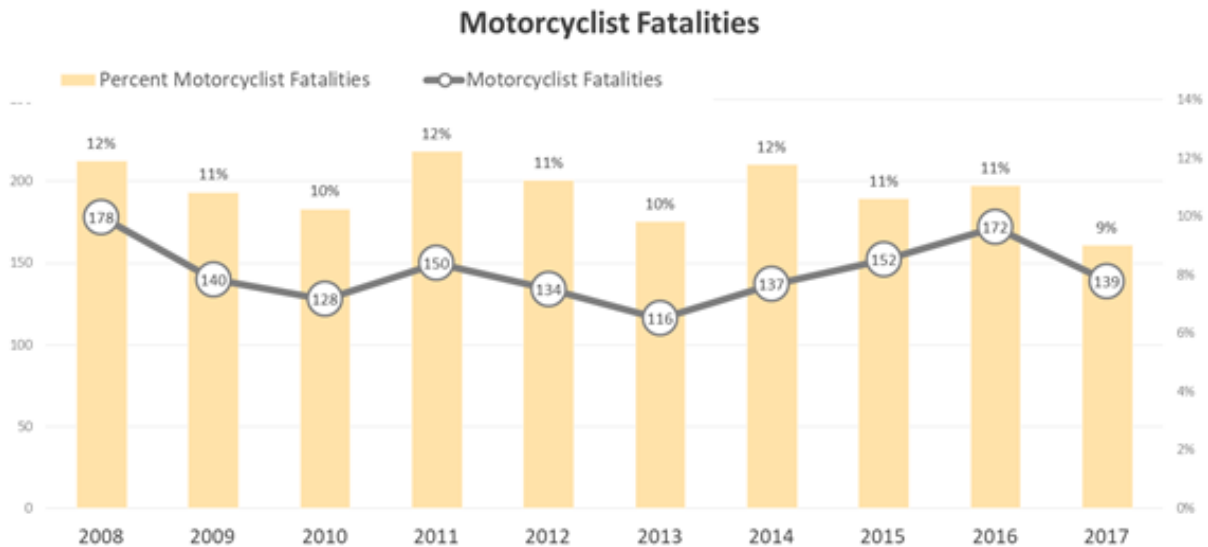
Program Area: Motorcycle Safety

Description of Highway Safety Problems

Problem Identification and Program Justification

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

Between 2013 and 2016, the number of motorcyclist fatalities increased by 48% (56 additional fatalities). In 2017, nine percent (9%) of all Georgia roadway fatalities were motorcyclists (139 persons) – compared to 14% of all traffic fatalities nationwide and 11% of all NHTSA Region 4 traffic fatalities. Per FARS data, motorcycle fatalities were prone to occur between noon – 8:59 pm on weekdays and weekends (Mondays and Fridays) during 2017. Contributing factors of fatal crashes among motorcycle operators include alcohol, speed, distraction, and rider inexperience. In 2017, 61 Georgia counties experienced at least one motorcyclist fatality. Forty-four percent (44%) of motorcyclist fatalities occurred in Fulton (14), DeKalb (12), Cobb (9), Henry (7), Richmond (6), Lumpkin (5), Gwinnett (4), and Hall (4) counties.



In 2017, a majority (119 out of 139, 86%) of fatality injured motorcyclists were helmeted, 13% were unhelmeted, and 1% were unknown helmet use. The proportions of un-helmeted fatalities have fluctuated greatly over the past few years. According to FARS data, the number of unhelmeted motorcyclist fatalities in Georgia doubled from 9 unhelmeted motorcyclist fatalities in 2016 to 18 unhelmeted motorcyclist fatalities in 2017. Un-helmeted rider deaths are on the increase and implementers of the counter measures strategies are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. In 2017, 19% of Georgia's motorcycle riders killed in fatal crashes reported 0.08+ BAC. In 2017, 35% of all (surviving and fatally injured) drivers and motorcycle riders involved in fatal crashes were tested for alcohol consumption with recorded BAC (796 vehicle operators were tested for alcohol out

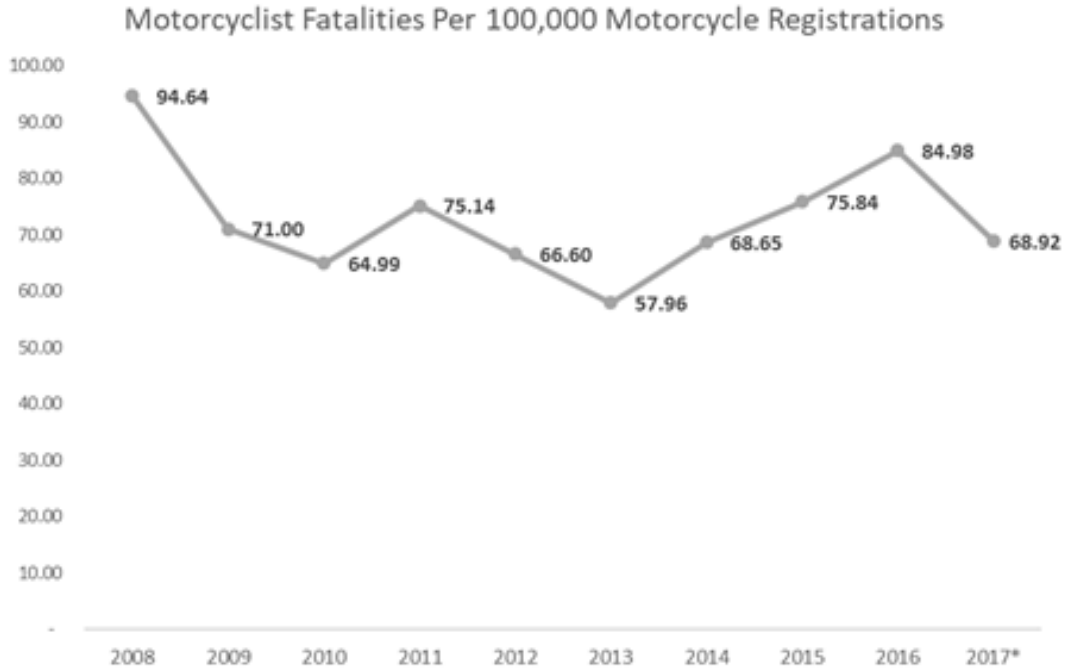
of the 2,283 vehicle operators that were involved in fatal crashes). This is a 7% net decrease from the 2016 alcohol reporting rate of 42% in 2016. In 2017, more than half (54%) of drivers fatally injured and 19% of surviving drivers involved in fatal crashes had BAC results reported.

Georgia will continue to fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired motorcycle crashes occurred in 2017. The chart below describes the proposed FFY2020 grantees, counties represented, and the total fatalities, impaired driving fatalities, and motorcycle fatalities.

2020 Proposed Highway Enforcement of Aggressive Traffic Grantees										
County	Grantee	Total Fatalities			Alcohol-Related Fatalities			Motorcyclist Fatalities		
		2015	2016	2017	2015	2016	2017	2015	2016	2017
Bartow	Bartow County SO	29	26	17	6	5	2	4	10	1
Bibb	DPS-NightHawks	21	28	34	6	4	8	4	1	1
	Bibb County SO									
Bulloch	DPS-NightHawks	15	18	14	4	2	5	0	0	3
Burke	Burke County SO	3	8	12	0	4	5	0	0	1
Chatham	DPS-NightHawks	54	44	29	14	14	6	7	2	3
	Savannah PD									
Cherokee	Cherokee County SO	12	7	32	3	0	3	1	0	2
Cobb	Cobb County PD	49	59	53	12	20	15	4	13	9
Dekalb	DeKalb County PD	83	80	95	25	21	26	8	11	12
Forsyth	Forsyth County SO	13	11	15	4	1	3	1	1	3
Fulton	DPS-NightHawks	104	130	115	31	36	27	13	15	14
	Atlanta PD									
Glynn	Glynn County PD	9	7	16	1	1	5	0	2	0
Gwinnett	DPS-NightHawks	67	61	66	20	24	24	12	12	4
Habersham	Habersham County SO	9	12	7	4	4	1	1	1	0
Hall	Hall County SO	33	31	31	9	9	8	4	4	4
Henry	Henry County PD	29	26	27	5	7	6	3	1	7
Houston	Houston Co SO	11	17	12	3	5	3	2	3	2
Laurens	Dublin PD	11	9	13	3	3	2	1	0	1
Muscogee	DPS-NightHawks	14	27	26	5	7	11	1	6	3
Newton	Newton County SO	18	21	17	7	2	7	1	1	0
Rockdale	Rockdale County SO	7	13	14	2	1	6	1	4	1

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb
 Fulton/Gwinnett-North Team, Chatham/Bulloch-South Team
 Muscogee/Bibb-Middle GA Team

While motorcycles are an increasingly popular means of transportation, there was a slight decrease in the number of registered motorcycles in the state of Georgia. In 2017, there were an estimated 201,689 motorcycle registrations in Georgia – a 0.3% decline from 2016. This equates to nearly 68.92 motorcyclist fatalities out of every 100,000 registered motorcycle on Georgia roadways.



The chart below was provided by the GA Department of Driver Services and represents the total number of registered motorcycles in Georgia, by county.

County	Registered Motorcycles	County	Registered Motorcycles
Gwinnett	13,112	Jasper	543
Cobb	13,010	Putnam	531
Fulton	10,371	Burke	527
Cherokee	7,067	Worth	515
DeKalb	6,988	Towns	498
Henry	5,247	McDuffie	488
Forsyth	5,017	Grady	481
Chatham	4,857	Toombs	467
Hall	4,813	Berrien	455
Paulding	4,471	Elbert	439
Coweta	4,302	Long	438
Houston	3,826	Crawford	429

Columbia	3,543	Emanuel	425
Bartow	3,255	Sumter	418
Douglas	3,205	Decatur	405
Richmond	3,094	Dade	398
Carroll	3,087	Heard	376
Clayton	3,030	Oglethorpe	369
Fayette	2,955	Tattnall	363
Muscogee	2,835	Brantley	350
Newton	2,738	Pierce	344
Walton	2,592	Bleckley	325
Barrow	2,478	Washington	320
Lowndes	2,416	Dodge	319
Floyd	2,269	Greene	311
Whitfield	2,198	Crisp	301
Effingham	2,162	Cook	278
Jackson	2,127	McIntosh	277
Walker	1,939	Appling	272
Bibb	1,883	Brooks	271
Camden	1,867	Mitchell	270
Rockdale	1,808	Ben Hill	250
Glynn	1,736	Lanier	229
Liberty	1,688	Screven	217
Gordon	1,656	Chattahoochee	215
Catoosa	1,623	Jefferson	214
Spalding	1,587	Dooly	213
Troup	1,418	Twiggs	208
Bryan	1,359	Candler	206
Pickens	1,344	Wilkinson	201

Clarke	1,324	Evans	194
Union	1,271	Pulaski	192
Lumpkin	1,218	Wilkes	192
Gilmer	1,210	Charlton	180
Bulloch	1,194	Seminole	179
Habersham	1,192	Jeff Davis	176
Harris	1,157	Bacon	174
Fannin	1,124	Terrell	173
Murray	1,123	Lincoln	170
Polk	1,115	Marion	170
Dawson	1,048	Early	166
Dougherty	1,003	Macon	165
White	997	Talbot	164
Haralson	894	Irwin	160
Laurens	847	Treutlen	160
Monroe	819	Montgomery	157
Oconee	818	Telfair	153
Thomas	781	Taylor	149
Butts	780	Turner	130
Jones	777	Johnson	128
Lee	777	Hancock	112
Madison	774	Wilcox	111
Stephens	751	Atkinson	99
Pike	750	Clinch	97
Banks	699	Schley	88
Baldwin	697	Jenkins	85
Hart	689	Miller	84
Tift	676	Echols	78

Franklin	670	Warren	75
Colquitt	659	Wheeler	70
Peach	651	Randolph	61
Upson	643	Stewart	60
Coffee	639	Calhoun	59
Lamar	596	Glascock	49
Morgan	595	Webster	45
Rabun	591	Clay	40
Meriwether	577	Baker	38
Ware	554	Quitman	38
Chattooga	551	Taliaferro	24
Wayne	545		

The chart below is based on the most recent finalized state data and represents the total number (2,264) of Motorcycle crashes with another vehicle for calendar year 2017.

Georgia 2017 Motorcycle Crashes Involving Another Vehicle							
County	Crashes with another vehicle	County	Crashes with another vehicle	County	Crashes with another vehicle	County	Crashes with another vehicle
*Fulton	376	Catoosa	12	Crawford	3	Taylor	1
*DeKalb	242	Effingham	12	Decatur	3	Washington	1
*Cobb	231	Gilmer	12	Grady	3	Wilkinson	1
*Gwinnett	170	Habersham	11	Madison	3	Worth	1
*Chatham	142	Thomas	11	Polk	3	Appling	0
*Richmond	91	Dawson	10	Sumter	3	Bacon	0
*Henry	70	Haralson	10	Tift	3	Baker	0
*Clayton	69	Spalding	10	Twiggs	3	Brooks	0
*Bibb	65	Ware	10	Wayne	3	Calhoun	0
*Hall	56	Laurens	9	Berrien	2	Charlton	0
Muscogee	50	Rabun	9	Brantley	2	Chattahoochee	0
Cherokee	48	White	9	Burke	2	Clay	0
Douglas	40	Baldwin	8	Crisp	2	Dodge	0
Coweta	39	Bryan	8	Echols	2	Elbert	0
Forsyth	36	Dade	8	Irwin	2	Glascok	0
Houston	36	Monroe	8	Jenkins	2	Greene	0
Clarke	35	Hart	7	Long	2	Hancock	0
Columbia	35	Murray	7	Marion	2	Lincoln	0
Lowndes	33	Walker	7	McIntosh	2	Macon	0
Newton	29	Butts	6	Meriwether	2	Miller	0
Liberty	28	Colquitt	6	Morgan	2	Montgomery	0
Paulding	28	Lamar	6	Towns	2	Oglethorpe	0
Rockdale	27	Mitchell	6	Treutlen	2	Pierce	0
Bartow	26	Oconee	6	Upson	2	Pike	0
Glynn	25	Peach	6	Wilkes	2	Pulaski	0
Floyd	24	Stephens	6	Atkinson	1	Quitman	0
Bulloch	22	Camden	5	Ben Hill	1	Randolph	0
Carroll	22	Chattooga	5	Candler	1	Schley	0
Dougherty	21	Coffee	5	Clinch	1	Screven	0
Lumpkin	21	Fannin	5	Cook	1	Seminole	0
Unknown	21	Jefferson	5	Dooly	1	Stewart	0
Gordon	19	Union	5	Early	1	Taliaferro	0
Fayette	18	Evans	4	Emanuel	1	Tattnall	0
Troup	18	Harris	4	Heard	1	Telfair	0
Whitfield	18	Lee	4	Jasper	1	Terrell	0
Walton	17	McDuffie	4	Jeff Davis	1	Tumer	0
Jackson	16	Putnam	4	Johnson	1	Warren	0
Barrow	15	Toombs	4	Jones	1	Webster	0
Franklin	14	Banks	3	Lanier	1	Wheeler	0
Pickens	13	Bleckley	3	Talbot	1	Wilcox	0

Data retrieved from GEARS (Georgia Electronic Accident Reporting System)- June 2019

GOHS' planned awareness activities will target the top 10 counties identified above with an *, which represents 67% of counties with the highest number of motorcycle crashes with another vehicle.

The chart below is based on the most finalized state data and represents the total number (159) of Motorcycle Crashes in 2017 which involved an impaired operator:

Georgia 2017 Motorcycle Crashes Involving an Impaired Operator

County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*
*Note: Alcohol and drug test results are greatly underreported for a variety of reasons, therefore, the 'Driver Condition' variable was used to determine if the motorcycle operator was impaired (as reported by the officer). Source: 2017 GA Crash Data							
*Cobb	11	Bulloch	1	Atkinson	0	McIntosh	0
*Richmond	10	Burke	1	Bacon	0	Meriwether	0
*Gwinnett	7	Butts	1	Baker	0	Miller	0
*Paulding	6	Charlton	1	Baldwin	0	Mitchell	0
*Fulton	5	Chatham	1	Ben Hill	0	Montgomery	0
*Clarke	4	Chattahoochee	1	Berrien	0	Morgan	0
*Franklin	4	Chattooga	1	Brantley	0	Oconee	0
*Camden	3	Clinch	1	Bryan	0	Oglethorpe	0
*Catoosa	3	Coffee	1	Calhoun	0	Pickens	0
*Cherokee	3	Cook	1	Candler	0	Pike	0
*Coweta	3	Dawson	1	Clay	0	Polk	0
*Forsyth	3	Decatur	1	Colquitt	0	Pulaski	0
*Gordon	3	Dekalb	1	Crawford	0	Putnam	0
*Houston	3	Douglas	1	Crisp	0	Quitman	0
*Jackson	3	Echols	1	Dade	0	Randolph	0
*Laurens	3	Emanuel	1	Dodge	0	Schley	0
*Lumpkin	3	Evans	1	Dooly	0	Screven	0
*Spalding	3	Fannin	1	Dougherty	0	Seminole	0
Banks	2	Gilmer	1	Early	0	Stewart	0
Barrow	2	Glynn	1	Effingham	0	Taliaferro	0
Carroll	2	Haralson	1	Elbert	0	Tattnall	0
Clayton	2	Harris	1	Fayette	0	Taylor	0
Columbia	2	Heard	1	Glascok	0	Telfair	0
Floyd	2	Henry	1	Greene	0	Terrell	0
Grady	2	Lee	1	Hancock	0	Thomas	0
*Habersham	2	Marion	1	Irwin	0	Towns	0
*Hall	2	Murray	1	Jasper	0	Treutlen	0
Hart	2	Newton	1	Jeff Davis	0	Upson	0
Lowndes	2	Pierce	1	Jefferson	0	Ware	0
Monroe	2	Rabun	1	Jenkins	0	Warren	0
Muscogee	2	Rockdale	1	Johnson	0	Washington	0
Peach	2	Sumter	1	Jones	0	Wayne	0
Stephens	2	Talbot	1	Lamar	0	Webster	0
Tift	2	Toombs	1	Lanier	0	Wheeler	0
Walker	2	Troup	1	Liberty	0	White	0
Walton	2	Turner	1	Lincoln	0	Wilcox	0
Bartow	1	Twiggs	1	Long	0	Wilkes	0
Bibb	1	Union	1	Macon	0	Wilkinson	0
Bleckley	1	Whitfield	1	Madison	0	Worth	0
Brooks	1	Appling	0	McDuffie	0		

Data retrieved from GEARS (Georgia Electronic Accident Reporting System)- June 2019

GOHS planned awareness activities will target the 20 counties above identified with an *, which represents 53% of counties with the highest number of impaired operator motorcycle crashes. The majority of those highlighted and marked with an * include metropolitan areas as well as the Northeast Georgia mountain corridor.

Target Population

All drivers of passenger vehicles and other motorists who may endanger motorcycle and scooter riders in Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	2020	5 Year	163
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	2020	5 Year	16

Countermeasure Strategies in Program Area

Countermeasure Strategy
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Countermeasure Strategy: Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Program Area: **Motorcycle Safety**

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle

operators in the state. We will conduct earned media events and paid media (outdoor billboards) in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur.

Georgia will also continue to fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in counties where impaired motorcycle crashes occurred in 2017. Of the 139 motorcycle fatalities, 71 (51%) occurred in the counties represented with HEAT projects. Of those 71 fatalities, 51 (72%) involved an impaired rider. The chart below describes the FFY2020 proposed grantees, counties represented, and the total fatalities, impaired driving fatalities, and motorcycle fatalities.

2020 Proposed Highway Enforcement of Aggressive Traffic Grantees										
County	Grantee	Total Fatalities			Alcohol-Related Fatalities			Motorcyclist Fatalities		
		2015	2016	2017	2015	2016	2017	2015	2016	2017
Bartow	Bartow County SO	29	26	17	6	5	2	4	10	1
Bibb	DPS-NightHawks	21	28	34	6	4	8	4	1	1
	Bibb County SO									
Bulloch	DPS-NightHawks	15	18	14	4	2	5	0	0	3
Burke	Burke County SO	3	8	12	0	4	5	0	0	1
Chatham	DPS-NightHawks	54	44	29	14	14	6	7	2	3
	Savannah PD									
Cherokee	Cherokee County SO	12	7	32	3	0	3	1	0	2
Cobb	Cobb County PD	49	59	53	12	20	15	4	13	9
Dekalb	DeKalb County PD	83	80	95	25	21	26	8	11	12
Forsyth	Forsyth County SO	13	11	15	4	1	3	1	1	3
Fulton	DPS-NightHawks	104	130	115	31	36	27	13	15	14
	Atlanta PD									
Glynn	Glynn County PD	9	7	16	1	1	5	0	2	0
Gwinnett	DPS-NightHawks	67	61	66	20	24	24	12	12	4
Habersham	Habersham County SO	9	12	7	4	4	1	1	1	0
Hall	Hall County SO	33	31	31	9	9	8	4	4	4
Henry	Henry County PD	29	26	27	5	7	6	3	1	7
Houston	Houston Co SO	11	17	12	3	5	3	2	3	2
Laurens	Dublin PD	11	9	13	3	3	2	1	0	1
Muscogee	DPS-NightHawks	14	27	26	5	7	11	1	6	3
Newton	Newton County SO	18	21	17	7	2	7	1	1	0
Rockdale	Rockdale County SO	7	13	14	2	1	6	1	4	1

Note: DPS Night Hawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb
 Fulton/Gwinnett-North Team, Chatham/Bulloch-South Team
 Muscogee/Bibb-Middle GA Team

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total

number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing "operation Zero Tolerance"(OZT)/ "Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year’s and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Program Area: **Motorcycle Safety**

Project Safety Impacts

Strategic Communications Plan

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. These counties include Fulton, Chatham, Cobb, Gwinnett, DeKalb, Richmond, Henry, Hall, Clayton, and Bibb. In FFY 2020, the Governor's Office of Highway Safety (GOHS) will use a mix of communication mechanisms to draw attention to the problem and deliver the message of "Share the Road" to motorists, creating more awareness of motorcyclists.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).

The Georgia Department of Driver Services manages The Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach in an attempt to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. The need for the Motorcycle Safety Outreach Program is critical in order to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists and motorcyclists to "Share the Road" in an effort to reduce the number of motorcycle crashes, injuries and fatalities on our roadways.

The Governor's Office of Highway Safety (GOHS) has the primary responsibility of collecting and evaluating data, developing an annual highway safety plan and longer term Strategic

Highway Safety Plan (SHSP). Annually, the Governor’s Office of Highway Safety (GOHS) provides highway safety funds to support the effort of eligible government agencies and private organizations to eliminate or reduce highway safety problems and enhance highway safety consistent with Georgia’s Highway Safety Plan. The Governor’s Office of Highway Safety (GOHS) also conducts its own public outreach and communication programs.

Efforts between the Governor’s Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP).

GOHS will make paid media statewide radio buys through the Georgia Association of Broadcasters in the warm weather months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. GOHS will coordinate earned media events and paid media (billboards, etc) in high risk areas to promote motorist’s awareness of motorcycles for all operators of motor vehicles in the “Share the Road” campaign.

[Linkage Between Program Area](#)

Data Used to Identify Priorities

Motorcycles are an increasingly popular means of transportation in Georgia. Between 2013 and 2016, the number of Georgia motorcyclist fatalities increased by 48% (56 additional fatalities). In 2017, nine percent of all Georgia roadway fatalities were motorcyclists (139 persons) – compared to 14% of all traffic fatalities nationwide and 11% of all NHTSA Region 4 traffic fatalities. Georgia experienced a 19% decrease (33 less) in the number of motorcyclist fatalities in 2017 compared to 2016. Per FARS data, motorcycle fatalities were more prone to occurring between noon – 8:59 pm on weekdays and weekends (Mondays and Fridays) during 2017. Contributing factors of fatal crashes among motorcycle operators include alcohol, speed, distraction, and rider inexperience. In 2017, Forty-four percent (44%) of motorcyclist fatalities occurred in Fulton (14), DeKalb (12), Cobb (9), Henry (7), Richmond (6), Lumpkin (5), Gwinnett (4), and Hall (4) counties.

In 2017, majority (119 out of 139, 86%) of motorcyclists that were fatality injured were helmeted, 13% were unhelmeted, and 1% were unknown helmet use. the proportions of unhelmeted fatalities fluctuated greatly. According to Fatality Analysis Reporting System (FARS) data, the number of unhelmeted motorcyclist fatalities in Georgia doubled from 9 unhelmeted motorcyclist fatalities in 2016 to 18 unhelmeted motorcyclist fatalities in 2017. Un-helmeted rider deaths are on the increase and implementers of the counter measures strategies are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

[Rationale](#)

The countermeasure for supports Motorcycle Communications Outreach through times of the year when motorcycle use is highest including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017,

it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-1	2020 Motorcycle Programs

Planned Activity: 2020 Motorcycle Programs

Planned activity number: **MC-1**

Primary Countermeasure Strategy ID: **Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists**

Planned Activity Description

Motorcycle awareness program that features social media campaigns, outreach programs, distribute educational items to promote the "Share the Road with Motorcycles", Ride Coach Professional Development and training. Also internal motorcyclist awareness programs that fall within communication outreach across the state. This includes billboards, social media, press releases, and other communication events.

Intended Subrecipients

Georgia Department of Driver Services, Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$112,659.31	\$28,164.83	

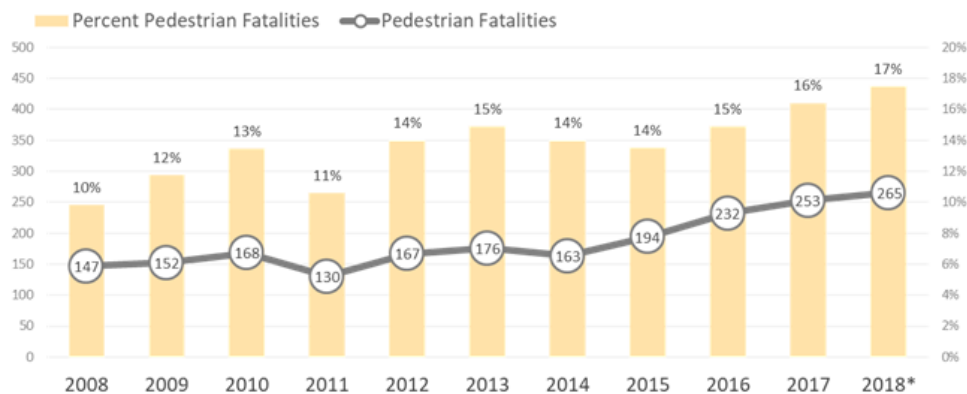
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$23,853.69	\$5,963.43	
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Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

Problem Identification and Program Justification – Pedestrians

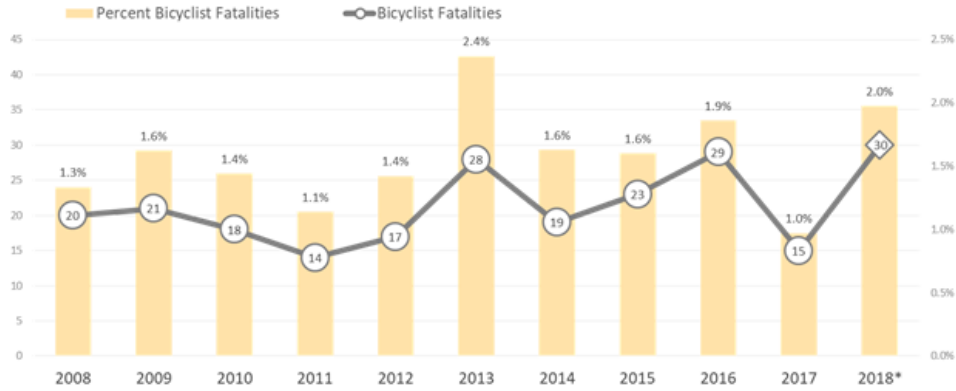
In 2017, 1,540 people were killed in motor vehicle crashes in the state of Georgia, a decrease of 1.7% since 2016. Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In many big cities and small towns around the state, trips can be accomplished entirely on foot. The fast-growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas.



In 2017, within Georgia, 253 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for 16% of all motor vehicle crashes in 2017. Preliminary data for the Georgia Fatality Crash Reports show that there is an increase in the number of pedestrian fatalities to 265 fatalities in 2018. Per FARS data, the top five contributing factors for pedestrian fatalities were: failure to yield right of way, improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. The top eight Georgia counties to experience pedestrian fatalities are: Fulton, DeKalb, Gwinnett, Cobb, Clayton, Richmond, Bibb, and Chatham. The pedestrian fatalities generally occur between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays. Nationally, 19% of children 14 and younger killed in traffic crashes were pedestrians

Problem Identification and Program Justification - Bicyclists

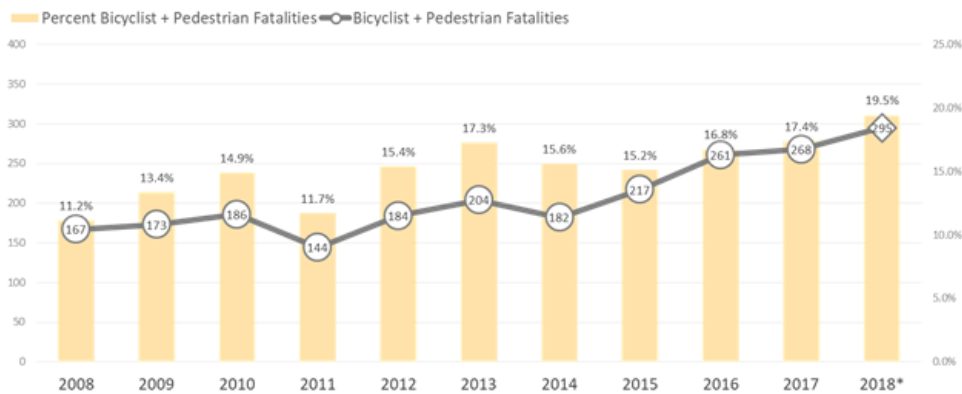
Bicycling is a healthy, inexpensive, and efficient mode of transportation throughout Georgia. The metropolitan areas around the state offer opportunities for bicycle commuting and active transportation while the rural roads offer many miles of scenic highway for exploring the state.



Nationally in 2017, there were 783 bicycle related deaths, a decrease of nearly 8% since 2016. In Georgia, 15 bicyclists were killed in traffic crashes and accounted for 1.0% of all roadway motor vehicle crashes for 2017. Preliminary data for the Georgia Fatality Crash Reports show the number of bicyclist fatalities doubled to 30 fatalities in 2018.

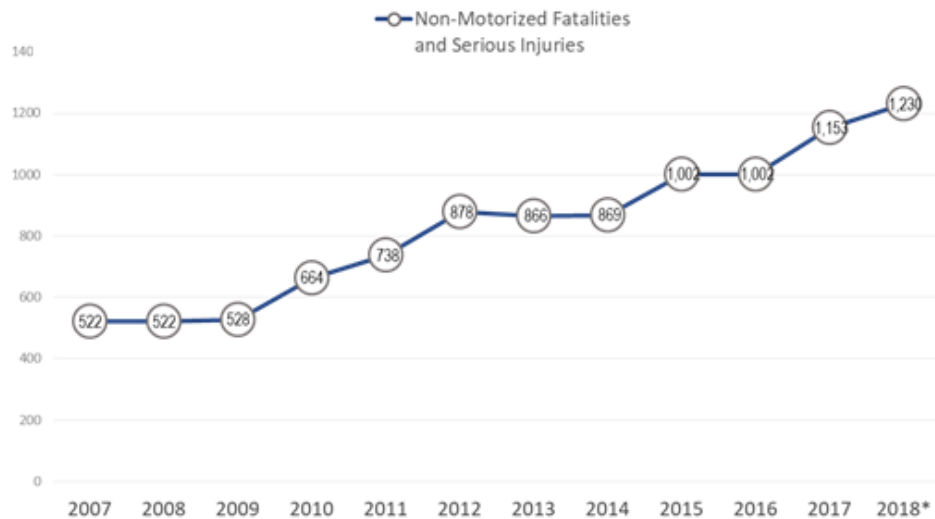
Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. These types of fatalities were more prone to occur during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. In 2017, 73% of pedestrian and bicyclist fatalities (197 out of 268) occur during the nighttime hours between 6pm and 5:59am throughout the entire week and 41% pedestrian and bicyclist fatalities (110 out of 268) occur during the weekend (6 p.m. Friday thru 5:59 a.m. Monday). Nearly 40% (101 out of 253) of all pedestrian fatalities that occurred in 2017, were between ages 45-64 years.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are working together to address these emerging safety concerns.



In 2017, Georgia reported a 1.7% decrease in roadway fatalities (from 1,566 in 2016 to 1,540 in 2017). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 2.7% from 261 in 2016 to 268 in 2017, representing 17.4% of all roadway fatalities. The number of

non-motorized fatalities and serious injuries have steadily increased since 2007. In 2017, there were 1,153 reported serious injuries and fatalities among non-motorist in the state of Georgia – a 15% increase in comparison to 2016.



Target Population

The target population is pedestrians and bicyclists in Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-10) Number of pedestrian fatalities (FARS)-2020	2020	5 Year	281
2020	C-11) Number of bicyclists fatalities (FARS)-2020	2020	5 Year	25

Countermeasure Strategies in Program Area

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists

Bicycle: Bicycle Safety Education for Children
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Countermeasure Strategy: Bicycle: Bicycle Safety Education for Adult Cyclists

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

In Georgia, 15 bicyclists were killed in motor vehicle crashes and bicycle fatalities alone accounted for 1% of all roadway motor vehicle crashes for 2017. Preliminary data for 2018 shows Georgia once again increased in bicycle fatalities. Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. These types of fatalities were more prone to occurring during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. In 2017, 73% of pedestrian and bicyclist fatalities (197 out of 268) occur during the nighttime hours between 6pm and 5:59am throughout the entire week and 41% pedestrian and bicyclist fatalities (110 out of 268) occur during the weekend (6 p.m. Friday thru 5:59 a.m. Monday). Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are working together to address these emerging safety concerns.

Linkage Between Program Area

Georgia will use non-motorized funds across the state, in areas where data shows higher fatalities occur. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Rationale

The number of non-motorized fatalities and serious injuries have steadily increased. More and more people are riding bicycles as their main form of transportation. GOHS will aid in the education of adults who are choosing bicycles as a form of transportation and recreation, and safety aspects regarding bicycles.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
BP-1	2020 Bicycle Programs
BP-4	Governor’s Office of Highway Safety 405h

Planned Activity: 2020 Bicycle Programs

Planned activity number: **BP-1**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

Bicycle safety outreach programs to communities and schools; classes to public on bicycle and helmet safety in the overall state, and within 6 different communities.

Intended Subrecipients

Savannah Bike, Georgia Bikes, Fulton County Sheriff, Bike Athens, Atlanta Bicycle Coalition, Georgia Southern University PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$234,750.00	\$58,687.50	

Planned Activity: Governor's Office of Highway Safety 405h

Planned activity number: **BP-4**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to Bicycle and pedestrian safety.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$16,734.85	\$4,183.72	
2018	FAST Act 405h Nonmotorized Safety	405h Public Education	\$8,265.15	\$2,066.29	

Countermeasure Strategy: Bicycle: Bicycle Safety Education for Children

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

In Georgia, 15 bicyclists were killed in traffic crashes in 2017. This was about a 50% decrease from 2016 when 29 bicyclists were killed. Preliminary data for 2018 shows Georgia bicycle deaths once again increased back to 30 deaths. Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. The purpose of this countermeasure is to teach children basic bicycle handling skills, traffic signs and signals, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. Nationally, these types of fatalities were more prone to occur during the weekday between 3:00pm - 8:59pm and on the weekend between 6:00pm – 11:59pm. This is also times in which children are home from school, and able to be outside on their bicycles. Bicycle programs across the state are working on the educations of children and bicycles.

Linkage Between Program Area

Georgia will use non-motorized funds across the state, in areas where data shows higher bicycle and pedestrian fatalities occur, as well as education programs for children and young adults. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Rationale

The number of non-motorized fatalities and serious injuries have steadily increased. More and more people are riding bicycles as their main form of transportation, and children are not exempt from this. Children are also riding bicycles, many still without helmets. GOHS will help fund elementary school aged projects, including a bicycle rodeos and education projects.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
BP-1	2020 Bicycle Programs
BP-4	Governor's Office of Highway Safety 405h

Planned Activity: 2020 Bicycle Programs

Planned activity number: **BP-1**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

Bicycle safety outreach programs to communities and schools; classes to public on bicycle and helmet safety in the overall state, and within 6 different communities.

Intended Subrecipients

Savannah Bike, Georgia Bikes, Fulton County Sheriff, Bike Athens, Atlanta Bicycle Coalition, Georgia Southern University PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$234,750.00	\$58,687.50	

Planned Activity: Governor's Office of Highway Safety 405h

Planned activity number: **BP-4**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to Bicycle and pedestrian safety.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$16,734.85	\$4,183.72	
2018	FAST Act 405h Nonmotorized Safety	405h Public Education	\$8,265.15	\$2,066.29	

Countermeasure Strategy: Pedestrian: Driver Training

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Per FARS data, the top five contributing factors for pedestrian fatalities were; failure to yield right of way, improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. The top five Georgia counties to experience pedestrian fatalities are: Fulton, DeKalb, Clayton, Gwinnett, and Cobb. The pedestrian fatalities occur between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays.

Georgia plans to provide funds to agencies for the purpose of increasing pedestrian education and enforcement. Grantees will increase bicycle education and enforcement to encourage the ability for vehicles and pedestrians to safely “share the road”. This will increase the sensitivity of drivers to the presence of pedestrians and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

Linkage Between Program Area

Walking is encouraged as an alternate mode of transportation to motor vehicle travel. For many trips, in big cities and small towns around the state they can be accomplished entirely on foot. The fast-growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas. The driver training program will be focused in areas where high incidents of pedestrian/ vehicle collisions across the state occur. Education with pedestrians and motor vehicle operators will allow pedestrians a safer environment because there is a heightened sense of awareness from the drivers due to education efforts. It is within Georgia’s driver training that allows the driver to become a more knowledgeable driver, as well as a pedestrian.

Rationale

In 2017 there were 5,977 pedestrians were killed in traffic crashes in the United States. A total of 5,890 traffic crashes had one or more pedestrian fatalities. On average, a pedestrian was killed every 88 minutes in traffic crashes. That is more than 16 people a day, almost 115 people a week. With this steady uptake in fatalities, Georgia wants to help combat the issue by working within the pedestrian field. By training the drivers on Georgia’s roadways through our enforcement programs, there is a better chance that the pedestrian will in fact have the right of way, and continue on in their travels. This education of the driver, would allow and increased sensitivity of drivers to the presence of pedestrians and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
BP-2	2020 Pedestrian Programs-1
BP-4	Governor’s Office of Highway Safety 405h

Planned Activity: 2020 Pedestrian Programs-1

Planned activity number: **BP-2**

Primary Countermeasure Strategy ID: **Pedestrian: Driver Training**

Planned Activity Description

GOHS will fund pedestrian projects focused on community programs and outreach on Pedestrian Safety. These projects will focus on training of the public in regards to pedestrian safety

information and will include social media campaigns, as well as advertising safety messages to the public. These projects will also participate in the Pedestrian Task Team meetings. Enforcement of crosswalk violations will be included.

Intended Subrecipients

DeKalb County BOH, Macon-Bibb County Commissioners, Brookhaven PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$105,901.00	\$26,475.25	

Planned Activity: Governor’s Office of Highway Safety 405h

Planned activity number: **BP-4**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to Bicycle and pedestrian safety.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children
Pedestrian: Driver Training

Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$16,734.85	\$4,183.72	
2018	FAST Act 405h Nonmotorized Safety	405h Public Education	\$8,265.15	\$2,066.29	

Countermeasure Strategy: Pedestrian: Enforcement Strategies

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Per FARS data, the top five contributing factors for pedestrian fatalities were; Failure to yield right of way, improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. The top five Georgia counties to experience pedestrian fatalities are: Fulton, DeKalb, Clayton, Gwinnett, and Cobb. The pedestrian fatalities for Georgia occurred between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays. This is why projects that have defined enforcement strategies are vital. During this time the officer can not only enforce the law, but provide education about pedestrian safety.

Georgia plans to provide funds to agencies for the purpose of increasing pedestrian education and enforcement. Grantees will increase bicycle education and enforcement to encourage the ability for vehicles and pedestrians to safely “share the road”. GOHS will coordinate with the SHSP Pedestrian Task Force to implement projects, provide education, and enforce the pedestrian laws in the areas where data indicates a problem.

Linkage Between Program Area

Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In many trips, in big cities and small towns around the state can be accomplished entirely on foot. The fast-growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas.

Rationale

The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure. With the increased information in regards to behavior change, enforcement is often necessary to encourage compliance. With the implementation of enforcement strategies, Georgia's pedestrian population, and motorist population will see a behavior change, and an increased awareness for all those on Georgia's roadways.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
BP-2	2020 Pedestrian Programs-1
BP-4	Governor's Office of Highway Safety 405h

Planned Activity: 2020 Pedestrian Programs-1

Planned activity number: **BP-2**

Primary Countermeasure Strategy ID: **Pedestrian: Driver Training**

Planned Activity Description

GOHS will fund pedestrian projects focused on community programs and outreach on Pedestrian Safety. These projects will focus on training of the public in regards to pedestrian safety information and will include social media campaigns, as well as advertising safety messages to the public. These projects will also participate in the Pedestrian Task Team meetings. Enforcement of crosswalk violations will be included.

Intended Subrecipients

DeKalb County BOH, Macon-Bibb County Commissioners, Brookhaven PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$105,901.00	\$26,475.25	

Planned Activity: Governor's Office of Highway Safety 405h

Planned activity number: **BP-4**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to Bicycle and pedestrian safety.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children
Pedestrian: Driver Training
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$16,734.85	\$4,183.72	
2018	FAST Act 405h Nonmotorized Safety	405h Public Education	\$8,265.15	\$2,066.29	

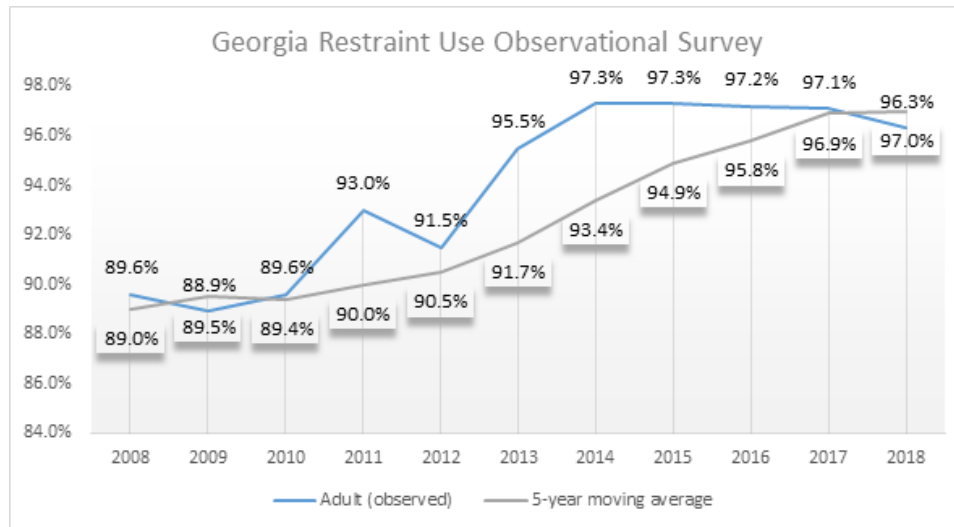
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

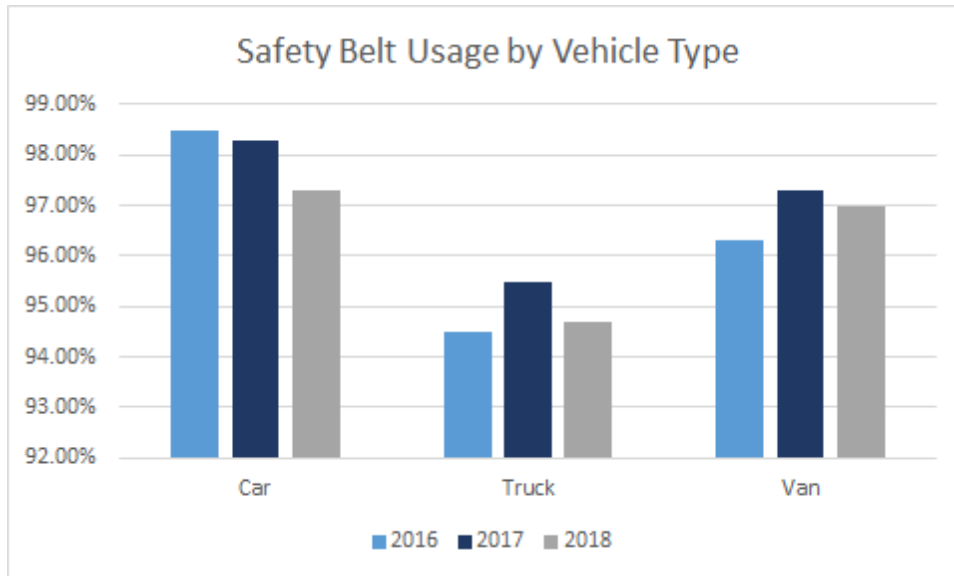
One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In 2017, forty-four percent (44%, 463 out of 1,057) of all Georgia motor vehicle passenger fatalities were unrestrained. The National Highway Traffic Safety Administration (NHTSA) data that shows nationally safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%). For light-truck occupants, seat belts reduce the risk of fatal injury by sixty percent (60%) and moderate-to-critical injury by sixty-five percent (65%). Research on the effectiveness of child safety seats has found them to reduce fatal injury by seventy-one percent (71%) for infants and by fifty-four percent (54%) for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are fifty-eight percent (58%) and fifty-nine percent (59%), respectively.

The Governor's Office of Highway Safety (GOHS), partners with The University of Georgia Traffic Safety Research Evaluation Group to conduct an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Highlights from the September 2018 report are as follows:

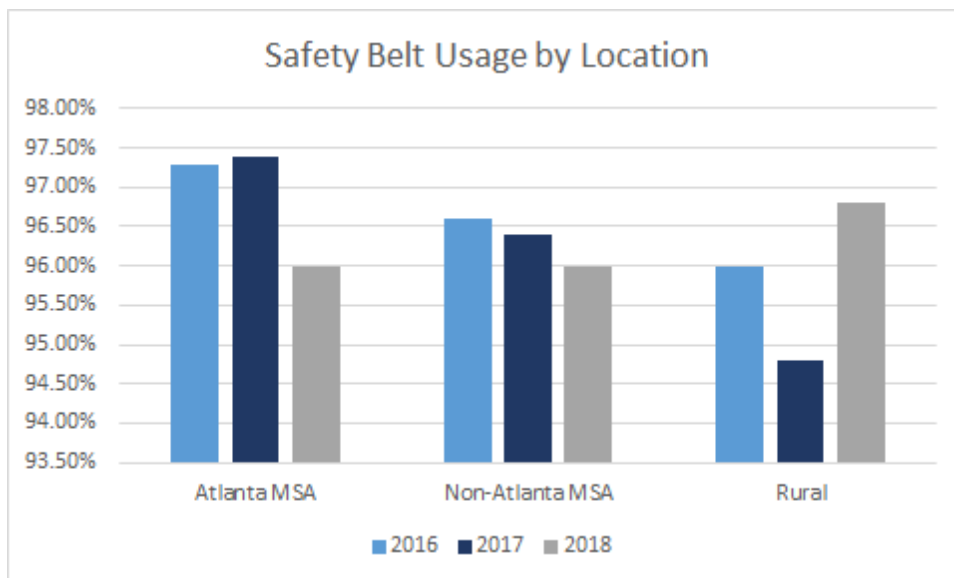
Statewide safety belt usage in 2018 for drivers and passengers of passenger cars, trucks, and vans was 96.3%, a decrease of 0.8% from 2017.



The 2018 Safety belt usage was 97.3% in passenger cars, 97.0% in vans, and 94.7% in trucks, a slight decrease over previous years.



Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (96.8%), followed by non-Atlanta MSAs and rural areas, both at 96.0%.



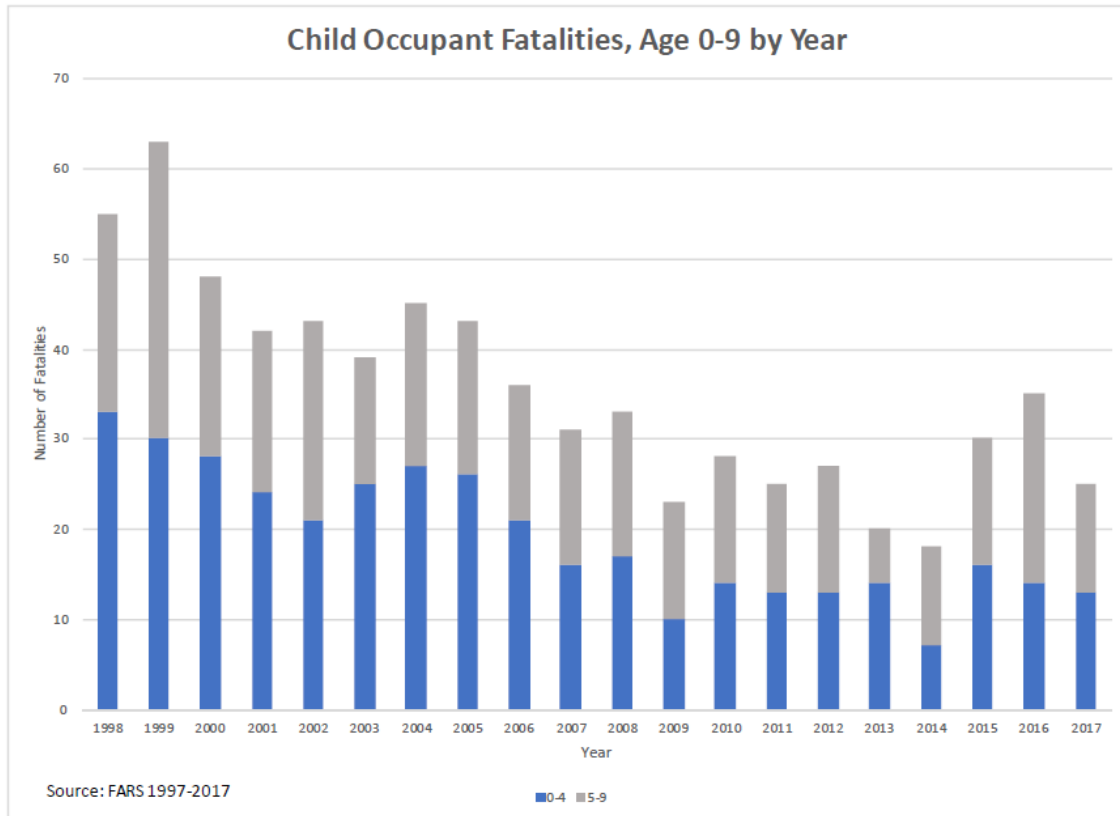
Child safety seat usage in 2018 was 94.1%, a decrease of 4.7% from the 2017 usage rate. Child safety seat usage was highest in the Atlanta MSA (100%), followed by rural areas (95.2%), and non-Atlanta MSAs (90.9%).

Even though Georgia shows a high safety belt usage rate, traffic fatalities are still high among children. According to the Georgia Department of Public Health, in 2017, Georgia ranked 5th among all states in traffic fatalities involving children less than 14 years old, with 48 deaths. Twenty-nine of these were aged 8 and under.

2017 Total Number of
Fatalities for children 0-14

State	Injury Severity Fatal Injury (K)
Texas	127
California	102
Florida	72
North Carolina	56
Georgia	48
Illinois	41
Indiana	39
Ohio	39
Missouri	38
Louisiana	35
Search Criteria:	
Year	2017

The graph below, from the GA Department of Public Health, shows how Georgia has been able to decrease the Child Occupant Fatalities for those under age 10 over the past years. While Georgia has been successful there is still work to be done to reduce fatalities to zero.



Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations
Communication Campaign
Project Evaluation and Annual Seatbelt Survey

Countermeasure Strategy: Child Passenger Safety Technicians

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Georgia is currently maintaining 2,389 certified Child Passenger Safety Technicians (CPST) and 80 certified Child Passenger Safety (CPS) Instructors. According to the 2018 SafeKids Annual Report, in calendar year 2018 Georgia held 58 Child Passenger Safety Technician courses. Of these, there were 47 certification courses and 11 renewal courses. Georgia certified a total of 616 new technicians, more than any other state in NHTSA Region 4, and 172 more than in calendar year 2017. The average National recertification rate was about 55.7% in calendar year 2018, while Georgia was just below the average recertification rate at 55.1%. We have discussed this with the Georgia State Patrol and they realized there were many trooper retirements in 2018, and many were CPS Technicians. To combat this issue, at least one Georgia State Patrol region has plans to send their Troopers to CPS recertification class.

Linkage Between Program Area

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (COSP) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up Regional Coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and EMS. The results of the 2018 child safety restraint survey showed in rural Georgia the child safety restraint use at 95.2%, an increase from the 2017 survey of 92.9%. According to the 2018 SafeKids Annual Report, in calendar year 2018, Georgia increased the number of CPS courses by 32% from 44 in 2017 to 58 in 2018, second only to the State of California who had 59 courses. Georgia also certified a total of 616 new technicians, more than any other state in NHTSA Region 4, and 172 more than in calendar year 2017. With the recertification rate at 55% for 2018, DPH Regional Coordinators will actively recruit new CPS

Technicians through their outreach within the regions. Atlanta Fire Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems and child care, and average about 10 attendees per class. Below are the proposed courses, and unless otherwise noted, will be hosted by the Georgia Department of Public Health.

CPST Courses

	Dalton	Athens	Atlanta	Macon
Date	July 2020	October 2019	November 2019	November 2019
Location	Fannin	Habersham	Lamar	Monroe (GPSTC)
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	March 2020	February 2020	February 2020	December 2019
Location	Walker	Barrow	Douglas	Peach
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	May 2020	April 2020	June 2020	June 2020
Location	Gordon	Clarke	DeKalb	Washington
Population	Rural	Urban	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	March 2020	January 2020	November 2019	January 2020
Location	McDuffie	Chattahoochee	Colquitt	Liberty
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	July 2020	March 2020	December 2019	August 2020
Location	Emanuel	Taylor	Irvin	Montgomery
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	September 2020	April 2020	May 2020	September 2020
Location	Screven	Crisp	Echols	Charlton
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

Atlanta Fire Department

CPST Courses		CEU/Renewal				
Date	November 2019	February 2020	October 2019	October 2019	December 2019	January 2020
Location	Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire
Population	Urban	Urban	Urban	Urban	Urban	Urban
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
Date	March 2020	June 2020	February 2020	March 2020	April 2020	May 2020
Location	College Park	Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire
Population	Urban	Urban	Urban	Urban	Urban	Urban
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
Date	September 2020		June 2020	July 2020	August 2020	September 2020
Location	Atlanta Fire		Atlanta Fire	Atlanta Fire	Atlanta Fire	Atlanta Fire
Population	Urban		Urban	Urban	Urban	Urban
At Risk	Low Income/Minority		Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority

CPST CEU and/or Renewal Courses				
	Dalton	Athens	Atlanta	Macon
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Hall	Fulton	Monroe (GPSTC)
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Forsyth	DeKalb	Bibb
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Polk	Oconee	Fayette	Dodge
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	TBD	TBD
Location	Burke	Muscogee	Lowndes	Chatham
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income / MO	Low Income	Low Income / MO
Date	TBD	TBD	TBD	TBD
Location	Bulloch	Talbot	Grady	Wayne
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Columbia	Quitman	Tift	Toombs
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

The Georgia Department of Public Health is the only statewide agency that addresses the safe transportation of children with special healthcare needs. COSP works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH- COSP will also work with hospitals who provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. Two COSP staff are the only certified trainers for this program in Georgia.

Keeping Kids Safe (hospital courses)				
	Dalton	Athens	Atlanta	Macon
Date	TBD	TBD	TBD	TBD
Location	Floyd Medical	NG Med(Hall)	Northside-ATL	Navicent - Bibb
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	
Location	Gordon Hospital	Northside - Piedmo	Piedmont-ATL	
Population	Rural	Rural	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD	TBD	TBD	
Location	Hamilton Medical	Norhtside-Forsyth	Northside-ATL	
Population	Rural	Urban	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD		TBD	
Location	Cartersville Medical		Northside-ATL	
Population	Rural		Urban	
At Risk	Low Income		Low Income / MO	
	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	TBD	TBD
Location	Augusta University	Phoebe Sumter	South GA Medical	Memorial - Savannah
Population	Urban	Rural	Rural	Urban
At Risk	Low Income	Low Income / MO	Low Income / MO	Low Income

Transporting Children with Special Healthcare Needs				
*All locations are tentative, pending training staff and room confirmation				
Location	Date	Population	At Risk	
Savannah	November 2019	Urban	Low Income / Minority	
Metro Atlanta	April 2020	Urban	Low Income / Minority	

Minority outreach is another specialty area handled by a full time staff member (Outreach Coordinator) of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH Outreach Coordinator will continue to work directly with the Regional Coordinators to identify the focus counties in each region and will assist in identifying

minority outreach partners in those areas, including such groups as faith-based organization, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

Rationale

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia’s data indicates an evidence-based approach for increasing or maintaining Georgia’s child safety seat usage rate. Data also indicates that fatalities for children under the age of 10 decreased in 2018. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The results in the 2018 child safety restraint survey showed in rural Georgia the child safety restraint use at 95.2%, an increase from the 2017 survey of 92.9%. In calendar year 2018, Georgia increased the number of CPS Courses by 32% from 44 courses to 58 courses, second only to the state of California who had 59. Georgia also certified a total of 616 new technicians, more than any other state in NHTSA Region 4, and 172 more than in calendar year 2017. The Child Occupant Safety Project staff will continue to operate using a regional model for statewide outreach and education. Regional Coordinators will attend local EMS Regional Council’s, EMS-C, and/or RTAC Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. For retention, COSP staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serve to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-1	Department of Public Health-Occupant Protection
OP-2	Fund Atlanta Fire Department
OP-3	Law Enforcement Occupant Protection Education
OP-4	Georgia Governor's Office of Highway Safety - 402OP

OP-5	Governor's Office of Highway Safety 405b M1PE
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Planned Activity: Department of Public Health-Occupant Protection

Planned activity number: **OP-1**

Primary Countermeasure Strategy ID: **Child Passenger Safety Technicians**

Planned Activity Description

Department of Public Health operates 8 Regional Coordinators across the state. The Coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Click It or Ticket mobilizations as well as the statewide Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$1,266,415.00	\$316,603.75	\$0.00

Planned Activity: Fund Atlanta Fire Department

Planned activity number: **OP-2**

Primary Countermeasure Strategy ID: **Child Passenger Safety Technicians**

Planned Activity Description

Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their

certification is renewed bi-annually through this project. Project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority population

Intended Subrecipients

City of Atlanta Fire Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$178,914.00	\$44,728.50	\$178,914.00

Planned Activity: Law Enforcement Occupant Protection Education

Planned activity number: **OP-3**

Primary Countermeasure Strategy ID:

Planned Activity Description

Agencies will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host 24 hour fitting station and have officers trained to properly install

Intended Subrecipients

Camden County Sheriff's Office, Port Wentworth Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$51,300.00	\$12,825.00	\$51,300.00

Planned Activity: Georgia Governor's Office of Highway Safety - 402OP

Planned activity number: **OP-4**

Primary Countermeasure Strategy ID: **Child Restraint inspection stations**

Planned Activity Description

Fund GOHS personnel and media focused on public information, education and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00	\$20,000.00	\$0.00

Planned Activity: Governor's Office of Highway Safety 405b M1PE

Planned activity number: **OP-5**

Primary Countermeasure Strategy ID: **Child Restraint inspection stations**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities by promoting safety belt usage.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$20,000.00	\$5,000.00	

Countermeasure Strategy: Child Restraint inspection stations

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of June 2019, Georgia has a total of 50 registered inspection stations readily available to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints in an effort to combat misuse. Georgia is currently working on updating the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians and/or Instructors to register the inspection stations. A current list of inspection stations is attached to this document and available through the GA Highway Safety website at www.gahighwaysafety.org. Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station. The locations served include urban and rural as well as high-risk areas such as Fulton County, Hall County, Randolph County, Lowndes County, and Richmond County. Georgia will continue to advertise the portal to health departments, fire department, police departments, and other avenues in hopes to increase the number of registered stations.

Linkage Between Program Area

Currently the Child Restraint Inspection Station portal is being updated with new technology. There are approximately 50 stations registered and GOHS is encouraging new ones to register on a daily basis. Inspection stations should be located statewide and available to a majority of the state population. In the City of Atlanta, the fire department consistently operates 14 inspection

stations located in high-risk areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health’s regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas.

Rationale

According to NHTSA, a ”hands-on” educational intervention makes a difference in whether or not parents and/or caregivers correctly use their child restraints. Inspection stations are focused on educating the parent/caregiver and then having them physically demonstrate how they are to correctly install a car seat. Since 2008, child motor vehicle traffic fatalities have slightly decreased for those under age 8. In Georgia, children under age 8 must be properly restrained in an approved restraint system for the height and weight of the child. This age group (0-7), nationally, accounted for 599 deaths in 2017, a decrease from 650 in 2008. The ”known” restraint use for those killed was approximately 70-72% to those that survived the ”known” restraint use was approximately 91-93 % usage. These numbers alone show that properly restrained children do save lives and inspection stations are another tool Georgia uses to assist those parents and caregivers in helping to save lives.

This countermeasure was chosen because pre and post evaluations continue to indicate that parents’ knowledge and behavior increased after their visit to one of the inspection stations. After attending, children along with their parents are significantly more likely to properly use a vehicle safety device than a non-attende, especially in identified high risk areas.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-1	Department of Public Health-Occupant Protection
OP-2	Fund Atlanta Fire Department
OP-3	Law Enforcement Occupant Protection Education
OP-4	Georgia Governor's Office of Highway Safety - 402OP
OP-5	Governor’s Office of Highway Safety 405b M1PE

Planned Activity: Department of Public Health-Occupant Protection

Planned activity number: **OP-1**

Primary Countermeasure Strategy ID: **Child Passenger Safety Technicians**

Planned Activity Description

Department of Public Health operates 8 Regional Coordinators across the state. The Coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Click It or Ticket mobilizations as well as the statewide Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September.

Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$1,266,415.00	\$316,603.75	\$0.00

Planned Activity: Fund Atlanta Fire Department

Planned activity number: **OP-2**

Primary Countermeasure Strategy ID: **Child Passenger Safety Technicians**

Planned Activity Description

Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. Project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority population

Intended Subrecipients

City of Atlanta Fire Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$178,914.00	\$44,728.50	\$178,914.00

Planned Activity: Law Enforcement Occupant Protection Education

Planned activity number: **OP-3**

Primary Countermeasure Strategy ID:

Planned Activity Description

Agencies will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host 24 hour fitting station and have officers trained to properly install

Intended Subrecipients

Camden County Sheriff's Office, Port Wentworth Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$51,300.00	\$12,825.00	\$51,300.00

Planned Activity: Georgia Governor's Office of Highway Safety - 402OP

Planned activity number: **OP-4**

Primary Countermeasure Strategy ID: **Child Restraint inspection stations**

Planned Activity Description

Fund GOHS personnel and media focused on public information, education and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00	\$20,000.00	\$0.00

Planned Activity: Governor's Office of Highway Safety 405b M1PE

Planned activity number: **OP-5**

Primary Countermeasure Strategy ID: **Child Restraint inspection stations**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities by promoting safety belt usage.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Passenger Safety Technicians
Child Restraint inspection stations

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$20,000.00	\$5,000.00	

Countermeasure Strategy: Communication Campaign

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

These are Georgia-specific, targeted media and public service campaign and messaging buys. The main aspect of this performance measure will be two Click It or Ticket media buys for the Memorial Day and Thanksgiving travel periods to coincide with NHTSA-designated, national enforcement periods. These will be complemented by an Out Of Home (OOH) billboard media buy with Hunt Advertising that will also feature Click It or Ticket messaging. These paid media campaigns will complement high visibility enforcement campaigns at established Click It or Ticket enforcement periods. This combination has been shown to be effective in increasing seat belt use among the motoring public.

Linkage Between Program Area

As unbelted crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will fund the aforementioned two separate, but complimentary paid media buys. These campaigns will support short-term, high-visibility seatbelt law enforcement for FFY2020. Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%). NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and short-term, high-visibility seatbelt law enforcement.

Rationale

The countermeasure for supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high visibility seatbelt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Planned Activity: GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$562,656.00	\$140,664.00	

Countermeasure Strategy: Project Evaluation and Annual Seatbelt Survey

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented), but did not often report impact data (i.e., outcomes as a result of the program). One factor

contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive Highway Safety Program Evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA Evaluation Team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

TSREG is also responsible for producing the federally-required occupant protection survey. Georgia has been able to increase the seatbelt usage to over 96%, one of the highest usage rates in the country.

[Linkage Between Program Area](#)

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in elderly drivers, reduced gas prices, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data driven, and impact driven. For new and existing grantees, the process of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2019, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS' performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale

As Georgia’s population and vehicle miles traveled both continue to increase, and as patterns of income, demographics and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-1	Georgia, University of

Planned Activity: Georgia, University of

Planned activity number: **CP-1**

Primary Countermeasure Strategy ID: **Project Evaluation and Annual Seatbelt Survey**

Planned Activity Description

The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia and conduct the Annual Seatbelt Survey.

Intended Subrecipients

Georgia, University of

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Project Evaluation and Annual Seatbelt Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$173,762.08	\$43,440.52	

2016	MAP 21 405b Occupant Protection High Belt Use	405b High Occupant Protection (MAP- 21)	\$77,368.92	\$19,342.23	
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Program Area: Planning & Administration

Description of Highway Safety Problems

Problem Identification and Program Justification

As directed by the Highway Safety Act of 1966, 23 USC Chapter 4, the Governor is responsible for the administration of a program through a state highway safety agency that has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Brian P. Kemp has authorized the Governor's Office of Highway Safety (GOHS) to assemble staff and resources for planning and administering effective programs and projects to save lives, reduce injuries and reduce crashes. This responsibility is guided by written policies and procedures for the efficient operation of personnel, budgetary and programmatic functions. The major Governor's Office of Highway Safety (GOHS) document produced annually is the Highway Safety Plan (HSP). The Highway Safety Plan (HSP) is prepared by highway safety professionals who are driven by leadership principles for finding solutions to state and local highway safety problems. The Governor's Office of Highway Safety (GOHS) manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. The State's Strategic Highway Safety Plan is used to document the problems and to propose countermeasures. The Governor's Office of Highway Safety (GOHS) Planning and Administration (P&A) staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The target of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.

There were 1,540 motor vehicle fatalities across Georgia in 2017. This is a 2% decrease in roadway fatalities in comparison to the previous year and a 6% decline from 2007 roadway fatalities. Thirteen (13) counties in Georgia had no roadway fatalities in 2017. This same year (2017), there were 23,605 serious injuries and 393,842 motor vehicle crashes in Georgia. The number of roadway fatalities varied from 1994 to 2017, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2017 Georgia experienced a fatality rate comparable to the 2015 rate, with 1.22 fatalities per every 100 million vehicle miles traveled (VMT). The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities.

Although these statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support, are among the proven means of reducing crashes, injuries and fatalities. The Governor's Office of Highway Safety (GOHS) will continue to leverage the benefits initiated during the last planning cycle. The agency's Highway Safety Plan provides the direction and guidance for the organization.

Strategic Highway Safety Planning

The majority of activities undertaken by the Governor's Office of Highway Safety (GOHS) are oriented towards encouraging the use of passenger restraint systems, minimizing dangers associated with individuals driving under the influence of drugs and alcohol, reducing unlawful speeds and encouraging safe behavior while driving in general. While these activities are associated with behavioral aspects of transportation system usage, it is clear that the substantive safety issues these programs are seeking to address require further transportation planning efforts

aimed at increasing transportation system safety. The relationship between the highway safety agency and the planning efforts of various transportation agencies is one that needs to be strengthened and strategies found to better integrate these processes.

The effective integration of safety considerations into transportation planning requires the collaborative interaction of numerous groups. In most cases, parties involved will depend on what issue is being addressed. Governor’s Office of Highway Safety (GOHS) has collaborated with the Georgia Department of Transportation (GDOT), the Georgia Department of Public Safety (DPS), the Department of Driver Services (DDS), the Georgia Department of Public Health (DPH), the Office of State Administrative Hearings, the Georgia Association of Chief of Police, the Georgia Sheriff’s Association, the Atlanta Regional Commission (ARC), other Metropolitan Planning Organizations (MPOs), local law enforcement, health departments, fire departments and other stakeholder groups to produce Georgia’s Strategic Highway Safety Plan (SHSP). Collectively we will develop and implement on a continual basis a highway safety improvement program that has the overall objective of reducing the number and severity of crashes and decreasing the potential for crashes on all highways. The comprehensive SHSP is data driven and aligns safety plans to address safety education, enforcement, engineering, and emergency medical services. The requirements for our highway safety improvement program include:

Planning

A process of collecting and maintaining a record of crashes, traffic and highway data, analyzing available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.

Implementation

A process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.

Evaluation

A process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the crash experience before and after implementation, and a comparison of the pre- and post-project crash numbers, rates and severity.

Target Population

Planning, implementing, and evaluating highway safety programs and efforts that will benefit of all Georgia’s citizens and visitors.

Associated Performance Measures

Planned Activities

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
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PA-01	Planning & Administration	
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Planned Activity: Planning & Administration

Planned activity number: **PA-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

To maintain an effective staff to deliver public information and education programs that help reduce crashes, injuries, and fatalities in Georgia. To administer operating funds to targeted communities to support the implementation of programs contained in the Governor’s Office of Highway Safety’s Highway Safety Plan. The Mission of the Governor's Office of Highway Safety is to educate the public on highway safety and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways. Please see attached Organizational Chart for the GOHS.

Intended Subrecipients

Georgia Governor’s Office of Highway Safety

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	402 FAST Act Program Management	\$611,424.00	\$611,424.00	\$0.00

Program Area: Police Traffic Services

Description of Highway Safety Problems

Problem Identification and Program Justification

In 2017, there were 1,540 motor vehicle fatalities in the State of Georgia. This is a 2% decrease in roadway fatalities in comparison to the previous year and a 6% decline from 2007 roadway fatalities. This same year (2017), there were 23,605 serious injuries and 393,842 motor vehicle crashes in Georgia. The number of roadway fatalities varied from 1994 to 2017, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2017 Georgia experienced a fatality rate comparable to the 2015 rate, with 1.22 fatalities per every 100 million vehicle miles traveled (VMT). The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities.

In 2017, Georgia, experience a slight decrease in the percentage of alcohol-impaired, speed related, and unrestrained passenger fatalities in comparison to the previous year. However, bad driving behaviors continue to a factor in many crashes. In 2017, 24% of all fatalities were alcohol related and 16% were speed related. Stringent, high visibility enforcement and education must be continued as we strive to drive these numbers lower. Through more concentrated high visibility enforcement campaigns such as “Click It or Ticket”, “Drive Sober or Get Pulled Over”, “U Text U Drive U Pay” the rates are expected to move in a positive direction.

The Governor’s Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state of Georgia. Campaigns such as “Drive Sober or Get Pulled Over”, “Click it or Ticket”, “Operation Southern Shield”, and “Click or Ticket Border to Border” have proven that high visibility enforcement is the key to saving lives on Georgia’s roadways.

Georgia has a total of 43,955 sworn law enforcement officers employed by a total of 1,038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses.

Effective communication is crucial in penetrating and mobilizing Georgia’s law enforcement. Georgia’s law enforcement agencies, like many others across the country are understaffed and due to budget constraints, do not possess the tools necessary to effectively enforce Georgia’s traffic laws. The challenge is to market traffic enforcement initiatives to law enforcement command staff and patrol officers on the importance of high visibility enforcement and the impact on highway safety. This same message must also be conveyed to the prosecutors and judicial communities. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing is the key to reducing Georgia’s traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia’s traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies, as well as law enforcement officers, with the specialized equipment needed to conduct effective traffic safety operations. Funding for printing of brochures, posters, banners and highway safety materials is necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and highway safety campaigns.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper tools, training and support to effectively enforce Georgia’s traffic laws, thereby saving countless lives on Georgia’s roadways.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Alcohol: Integrated Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Countermeasure Strategy: Alcohol: Integrated Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

Mobilization Enforcement: Includes increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically. Mobilization enforcements should coordinate with specialized NHTSA campaigns such as Drive Sober or Get Pulled Over, Click-It or Ticket, Operation Southern Shield, 100 Days of Summer HEAT.

Agencies are encouraged to conduct multi-jurisdictional efforts. The multi-jurisdictional approach is a critical countermeasure in traffic safety. By having more participating agencies, a greater police presence is created, which in turn creates general deterrence because it increases the risk (or perceived risk) that the motoring public will be caught. The enforcement must be highly visible and include an equal balance of enforcement and publicity.

Agencies are encouraged to utilize crash and speed data to identify high-risk areas for concentrated enforcement. LELs and Network Coordinators regularly emphasize the importance of enforcement countermeasures during the network meetings as a way of encouraging them to be a part of the agency's culture. Strategies discussed include stationary patrols, mobile patrols, high visibility enforcement, corridor safety programs, and neighborhood speed watch.

In order to strengthen state safety initiatives on the local level and to achieve community support for them, the Law Enforcement Liaisons (LELs) in Georgia established 16 traffic enforcement networks across the state. These networks are made up of 32 law enforcement officers from agencies in groups of adjacent counties who hold regular meetings to discuss safety initiatives in their areas.

Linkage Between Program Area

The local area TEN coordinators and assistant coordinators are called upon to make a major investment of time and effort. Contacting and following up with network members, recruiting support and new members in the communities, planning meetings, recruiting speakers for pertinent programs, and coordinating GOHS initiatives all require an extensive time commitment on the part of the network coordinator. Network coordinators and assistants have several responsibilities:

1. Provide assistance to the regional LEL as required;
2. Participate in the national/state campaigns as directed by the GOHS;
3. Solicit network agencies to participate in national campaigns;
4. Conduct monthly network meetings;
5. Participate in GOHS-sponsored press events;
6. Personally contact each chief of police and sheriff or representative in the local area network in order to explain the GOHS campaigns and solicit agency participation;
7. Promote the use of www.gareporting.com as the data collection tool for law enforcement statistics for each GOHS campaign;
8. Attend GOHS meetings as directed;
9. Attend at least one regional LEL meeting during the grant period; and
10. Other duties as may be assigned by the GOHS/LEL.

Rationale

The strategies and implementation of the proposed projects will increase driver awareness regarding certain behaviors, leading to a reduction in the number of fatalities, injuries, and crashes on Georgia road ways.

By bolstering, strengthening, and encouraging growth of the law enforcement networks currently in place, the network program significantly encourages and strengthens response to the GOHS’s highway safety programs. Network meetings serve as an important tool in training area law enforcement officials to implement the safety program.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-3	Georgia Governor's Office of Highway Safety - 402PTS
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,235,983.00	\$558,995.75	
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,384,964.76	\$846,241.19	\$3,384,964.76

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$43,755.00	\$131,265.00	\$43,755.00	\$131,265.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00

In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00
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Planned Activity: Georgia Governor's Office of Highway Safety - 402PTS

Planned activity number: **PT-3**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$947,150.00	\$236,787.50	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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Ford F-250 Truck-GOHS	1	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00
Rollover Simulator-GOHS	1	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00

Planned Activity: Fund Sixteen (16) Traffic Enforcement Networks

Planned activity number: **PT-4**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Burke Co Sheriff, Byron Police, Calhoun Police, Camden Co Sheriff, Barrow Co Sheriff, DeKalb Co Police, Demorest Police, Douglas Co Sheriff, Effingham Co Sheriff, Holly Springs Police, Blakely Police, Clay Co Sheriff, Union Point Police, Valdosta Police, Washington Co Sheriff, Zebulon Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$322,760.00	\$80,690.00	\$322,760.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
In-Car Video Camera-Washington	1	\$5,350.00	\$5,350.00	\$5,350.00	\$5,350.00

Planned Activity: Fund ten (10) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Alma Police, Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$87,065.27	\$21,766.32	\$87,065.27

2019	FAST Act NHTSA 402	Speed Management (FAST)	\$31,540.00	\$7,885.00	\$31,540.00
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Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Countermeasure Strategy: Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

The state will seek to increase the safety belt usage rate through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law and by continuing to conduct a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with national enforcement mobilizations are two strategies the state will use to address the ongoing occupant protection issue.

Aggressively enforcing the primary safety belt law and continuing a Memorial Day safety belt and child passenger safety seat high-visibility enforcement mobilization which conforms to the national Click it or Ticket model help increase the safety belt usage rate as well as the correct usage of child passenger safety seats. Occupant Protection Programs that are funded by the highway safety program will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety seat check events, certify child passenger safety fitting stations, conduct educational presentations, and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

It is anticipated that performance of the chosen countermeasure strategy will provide a beneficial traffic safety impact in the area of occupant protection in FFY 2020.

Linkage Between Program Area

Based on the analysis of the problem identification data, by allocating funds to high-visibility enforcement of the state's primary seatbelt law will facilitate the state's achievement of the

outlined Occupant Protection performance targets. Achievement of these performance targets will serve to reduce crashes, injuries, and fatalities in the state.

Rationale

The state currently complies with countermeasures deemed highly effective by the Countermeasures that Work 9th edition, such as statewide primary safety belt enforcement (pp. 2-10 to 2-12), short-term high-visibility belt law enforcement following the national Click it or Ticket model (pp. 2-16 to 2-18), combined nighttime seat belt and alcohol enforcement (pp. 2-19 to 2-20), and communications and outreach strategies for lower belt use groups (pp. 2-23 to 2-25). Georgia also implements countermeasures that have been deemed effective in specific situations, such as sustained enforcement (p. 2-21).

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-3	Georgia Governor's Office of Highway Safety - 402PTS
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$580,000.00	\$145,000.00	\$0.00

Planned Activity: [GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness](#)

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$562,656.00	\$140,664.00	

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,235,983.00	\$558,995.75	
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,384,964.76	\$846,241.19	\$3,384,964.76

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$43,755.00	\$131,265.00	\$43,755.00	\$131,265.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00
In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00

Planned Activity: Georgia Governor's Office of Highway Safety - 402PTS

Planned activity number: **PT-3**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$947,150.00	\$236,787.50	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Ford F-250 Truck-GOHS	1	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00
Rollover Simulator-GOHS	1	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00

Planned Activity: Fund Sixteen (16) Traffic Enforcement Networks

Planned activity number: **PT-4**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Burke Co Sheriff, Byron Police, Calhoun Police, Camden Co Sheriff, Barrow Co Sheriff, DeKalb Co Police, Demorest Police, Douglas Co Sheriff, Effingham Co Sheriff, Holly Springs Police, Blakely Police, Clay Co Sheriff, Union Point Police, Valdosta Police, Washington Co Sheriff, Zebulon Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$322,760.00	\$80,690.00	\$322,760.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
In-Car Video Camera- Washington	1	\$5,350.00	\$5,350.00	\$5,350.00	\$5,350.00

Planned Activity: Fund ten (10) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Alma Police, Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$87,065.27	\$21,766.32	\$87,065.27
2019	FAST Act NHTSA 402	Speed Management (FAST)	\$31,540.00	\$7,885.00	\$31,540.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Countermeasure Strategy: Speed: High-Visibility Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

Police traffic services program grants are highly effective in reducing traffic-related injuries and fatalities through prevention efforts, public information and education, selective enforcement countermeasures, and use of the community's public or private resources to identify and address all of its significant traffic safety problems. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury crashes. To maximize program effectiveness, law enforcement agencies must organize an effective community-based program by involving public agencies, private sector organizations, and private citizens.

Major police traffic services include the following:

- 1.Enforcement of traffic laws;
- 2.Training in traffic enforcement skills;
- 3.Crash and injury prevention activities such as leadership and outreach in communities to encourage seat belt and child safety seat use, use of helmets, and use of protective gear; and
- 4.Support for community-based efforts to address impaired driving, occupant protection, speed violations, distracted driving, aggressive drivers, and other unsafe driving behaviors.

Linkage Between Program Area

The police traffic services program focuses on support for community-based efforts to address impaired driving, occupant protection, work zone safety, speed violations, distracted driving, aggressive driving, and other unsafe driving behaviors. The grants are highly effective in reducing traffic collisions through selective enforcement and education. The High-Visibility Enforcement (HVE) concept is a departure from traditional law enforcement traffic enforcement tactics. HVE incorporates enforcement strategies, such as enhanced patrols using visibility elements (e.g. electronic message boards, road signs, command posts, mobile sobriety checkpoint operations, etc.) designed to make enforcement efforts obvious to the public. It is supported by a coordinated communication strategy and publicity. HVE may also be enhanced through multi-jurisdictional efforts and partnerships between people and organizations dedicated to the traffic safety of their community.

Rationale

Targeted traffic law enforcement has been shown to be effective. According to NHTSA's Countermeasures that Work, Ninth Edition, deterrence through law enforcement is the basic behavioral strategy that has been used to control speeding and aggressive driving actions. Consequently, specialized enforcement projects such as speed enforcement waves, aggressive driving patrols, impaired driving saturations may contribute to the public's awareness of specific types of unsafe driver behaviors at the same time that the presence of traffic patrols serves as a general deterrent to the wide variety of undesirable behaviors that are not being targeted. For instance, detecting a law enforcement presence is oftentimes enough for a driver to slow down.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,235,983.00	\$558,995.75	
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,384,964.76	\$846,241.19	\$3,384,964.76

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$43,755.00	\$131,265.00	\$43,755.00	\$131,265.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48

Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00
In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00

Planned Activity: Fund ten (10) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Alma Police, Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$87,065.27	\$21,766.32	\$87,065.27

2019	FAST Act NHTSA 402	Speed Management (FAST)	\$31,540.00	\$7,885.00	\$31,540.00
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Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

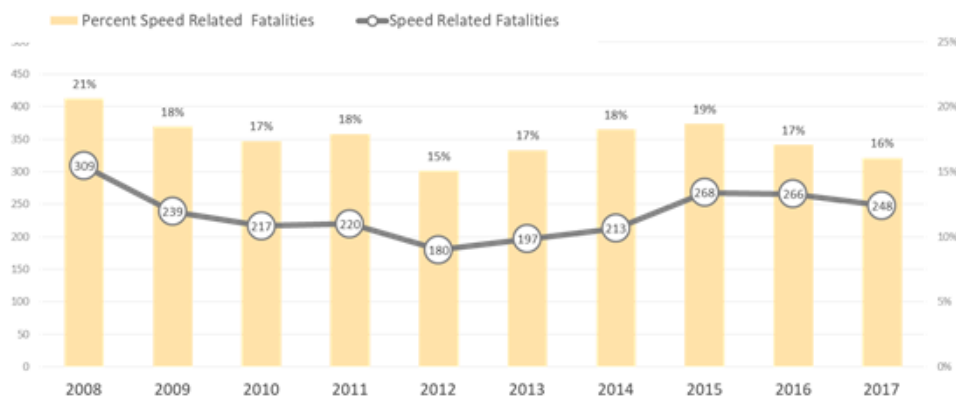
Program Area: Speed Management

Description of Highway Safety Problems

Problem Identification and Program Justification

Excess speed can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented. Speeding reduces a driver's ability to react to emergencies created by driver inattention, unsafe maneuvers of other vehicles, roadway hazards, vehicle system failures (such as tire blowouts), or hazardous weather conditions. The fact that a vehicle was exceeding the speed limit does not necessarily mean that this was the cause of the crash, but the probability of avoiding the crash would likely be greater had the driver or drivers been traveling at slower speeds.

The Governor's Office of Highway Safety, along with state and local law enforcement conducts a 100-day sustained education and enforcement program entitled "100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic)" from Memorial Day through Labor Day. In Georgia, FARS data shows a 6.8% decrease in overall fatalities from 2016 to 2017 (18 less fatalities). The economic cost to society of speed-related crashes in the U.S. was estimated at \$52 billion.



Sixteen percent (16%) of all Georgia fatalities were related to speed in 2017 – a slight decrease from the previous year. This is among the lowest percent in the country however there were still 248 lives lost at the hands of speeding vehicles. Over the past decade (2008-2017), the 2012 year had the lowest number of speed-related fatalities when 180 lives were lost, representing 15% of all roadway fatalities.

The chance of a crash being fatal is more than three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2017, of all the drivers involved in speed-related fatal crashes, 27% were aged 15 to 24 years old (70 out of 255 drivers). During the same year, 8% of all speeding young drivers (ages 15-24 years) involved in fatal crashes were motorcycle operators, and 9% were light pickup truck drivers.

Thunder Task Force

The Governor’s Office of Highway Safety Thunder Task Force is a traffic enforcement special response team, deployed to areas of the state where data indicates unusually high incidences of traffic fatalities and serious injuries.

The Task Force is made up of selected members of the Georgia State Patrol, Motor Carrier Compliance Division, and the Governor’s Office of Highway Safety H.E.A.T. (Highway Enforcement of Aggressive Traffic) Teams. The concept is to identify a county or area of the state to deploy the task force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the region with three months of high visibility enforcement and earned media.

The Thunder Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. With this continued effort of putting resources where the problems are, then moving to the next location once the problem is stabilized. The Thunder Task Force has proven to be a very effective and cost efficient method of saving lives and reducing the projected numbers of annual fatalities in the State of Georgia.

Target Population

The target population is the motoring public of Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317

Countermeasure Strategies in Program Area

Countermeasure Strategy
Speed: High Visibility Enforcement and Education

Countermeasure Strategy: Speed: High Visibility Enforcement and Education

Program Area: **Speed Management**

Project Safety Impacts

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers. For close to 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2019, the Governor’s Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2020. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on impaired driving and speeding. This will be accomplished through enforcement and education.

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) have proven that high-visibility enforcement of Georgia’s traffic laws is the key to saving lives and reducing injuries on Georgia’s roadways.

Linkage Between Program Area

Speed enforcement is crucial to helping Georgia reduce the number of crashes, injuries, and fatalities. GOHS’ HEAT teams and High Visibility Enforcement projects are focused on educating and enforcing the speed laws in Georgia. The Georgia Public Safety Training Center trains law enforcement on proper procedures for operating both a radar unit and a lidar unit. Both items are proven effective in the enforcement of speed laws. The training center offers certification and re-certification courses as well as provides training for radar and lidar instructors. Over the past few years, training has started to move toward online training and Georgia is no exception.

Rationale

According to NHTSA (CTW 9th, chapter 3, page 5), speed enforcement is the among the most common traffic enforcement activity conducted by law enforcement across the country. The speed problem is national in scope but requires local decision making and action to be managed effectively. Local communities are in the best position to make judgments in balancing risk against mobility, and are encouraged to use all the tools that are available to make determinations regarding speed management.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SP-1	GA Public Safety Training Center-Speed

Planned Activity: GA Public Safety Training Center-Speed

Planned activity number: **SP-1**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Conduct RADAR, LIDAR, and Speed Detection Instructor training to students by the end of the grant year. Offer monthly online RADAR Refresher training through www.gpstc.org to all Georgia law enforcement.

Intended Subrecipients

Georgia Public Safety Training Center

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Speed: High Visibility Enforcement and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Management (FAST)	\$45,628.00	\$11,407.00	\$0.00

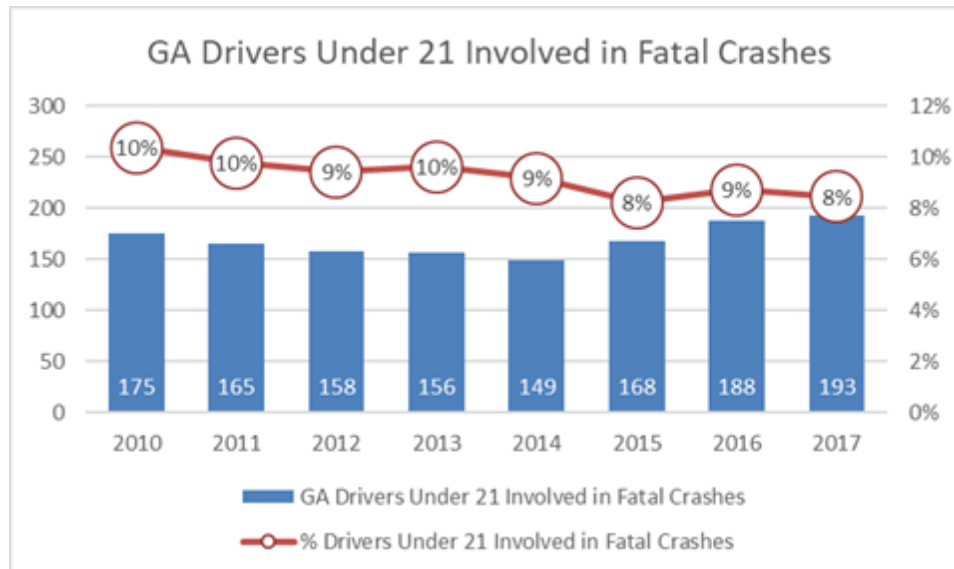
Program Area: Teen Traffic Safety Program

Description of Highway Safety Problems

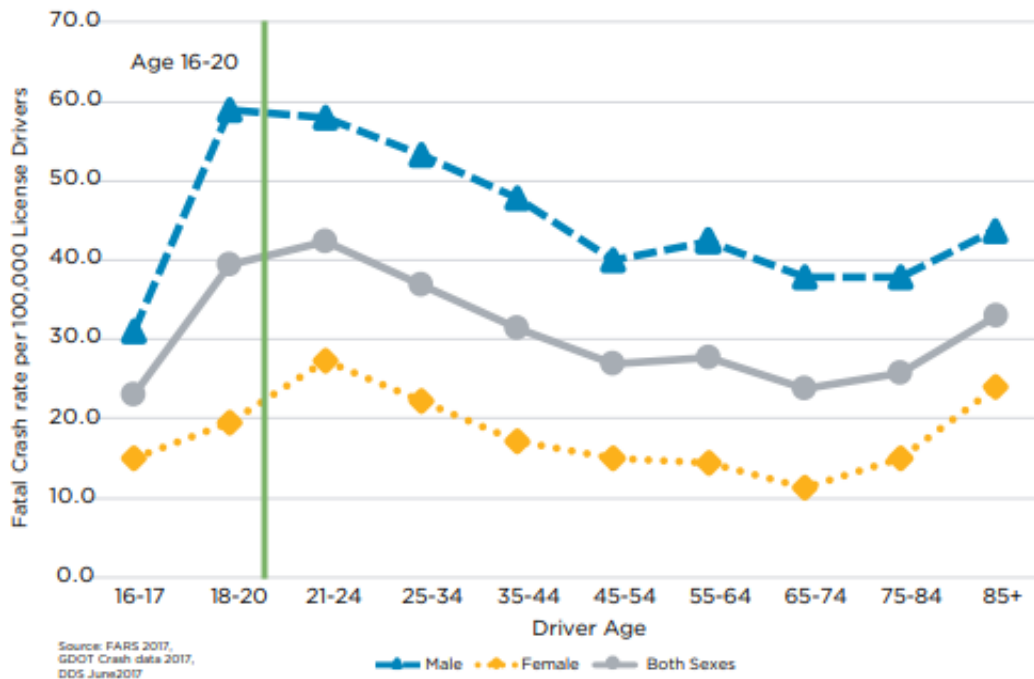
Problem Identification and Program Justification

Teenage and Young Adult Drivers (Under age 21)

In 2017, there were a total of 2,283 drivers involved in motor vehicle crashes in Georgia, causing 1,540 fatalities. Of these 2,283 drivers, 193 were young drivers under age 21, causing 202 deaths. Seventy-one (71) young people were driving and lost their lives and 41 were passengers in the young drivers vehicle. Sixty-six (66) were occupants of other vehicles while 24 were non-occupants of vehicles. The number of young drivers under the age 21 involved in fatal crashes has unsteadily decreased between 2010 and 2014 but started to increase between 2015 to 2017. In 2010, young drivers represented 10% of all drivers involved in fatal crashes (175 young drivers). However, in 2017, young drivers represented 8% of all drivers involved in fatal crashes (193 young drivers).



Fatal Crashes Involving a Young Adult Driver Fatality Rate by Sex and Driver Age: Georgia, 2017



The term young driver refers to a person 15 to 20 years old operating a motor vehicle. People in this age group generally obtain their licenses for the first time and many are under a graduated driver licensing program as they learn driving skills. Young, inexperienced drivers have higher crash rates than older, more experienced drivers in the United States. Teens are a vulnerable population when it comes to driving- as car crashes are the biggest killer of young adults. High-risk behavior, texting while driving, impaired driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia’s roadways. While roadway fatalities had been decreasing for the last decade, there has been a significant uptick nationwide and at home in the last few years, especially in Georgia.

Recognizing the need to go beyond GDL, Georgia develops and implements teen traffic safety programs that address the behavioral issues typically associated with novice driver crashes – alcohol, drugs, distraction caused by cell phones and other teen passengers, drowsiness, late-night driving, low seat belt use, and speeding. Many of these are peer-to-peer, school-based programs designed to help teens not only identify those behaviors that cause them the greatest risk on the road, but also recognize that they have the ability and power to act to address them. Motor vehicle crashes are the leading cause of death for children and young adults ages 5 to 24 (CDC, 2015b). Georgia drivers between the ages of 15 and 21 are at risk for fatal crashes involving multiple contributing factors, including distracted driving, speeding, and alcohol/drug impaired driving. GOHS currently provides funding for colleges and high schools. Additionally, efforts to reach the 50 colleges and over 1.3 Million high school students across the state are

growing within the agency. The agency works with GBP to incorporate messaging directed to teen and young drivers. There are many PSAs surrounding high school sporting events. These also allows the programs to get media presence, and allows for the agency to then come back with program information. The young driver program also works with the rollover simulator and driving events. These events incorporate information and program details to schools that reach out to our office. The rollover simulator and educational programs are initially requested by individual schools. Recruitment then happens following the program. Peer to peer educational youth programs, and young adult program details are given as well as any support that is needed in regards to establishing the programs. These details, as well as, contacting and meeting with county offices, board of education, and the state superintendent, allows recruitment to grow within the state. The notion that teens are both willing and able to successfully undertake educating their peers about this problem, and should be encouraged to do so, is supported by the state.

The efforts to grow youth programs are, however, restricted by the reimbursement based system of operation in regards to the funding of these programs, as well as, the lack of innovation when it comes to non- incentive based purchases. Schools across Georgia have to initially budget money for these grants, money that, in difficult times, could be used in other places of the school. Through the reimbursement based grants, the youth program numbers across the state are dwindling. These schools cannot provide the initial overhead costs to fund these programs and find that the reports needed for the grant out way the program itself. The additional commitment on teachers, volunteers, and any aspect of the program is a big call to action. The peer to peer education programs are flourishing because of the peer to peer aspect, however school programs still require participation from school and staff. It is because of this issue, recruitment has been focused to tertiary program partners like the school resource officers, board of education, county offices, and the state school superintendent. It is the hope of GOHS to create partnerships across the state that will rid the schools of the initial financial burden, and provide adequate help in establishing and maintaining programs. Additionally, with the change to a non-incentive based grant, the established programs are finding it difficult to create meaningful connections with impacted program participants. A new and innovative program creates ways in which an incentive is not needed to impact societal change. The agency is working with programs to establish new and innovative ways in which these youth programs can create a lasting impact on their surroundings without the need for incentives for education.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698

2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Youth Programs

Countermeasure Strategy: Youth Programs

Program Area: **Teen Traffic Safety Program**

Project Safety Impacts

In 2017 nationwide, there were 1,830 young drivers 15 to 20 years' old who died in motor vehicle crashes, a 4-percent decrease from the 1,916 young drivers who died in 2016. Motor vehicle crashes are a leading cause of death for 15- to 20-year-olds, according to the National Center for Health Statistics.¹ There were 225.3 million licensed drivers in the United States in 2017. Young drivers accounted for 5.4 percent (12.1 million) of the total in 2017, an 9.0-percent decrease from the 13.3 million young drivers in 2008, but a 0.3-percent increase from the 12.1 million young drivers in 2016. Population for this age group decreased by 4.2 percent from 2008 to 2017.

In this era of science-based prevention and increased accountability, Students Against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. The strong name recognition and expansive chapter base put Students Against Destructive Decisions (SADD) at an advantage to take a leadership role in implementing model prevention practices within local communities across the country. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of Students Against Destructive Decisions (SADD). Through Students Against Destructive Decisions (SADD) chapters, young people of all ages and backgrounds become skilled, educated advocates for youth initiatives developed by local, state and national organizations working to promote youth safety and health.

The Governor’s Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (GYAP) is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and training to campus students, faculty and staff. In FFY2019, GOHS funded 14 college peer-education programs through the Georgia Young Adult Program. In FFY2019, GOHS also funded the Children and Parent Resource Group, Inc. to give the presentations in 100 schools across Georgia.

Linkage Between Program Area

Georgia’s colleges, universities, and high schools conducted school year activities focused on educating students and faculty about highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. High schools across Georgia are conducting educational programs during peak times like Prom and Graduation, to remind students to be safe on the roadways. These programs focus primarily on reducing impaired driving, distracted driving, seat belt use, and other highway safety topics, among young adult drivers. Schools coordinated prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Red Ribbon week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and any school specific events. Programs are also presented to these students and young drivers. The program is achieved by presenting an exciting, interactive 3-D, safe-driving experience for teens, with the addition of a pre and post survey given to the students to show how the information has impacted their choices.

Rationale

All Students Against Destructive Decisions (SADD) chapters, and Young Adult college and University programs, have a common target: to empower young people to help their peers live safer, healthier, more positive lives. Students Against Destructive Decisions (SADD) students are valued as contributing members of their communities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-5	GA Department of Driver Services-ADAPT-1
TSP-1	2020 SADD Grants
TSP-2	2020 Young Adult Programs

TSP-3	2020 Youth Presentations
TSP-4	Governor's Office of Highway Safety 402TSP
TSP-5	City of Warner Robins

Planned Activity: GA Department of Driver Services-ADAPT-1

Planned activity number: **AL-5**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.

Intended Subrecipients

GA Department of Driver Services

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$50,433.00	\$12,608.25	

Planned Activity: 2020 SADD Grants

Planned activity number: **TSP-1**

Primary Countermeasure Strategy ID: **Youth Programs**

Planned Activity Description

Teen traffic safety awareness program targeting 14 high schools. Complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns(Rock the belt,

21&Bust), participate in distracted/impaired driving event around Prom or graduation in each high school.

Intended Subrecipients

Baldwin HS, Lee County HS, Towns County HS, Wayne County HS, Grayson HS, Pepperell HS, Evans HS, Peach County HS, Union County Schools PD, Clayton County High Schools (5)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$107,880.00	\$26,970.00	\$107,880.00

Planned Activity: 2020 Young Adult Programs

Planned activity number: **TSP-2**

Primary Countermeasure Strategy ID: **Youth Programs**

Planned Activity Description

Fund thirteen (13) college programs targeting young adults to provide educational opportunities involving at least 50% of student population on the effects of alcohol and highway safety issues, seat belt checks, train new peer health educators on alcohol and impaired driving issues, participate in GOHS Impaired Driving Campaigns.

Intended Subrecipients

Abraham Baldwin Agriculture College, Augusta University, Clayton State University, East Georgia University, Fort Valley State University, Georgia College and State University, Georgia Southwestern University, Georgia State University, Georgia Tech, Kennesaw State University, University of North Georgia, Valdosta State University, University of West Georgia

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$168,990.00	\$42,247.50	\$0.00

Planned Activity: 2020 Youth Presentations

Planned activity number: **TSP-3**

Primary Countermeasure Strategy ID: **Youth Programs**

Planned Activity Description

This program allows students to attend a 3-D presentation on highway safety topics effecting youth. This program will focus on education of youth and young adults on the perils of distracted and impaired driving. It will give a real life scenario that will help the student visualize real-life situations. The program will also collect data from a pre and post survey given to students before and after the presentation.

Intended Subrecipients

Children and Parent Resource Group

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$350,000.00	\$87,500.00	\$350,000.00

Planned Activity: Governor’s Office of Highway Safety 402TSP

Planned activity number: **TSP-4**

Primary Countermeasure Strategy ID: **Youth Programs**

Planned Activity Description

To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving. To fund one Youth Conference for 2020.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$146,000.00	\$36,500.00	\$0.00

Planned Activity: City of Warner Robins

Planned activity number: **TSP-5**

Primary Countermeasure Strategy ID: **Youth Programs**

Planned Activity Description

City of Warner Robins/Houston County Family Connection will host a Teen Maze event to reach over 1,900 8th grade students. This project will educate students and give them a better understanding of the consequences of distracted driving. Grantee will support additional counties to offer Teen Maze.

Intended Subrecipients

City of Warner Robins/ Houston Co. Family Connection

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$12,189.04	\$3,047.26	\$0.00

Program Area: Traffic Records

Description of Highway Safety Problems

Motor vehicle traffic in Georgia reflects the State's unprecedented population growth and increases in the numbers of vehicles on the roads. Changes in Georgia's crash death rate per vehicle miles traveled yields a more comprehensive understanding of the State's crash problems. There is a need to develop and maintain a repository of timely and accurate data related to motor vehicle crashes, injuries, and fatalities. The target for Georgia traffic records program remains to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Traffic records are crucial to the planning, implementation, and evaluation of highway safety programs. It provides the foundation for programs to ensure they are adequately prioritized, data driven, and evaluated for effectiveness.

The Georgia Traffic Records System is composed of the six components maintained by the listed agency:

Crash Component

The Georgia Department of Transportation (GDOT) is the responsible agency for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by Lexis Nexis GDOT to serve as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database but the methods of input vary. Some crashes are entered directly through the State user interface, some are transmitted via third party vendors, and some agencies submit paper reports.

Roadway Component

GDOT is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains about 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using ESRI's Roads and Highways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

Driver Component

The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system which resides on the State's mainframe. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system has process flow documents that include inputs from other data systems including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).

Citation & Adjudication Component

The State of Georgia has a non-unified court system where local courts are autonomous; these courts account for most traffic adjudications within the State. As a result, courts use Case

Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. Georgia has developed computer software for use by the local courts to transmit convictions electronically to the driver history file at the Division of Driver Services, called the Georgia Electronic Conviction Processing System.

Vehicle Component

The Georgia Department of Revenue (DOR), Motor-Vehicle Division has custodial responsibility for the State vehicle records. The vehicle system is an inventory of data that enables the titling and registration of each vehicle under the State’s jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out- of- state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.

EMS/Injury Surveillance

The Georgia Department of Public Health (DPH) has access to all data components and is supported through the State’s EMS GEMSIS Elite data base system (existing in both NEMSIS v2.2 and v3.4 formats) for direct or uploaded record entry and ultimately NEMSIS upload. The Biospatial platform allows for the visualization of EMS data. Emergency Department, Hospital Discharge, Trauma Registry and Vital Records data can be accessed through the OASIS dashboard. Additionally, a formal Trauma Registry is maintained for all designated trauma center data and records are further uploaded into the CDC data query program WISQARS. The State’s online OASIS system (Online Analytical Statistical Information System) enables public and professional access to summarized data.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560

2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	2020	5 Year	163
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	2020	5 Year	16
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207
2020	C-10) Number of pedestrian fatalities (FARS)-2020	2020	5 Year	281
2020	C-11) Number of bicyclists fatalities (FARS)-2020	2020	5 Year	25
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Countermeasure Strategy: Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Program Area: **Traffic Records**

Project Safety Impacts

The 405(c) grant funding will be utilized to develop and implement effective programs and planned activities that will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's safety data.

Linkage Between Program Area

405(c) grant funding will be allocated for planned activities which is directly related to the problem identification, performance targets, and countermeasure strategies for traffic records improvements.

Rationale

Georgia's traffic records system is important in ensuring that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision making, which is

central to identifying traffic safety problems, and designing countermeasures to reduce injuries, crashes and fatalities on all Georgia roads. All planned activities will be allocated to 405(c) state traffic safety information system improvement grant funds.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-1	GECPS Outreach- GA Department of Driver Services
TR-2	OASIS- GA Department of Public Health
TR-3	Support for CODES Crash Data Linkage- GA Department of Public Health
TR-4	LEA Technology Grant GACP- GA Association of Chiefs of Police-1
TR-5	OEMS GEMSIS Elite- GA Department of Public Health
TR-6	GA Traffic Records Program- GOHS

Planned Activity: GECPS Outreach- GA Department of Driver Services

Planned activity number: **TR-1**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Traffic Records Improvement activity that provides a secure and accurate method of electronic transmission of conviction data from Georgia Courts to the State within 10 days of adjudication.

Intended Subrecipients

Georgia Department of Driver Services

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$255,784.00	\$63,946.00	
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Planned Activity: OASIS- GA Department of Public Health

Planned activity number: **TR-2**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Traffic records improvement activity that provides the general public, stakeholders, and internal customers with access to crash data in death, hospital discharge, and ER via the OASIS web query and custom requests.

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$204,388.00	\$51,097.00	

Planned Activity: Support for CODES Crash Data Linkage- GA Department of Public Health

Planned activity number: **TR-3**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Collaborate with multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral; characteristics to medical and financial data. 4 validity

checks will be conducted to evaluate the traffic crash records databases. Validation tests on crash linking variables will improve the completeness and accuracy of traffic crash records.

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$109,244.00	\$27,311.00	

Planned Activity: LEA Technology Grant GACP- GA Association of Chiefs of Police-1

Planned activity number: **TR-4**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Identify Law Enforcement agencies and provide the funding needed for mobile hardware units to submit crash reports electronically to the Georgia Electronic Accident Reporting System (GEARS) system. 3-7 electronic crash reporting units for approximately 12 to 15 Law Enforcement Agencies.

Intended Subrecipients

Georgia Association of Chiefs of Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$94,990.09	\$23,747.53	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$195,509.91	\$48,877.48	

Planned Activity: OEMS GEMSIS Elite- GA Department of Public Health

Planned activity number: **TR-5**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Traffic records improvement project that provides funding to continue to improve quality and accuracy of the EMS electronic system (GEMSIS). The Office of EMS will work with the Trauma Program to bring Trauma Registry records into the DataMart in order to link EMS data with Trauma Registry data.

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$226,352.00	\$56,588.00	

Planned Activity: GA Traffic Records Program- GOHS

Planned activity number: **TR-6**

Primary Countermeasure Strategy ID: **Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system**

Planned Activity Description

Fund personnel and travel for a Traffic Records Coordinator.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve the accuracy, timeliness, accessibility, integration, and uniformity of the GA Traffic Records information system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$110,000.00	\$27,500.00	

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects
PT-3	Georgia Governor's Office of Highway Safety - 402PTS

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

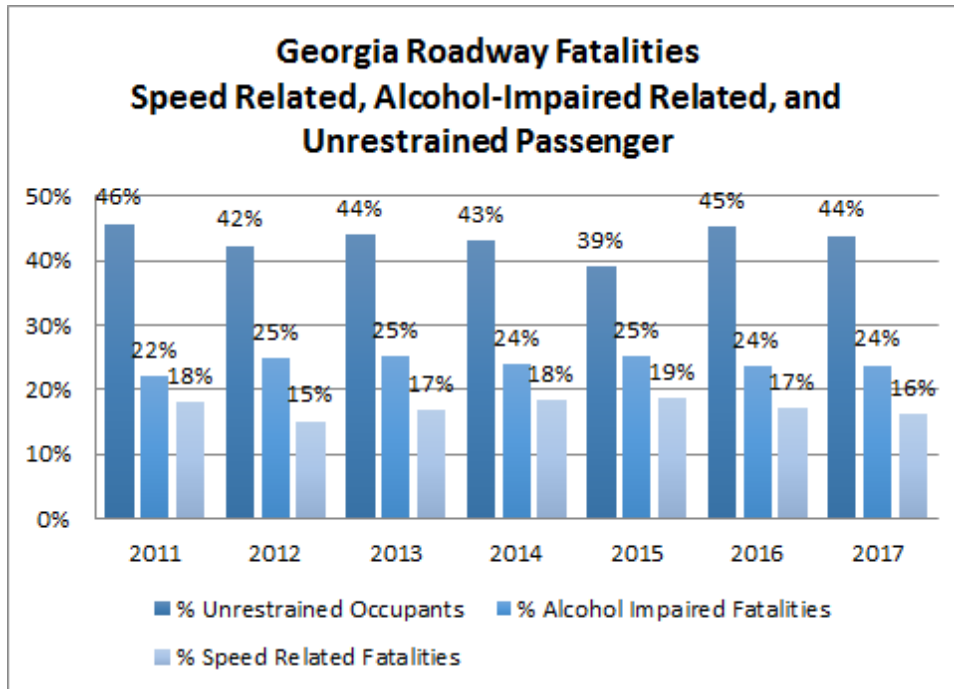
Crash Analysis

Approach

Georgia utilizes a comprehensive array of activities combining statewide coordination of enforcement and complementary local level projects with the target to reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors. Programs include Highway Enforcement of Aggressive Traffic (HEAT), Thunder Task Force, Traffic Enforcement Networks, and high visibility enforcement surrounding NHTSA campaigns including Click it or Ticket and Drive Sober or Get Pulled Over.

Problem Identification and Program Description

According to FARS data in 2017, Georgia suffered 1,540 fatalities from motor vehicle crashes. This is a slight decrease from calendar year 2016. Preliminary data, from Georgia Department of Transportation, for 2018 shows another decrease of approximately two percent (2%) in overall traffic fatalities. 2017 data shows impaired driving was responsible for the deaths of 366 persons and speed was responsible for 248. Although Georgia has one of the highest seatbelt usage rates at 96.3%, unrestrained fatalities equaled 44%, or 463 deaths out of 1,057 vehicle occupant fatalities. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state. Since then Georgia has continued to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities.



The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in “Countermeasures That Work: Ninth Edition, 2017” (CTW). Data throughout this Highway Safety Plan is in response to these countermeasures. Georgia will continue to participate in these programs which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T.

Georgia has 43,955 law enforcement officers employed by a total of 1,038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of whom partner with the Governor's Office of Highway Safety on a regular basis.

Deployment of Resources

H.E.A.T. (Highway Enforcement of Aggressive Traffic)

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers.

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. For almost 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2019, the Governor's Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FFY 2020.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. The Thunder Task Force is a data driven, high

visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The concept is to identify a county or area of the state to deploy the Task Force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the regions with two to three months of high visibility enforcement and earned media. The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. All local crash data is reviewed, including time of day, location and causation (DUI, Seatbelt, Speed, Motorcycles).

With this continued effort of putting resources where the traffic fatality problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize local jurisdictions with a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia. While conducting a Thunder Task Force Mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force often returns to the jurisdiction for a follow up visit and evaluation.

Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are managed by a coordinator and an assistant coordinator, both whom are full time law enforcement officers volunteering their time and efforts to highway safety. The dedicated support GOHS receives from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training and networking opportunities to the attending officers. Prosecutors, judges and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

Traffic enforcement networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. GOHS Law Enforcement Liaisons (LELs) and the network coordinators utilize the Georgia Electronic Accident Reporting System (GEARS) system to identify specific areas of their network that have high crash activity. GOHS has worked with GEARS system designers to create a "Crashes by Network" report that can be ran for a specific period of time by network coordinators and LELs. This report, coupled with other reports from

GEARS such as “high accident locations” and “crashes by contributing Circumstances” assist local law enforcement agency personnel in identifying specific roadway locations within their jurisdiction that should be targeted for enforcement.

The regional traffic enforcement networks, working with law enforcement, play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional enforcement, education, and media activities for NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT", "Click it or Ticket", “Operation Southern Shield”. They also assist the GOHS LES Team with state campaigns such as “One Hundred Days of Summer Heat”, “Hands Across the Border” and “Operation Zero Tolerance”. These campaigns bolster our mobilization efforts to nine (9) each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serve where participating law enforcement officers can receive up-to-date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are more than 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

High Visibility Enforcement (HVE)

Effective, high-visibility communications and outreach are an essential part of successful high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoints. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys (Zwicker, Chaudhary, Maloney, & Squeglia, 2007; Zwicker, Chaudhary, Solomon, Siegler, & Meadows, 2007).

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in Georgia. NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT" and "Click it or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

The "Drive Sober or Get Pulled Over" campaign: GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message.

The "Click It or Ticket" campaign: Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data showing that proper use of lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by 60%. NHTSA research data show more than 70% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts

correctly. Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing high visibility enforcement campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high profile enforcement measures.

100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign: Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10mph increase in speed, there's a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. The majority of drivers in those speed-related crashes fall within the demographics of Georgia's primary audience for paid media. The 100 Days of Summer H.E.A.T. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day to Labor Day. GOHS Public Affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media. Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol countermeasure campaign ads as well as increased enforcement from statewide partners.



FFY2020 Georgia Mobilizations

Click it or Ticket
November 15 - November 24, 2019

Drive Sober or Get Pulled Over
December 13, 2019 - January 1, 2020
(National Mobilization)

Click it or Ticket Mobilization
May 18 - June 1, 2020
(National Mobilization)

One Hundred Days of Summer HEAT
May 18-September 7, 2020

CIOT Border to Border
May 18, 2020

Operation Zero Tolerance
June 22 - July 5, 2020

Operation Southern Shield
July 20 - 26, 2019

Hands Across The Border
August 24 - 28, 2020

Drive Sober or Get Pulled Over
August 17 - September 6, 2020
(National Mobilization)

Effectiveness Monitoring

GOHS will review on an annual basis the evidence based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (Impaired driving, safety belts, and pedestrian/bicycle safety) will also be included.

Surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the state Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will continue throughout the year and outreach efforts will be revised as needed.

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Alcohol: Integrated Enforcement
Communication Campaign
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund ten (10) High Visibility Traffic Enforcement Projects

405(b) Occupant protection grant

Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

Program Area Name
Occupant Protection (Adult and Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

Agency
Adel Police Department
Alamo Police Department
Albany Police Department
Albany State University Police Department
Alma Police Department
Alpharetta Police Department
Alto Police Department
Americus Police Department
Appling County Sheriff's Office
Aragon Police Department
Arcade Police Department
Ashburn Police Department
Athens-Clarke County Police Department
Atkinson County Sheriff's Office
Attapulgus Police Department
Auburn Police Department
Avondale Estates Police Department

Bainbridge Public Safety Police Department
Baldwin County Sheriff's Office
Baldwin Police Department
Banks County Sheriff's Office
Barnesville Police Department
Barrow County Sheriff's Office
Bartow County Sheriff's Office
Baxley Police Department
Ben Hill County Sheriff's Office
Berrien County Sheriff's Office
Blackshear Police Department
Bleckley County Sheriff's Office
Bloomington Police Department
Blue Ridge Police Department
Blythe Police Department
Boston Police Department
Braswell Police Department
Bremen Police Department
Brookhaven Police Department
Brooklet Police Department
Brunswick Police Department
Buchanan Police Department
Burke County Sheriff's Office
Byron Police Department
Cairo Police Department
Calhoun Police Department
Camden County Sheriff's Office
Camilla Police Department
Canton Police Department

Carrollton Police Department
Cartersville Police Department
Catoosa County Sheriff's Office
Cave Spring Police Department
Cedartown Police Department
Centerville Police Department
Chamblee Police Department
Chatsworth Police Department
Chattahoochee County Sheriff's Office
Chattooga County Sheriff's Office
Cherokee County Sheriff's Office
Chickamauga Police Department
Clarkesville Police Department
Clarkston Police Department
Claxton Police Department
Clayton Police Department
Clinch County Sheriff's Office
Cobb County Sheriff's Office
Cohutta Police Department
College Park Police Department
Columbus Police Department
Columbus State University Police Department
Comer Police Department
Commerce Police Department
Conyers Police Department
Cook County Sheriff's Office
Coolidge Police Department
Cordele Police Department
Cornelia Police Department

Covington Police Department
Coweta County Sheriff's Office
Crawford County Sheriff's Office
Crisp County Sheriff's Office
Dallas Police Department
Dalton Police Department
Dalton State College Police Department
Danielsville Police Department
Darien Police Department
Davisboro Police Department
Decatur County Sheriff's Office
DeKalb County Police Department
DeKalb County Sheriff's Office
Demorest Police Department
Dillard Police Department
Dodge County Sheriff's Office
Doerun Police Department
Doraville Police Department
Douglas County Sheriff's Office
Douglas Police Department
Douglasville Police Department
Dublin Police Department
Dunwoody Police Department
Eastman Police Department
Eatonton Police Department
Echols County Sheriff's Office
Elbert County Sheriff's Office
Elberton Police Department
Emerson Police Department

Eton Police Department
Fannin County Sheriff's Office
Fayette County Sheriff's Office
Fayetteville Police Department
Fitzgerald Police Department
Flowery Branch Police Department
Floyd County Police Department
Forest Park Police Department
Forsyth Police Department
Fort Oglethorpe Police Department
Fort Stewart Military Police
Fort Valley Police Department
Franklin County Sheriff's Office
Franklin Police Department
Franklin Springs Police Department
Gainesville Police Department
Garfield Police Department
Georgia College St University Police Department
Georgia Southern University Police Department
Georgia State Capitol Police
Georgia State Patrol Troop A
Georgia State Patrol Troop B
Georgia State Patrol Troop C
Georgia State Patrol Troop D
Georgia State Patrol Troop E
Georgia State Patrol Troop F
Georgia State Patrol Troop G
Georgia State Patrol Troop H
Georgia State Patrol Troop I

GlascocK County Sheriff's Office
Glennville Police Department
Glenwood Police Department
Gordon Police Department
Greene County Sheriff's Office
Greensboro Police Department
Greenville Police Department
Griffin Police Department
Grovetown Police Department
Guyton Police Department
Gwinnett County Sheriff's Office
Habersham County Sheriff's Office
Hall County Sheriff's Office
Hampton Police Department
Haralson County Sheriff's Office
Harlem Police Department
Harris County Sheriff's Office
Hartwell Police Department
Hazlehurst Police Department
Heard County Sheriff's Office
Henry County Sheriff's Office
Hepzibah Police Department
Hinesville Police Department
Hiram Police Department
Hoboken Police Department
Hogansville Police Department
Holly Springs Police Department
Homeland Police Department
Homerville Police Department

Houston County Sheriff's Office
Irwin County Sheriff's Office
Irwinton Police Department
Ivey Police Department
Jackson County Sheriff's Office
Jefferson County Sheriff's Office
Jefferson Police Department
Jesup Police Department
Jonesboro Police Department
Kennesaw Police Department
Kingston Police Department
LaFayette Police Department
LaGrange Police Department
Lake City Police Department
Lamar County Police Department
Lanier County Sheriff's Office
Lavonia Police Department
Leesburg Police Department
Lenox Police Department
Liberty County Sheriff's Office
Lincoln County Sheriff's Office
Lincolnton Police Department
Long County Sheriff's Office
Louisville Police Department
Lumber City Police Department
Lumpkin Police Department
Lyons Police Department
Madison County Sheriff's Office
Manchester Police Department

Marietta Police Department
Marion County Sheriff's Office
Maysville Police Department
McCaysville Police Department
McDonough Police Department
McDuffie County Sheriff's Office
McRae Police Department
Meriwether County Sheriff's Office
Middle GA College Police Department
Midville Police Department
Milan Police Department
Milledgeville Police Department
Mitchell County Sheriff's Office
Monroe Police Department
Montezuma Police Department
Morgan County Sheriff's Office
Motor Carrier Compliance Division
Moultrie Police Department
Mountain City Police Department
Mt. Airy Police Department
Murray County Sheriff's Office
Muscogee County Sheriff's Office
Nahunta Police Department
Nashville Police Department
Nelson Police Department
Newton County Sheriff's Office
Norman Park Police Department
Ocilla Police Department
Oconee County Sheriff's Office

Oglethorpe County Sheriff's Office
Omega Police Department
Oxford Police Department
Peachtree City Police Department
Pelham Police Department
Pendergrass Police Department
Perry Police Department
Pierce County Sheriff's Office
Pine Lake Police Department
Polk County Police Department
Polk County Sheriff Sheriff's Office
Pooler Police Department
Port Wentworth Police Department
Poulan Police Department
Powder Springs Police Department
Pulaski County Sheriff's Office
Rabun County Sheriff's Office
Ray City Police Department
Reidsville Police Department
Remerton Police Department
Richmond County Sheriff's Office
Richmond Hill Police Department
Rincon Police Department
Ringgold Police Department
Roberta Police Department
Rochelle Police Department
Rockdale County Sheriff's Office
Rockmart Police Department
Rome Police Department

Rossville Police Department
Roswell Police Department
Royston Police Department
Sandersville Police Department
Sandy Springs Police Department
Sardis Police Department
Savannah Police Department
Screven County Sheriff's Office
Screven Police Department
Senoia Police Department
Sky Valley Police Department
Smyrna Police Department
Snellville Police Department
Social Circle Police Department
South GA College Police Department
Spalding County Sheriff's Office
Sparks Police Department
Sparta Police Department
Stephens County Sheriff's Office
Stewart County Sheriff's Office
Stillmore Police Department
Stone Mountain Police Department
Sumter County Sheriff's Office
Suwanee Police Department
Swainsboro Police Department
Taliaferro County Sheriff's Office
Tallapoosa Police Department
Tallulah Falls Police Department
Tattnall County Sheriff's Office

Temple Police Department
Tennille Police Department
Terrell County Sheriff's Office
Thomas County Sheriff's Office
Thomasville Police Department
Thunderbolt Police Department
Tift County Sheriff's Office
Tifton Police Department
Toccoa Police Department
Toombs County Sheriff's Office
Toombsboro Police Department
Treutlen County Sheriff's Office
Trion Sheriff's Office
Tunnel Hill Police Department
Turner County Sheriff's Office
Twiggs County Sheriff's Office
Tybee Island Police Department
Tyrone Police Department
Union County Sheriff's Office
Union Point Police Department
University of West Georgia Police Department
Uvalda Police Department
Valdosta Police Department
Valdosta St. University Police Department
Varnell Police Department
Villa Rica Police Department
Wadley Police Department
Walker County Sheriff's Office
Walton County Sheriff's Office

Ware County Sheriff's Office
Warner Robins Police Department
Warren County Sheriff's Office
Warrenton Police Department
Warwick Police Department
Washington County Sheriff's Office
Watkinsville Police Department
Waverly Hall Police Department
Wayne County Sheriff's Office
Waynesboro Police Department
West Point Police Department
White Police Department
Whitesburg Police Department
Whitfield County Sheriff's Office
Wilcox County Sheriff's Office
Wilkes County Sheriff's Office
Wilkinson County Sheriff's Office
Willacoochee Police Department
Winder Police Department
Winterville Police Department
Woodstock Police Department
Zebulon Police Department

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

Planned Participation in Click-it-or-Ticket

The Governor’s Office of Highway (GOHS) recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as “Click It or Ticket” have proven that high visibility enforcement is the key to saving lives on Georgia’s roadways. Georgia has a total of 43,955 sworn law enforcement officers employed by a total of 1038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor’s Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket mobilizations each fiscal year. During FFY2019, GOHS also coordinated the Click-It or Ticket Border 2 Border event. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and also communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 800 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click it or Ticket enforcement initiatives across the entire state.

Jurisdictions that are over represented with unbelted fatalities are targeted with extra efforts and stepped up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia’s fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued high visibility enforcement of seat belt and child safety seat violations are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2020, the Governor’s Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

13. November 2019, which covers the Thanksgiving holiday period

14. May 2020, which covers the Memorial Day holiday period

The Governor’s Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.

List of Task for Participants & Organizations

Please see attached document for list of Georgia’s Occupant Protection Task Team.

Child restraint inspection stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Countermeasure Strategy
Child Restraint inspection stations

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Unique Identifier	Planned Activity Name
OP-1	Department of Public Health-Occupant Protection
OP-2	Fund Atlanta Fire Department

Total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: **136**

Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:

Populations served - urban: **106**

Populations served - rural: **41**

Populations served - at risk: **136**

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Passenger Safety Technicians

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Unique Identifier	Planned Activity Name
OP-1	Department of Public Health-Occupant Protection
OP-2	Fund Atlanta Fire Department
OP-5	Governor’s Office of Highway Safety 405b M1PE

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: **65**

Estimated total number of technicians: **578**

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

405(c) State traffic safety information system improvements grant

Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
9/12/2018
11/4/2018
1/9/2019
3/14/2019

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: **Courtney Ruiz**

Title of State's Traffic Records Coordinator: **Georgia Traffic Records Coordinator**

TRCC members by name, title, home organization and the core safety database represented:

[List of TRCC members](#)

TRCC- Executive Group

Georgia Governor's Office of Highway Safety	Allen Poole, Director, TRCC Chairman
Georgia Department of Transportation Core System: Crash & Roadway	Russell McMurry, Commissioner
Georgia Department of Driver Services Core System: Driver	Spencer Moore, Commissioner
Georgia Department of Public Health Core System: Injury Surveillance/EMS	Lisa Dawson, Director of Injury Prevention
Prosecuting Attorneys' Council of Georgia Core System: Adjudication	Peter J. Skandalakis, Executive Director
Georgia Department of Revenue Core System: Vehicle	Lynne Riley, Commissioner
Georgia Department of Public Safety Core System: Crash & Citation	Col. Mark McDonough, Commissioner
Georgia Association of Chief Police Core System: Crash & Citation	Frank Rotondo, Executive Director
Georgia Sheriffs Association Core System: Crash & Citation	J. Terry Norris, Executive Director
Administrative Office of the Courts (AOC) Core System: Citation & Adjudication	Darron J. Enns, Esq., Policy Analyst
National Highway Traffic Safety Administration (NHTSA)	Carmen Hayes, Ex-Officio, Region 4 Administrator
Federal Highway Administration (FHWA)	Greg Morris, Safety, ITS & Traffic Management Engineer
Federal Motor Carrier Safety Administration (FMCSA)	Clinton Seymour, Georgia Division Administrator

TRCC- Working Group Designees

Georgia Department of Transportation Core System: Crash & Roadway	Dave Adams, State Safety Program Manager
Judicial Council of Georgia Administrative Office of the Courts Core System: Citation & Adjudication	Jorge Basto, Chief Information Officer
Georgia Office of EMS and Trauma Core System: EMS/Injury Surveillance	David Newton, Deputy Director Renee Morgan, Trauma Program Director
Georgia Department of Driver Services Core System: Driver	Jean Borsh, Data Analyst
Georgia Department of Public Health Core System: EMS/Injury Surveillance & Crash	<u>Office of Health Indicators for Planning (OHIP)</u> David Austin, Director of Data Quality & Analysis Team <u>Epidemiology</u> Michael Bryan, Director of Maternal and Child Health Epidemiology <u>Injury Surveillance and Prevention Program</u> Lisa Dawson, Director of Injury Prevention Elizabeth Head, Deputy Director of Injury Prevention Denise Yeager, Data Evaluation Chinyere Nwamuo, CORE Grant Manager
Georgia Department of Revenue Core System: Vehicle	Robert Worle, Program Manager, Motor Vehicle Division
Safe Kids Georgia Core System: Injury Surveillance	Mahwish Javed, Program Coordinator

Injury Prevention Research Center @ Emory (IPRCE) Core System: Injury Surveillance	Jonathan Rupp, IPRCE Executive Associate Director Sharon Nieb, IPRCE Associate Program Director
LexisNexis /Robert Franklin Dallas, LLC Core System: Crash	Robert Dallas, Attorney
Atlanta Regional Commission	Patrick Hall, Senior Transportation Planner
Centers for Disease Control and Prevention (CDC)	Amy Jewett, Epidemiologist, Transportation Safety Team, Division of Unintentional Injury Prevention
Federal Highway Administration (FHWA)	Greg Morris, Safety, ITS & Traffic Management Engineer
National Highway Traffic Safety Administration	Carmen Hayes, Region 4 Administrator Belinda Jackson, Region 4 Program Manager
Georgia Governor's Office of Highway Safety	Eshon Poythress, Strategic Highway Safety Plan Courtney Ruiz, Georgia Traffic Records Coordinator

Traffic Records System Assessment

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years in order to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019 by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Traffic Records Assessment are listed below:

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.
9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.
13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

EMS/Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Traffic Records for Measurable Progress

We are currently working toward addressing the 2019 Traffic Records Assessment recommendations. Our Traffic Records Coordinating Committee is in the process of reorganizing as relates to:

18. Identifying needs and proposed improvements in the traffic records system;
19. Prioritizing potential projects to implement improvements; and
20. Establishing selected performance measures for the Georgia traffic records systems.

At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Traffic Records Supporting Non-Implemented Recommendations

Georgia's most recent Traffic Records Assessment was completed on June 17, 2019 by the National Highway Traffic Safety Administration, Technical Assessment Team.

Recommendations from the result of the 2019 Traffic Records Assessment are listed below:

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the

recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying

needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying

needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying

needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

EMS/Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment recommendations. The Georgia Traffic Records Coordinating Committee is in the process of reorganizing as related to identifying needs and proposed improvements in the traffic records system along with prioritizing potential projects to implement improvements. At our next TRCC meeting, scheduled for July 10, 2019, the members will discuss the recommendations of the 2019 Traffic Records Assessment and a revamped process in selecting and prioritizing improvement projects.

Traffic Records for Model Performance Measures

The Georgia EMS system has improved in the area of Completeness.

Section 405c Quantitative Progress Report

State: GA Report Date: 5/31/2019 Submitted by: D. Newton Regional Reviewer:

<p>System to be Impacted</p>	<p><input type="checkbox"/> __ CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY OTHER specify:</p>
<p>Performance Area(s) to be Impacted</p>	<p><input type="checkbox"/> ACCURACY <input type="checkbox"/> TIMELINESS <input checked="" type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:</p>
<p>Performance Measure used to track Improvement(s)</p>	<p>Narrative Description of the Measure:</p> <p><i>There will be an increase in the number of patient care reports (PCRs) submitted to GEMSIS. There will be an increase in the percentage of V3.4 records (compared to V2).</i></p> <p><i>Version 3.4 was mandated due to the inability of the NEMSIS TAC to receive V2.2 data any more, and because the Version 3.4 data standard is more robust - it has more data elements that collect better information on injuries, stroke, STEMI, etc., and it uses ICD-10 codes instead of the outdated ICD-9 codes that Version 2.2 used. Version 3.4 also has more robust validation rules, including Schema rules that enforce the minimum completeness of national data elements, as well as Schematron rules that allow for our state to enforce completeness of other data elements. For example, we require that on all transports (eDisposition.12), that the data for Destination County be completed. Without this validation rule, we would not have as complete of a record. This is just one example of the validation rules that we use - we currently have 255 EMS validation rules, and are adding more. Another benefit of Version 3.4 over Version 2.2 is that in Version 2.2, the incident were sent to the state from 3rd party software vendors in large chunks at a time, sometimes over 1000 calls in one file - if one of those records was corrupted, then the whole file would be rejected. In the Version 3.4 data standard, incidents are sent over 1 call at a time, so this ensures that one record being invalid only affects 1 event, thereby allowing the captured records to be more complete.</i></p> <p><i>Submission to Version 3.4 (GEMSIS Elite) became mandatory on April 1, 2018.</i></p>

Relevant Project(s) in the State's Strategic Plan	Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates: GA-P-21, Enhancements to GEMSIS EMS Database
Improvement(s) Achieved or Anticipated	Narrative of the Improvement(s): GEMSIS includes both the V2 NEMSIS data, and our Elite system, which is V3.4 of the NEMSIS data set. In 2012-2013 (April – March), there were 1,641,885 records submitted, and 100% of the records were V2 records. From April 2017- March 2018, there were 2,171,490 records submitted, with 89.702% being V2 and 10.298% V3.4. From April 2018-March 2019, there were 2,305,119 records submitted, with only 2.976% being V2, and 97.024% being Version 3.4.
Specification of how the Measure is calculated / estimated	Narrative Description of Calculation / Estimation Method: The number of PCRs submitted to GEMSIS (V2) and GEMSIS Elite (V3.4) was queried.
Date and Baseline Value for the Measure	<i>Baseline: April 1, 2017 – March 31, 2018</i> <i>PCRs entered = 2,171,490</i> <i>% of PCRs that were Version 3.4 = 10.298%</i>
Date and Current Value for the Measure	<i>Current: April 1, 2018 – March 31, 2019</i> <i>PCRs entered = 2,305,119</i> <i>% of PCRs that were Version 3.4 = 97.024%</i>
Regional Reviewer's Conclusion	Check one: <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure

The following documentation shows a contiguous 12-month performance period (April – March) that demonstrates quantitative improvement that is compared to the comparable 12 month baseline period:

2012-2013 (V2 only)			2013-2014 (V2 only)			2014-2015 (V2 only)		
Month	GEMSIS (V2)		Month	GEMSIS (V2)		Month	GEMSIS (V2)	
April	134,404		April	146,045		April	154,690	
May	137,942		May	148,949		May	161,934	
June	134,040		June	134,705		June	158,167	
July	133,787		July	144,508		July	159,520	
August	136,672		August	143,388		August	162,577	
September	121,543		September	137,091		September	160,819	
October	134,388		October	144,368		October	167,274	
November	130,972		November	142,718		November	165,844	
December	134,741		December	147,946		December	172,578	
January	156,923		January	155,196		January	177,631	
February	133,340		February	134,401		February	161,491	
March	153,133		March	154,477		March	181,866	
TOTAL	1,641,885		TOTAL	1,733,792		TOTAL	1,984,391	
Percent	100.00%		Percent	100.00%		Percent	100.00%	

2015-2016				2016-2017			
Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total	Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	178,444		178,444	April	186,508	3	186,511
May	182,376		182,376	May	192,801	0	192,801
June	175,124		175,124	June	189,173	3	189,176
July	183,545		183,545	July	191,773	5	191,778
August	177,046		177,046	August	205,104	6	205,110
September	174,483	1	174,484	September	193,243	106	193,349
October	179,239	1	179,240	October	195,336	542	195,878
November	169,025	1	169,026	November	188,481	3,268	191,749
December	177,807	0	177,807	December	191,912	3,406	195,318
January	178,923	4	178,927	January	199,269	3,191	202,460
February	175,978	1	175,979	February	177,405	3,617	181,022
March	191,470	4	191,474	March	196,108	4,637	200,745
TOTAL	2,143,460	12	2,143,472	TOTAL	2,307,113	18,784	2,325,897
Percent	99.999%	0.001%		Percent	99.192%	0.808%	



2017-2018				2018-2019			
Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total	Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	180,200	4,439	184,639	April	24,212	138,921	163,133
May	194,400	4,701	199,101	May	17,878	167,433	185,311
June	178,661	5,000	183,661	June	17,264	182,819	200,083
July	183,772	4,467	188,239	July	8,399	188,890	197,289
August	190,134	4,911	195,045	August	303	201,284	201,587
September	181,363	6,153	187,516	September	184	176,182	176,366
October	184,475	6,879	191,354	October	168	183,058	183,226
November	174,889	7,789	182,678	November	162	182,150	182,312
December	158,613	12,230	170,843	December	31	203,064	203,095
January	141,677	37,360	179,037	January	5	204,272	204,277
February	100,807	55,053	155,860	February	2	194,074	194,076
March	78,870	74,647	153,517	March	2	214,362	214,364
TOTAL	1,947,861	223,629	2,171,490	TOTAL	68,610	2,236,509	2,305,119
Percent	89.702%	10.298%		Percent	2.976%	97.024%	


The following are proposed projects for the FFY2020 federal fiscal year.




	Project Title	Status	Lead Agency	405c TR Funded
	GA Traffic Records Program	In Process	GOHS	Yes
Project Description	This project uses NHTSA Section 405c funds to coordinate and support the TRCC and projects that contribute to the creation of a complete traffic records system modeled on NHTSA's Traffic Records Program Assessment Advisory.			
Project Goal:	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
Performance Measure(s):	Accuracy, Completeness, Timeliness, Uniformity, Accessibility, and Integration			
Core Traffic Records System Components:				

	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to contract with ImageTrend to continually upgrade, support, and host GEMSIS; to develop a long term storage and query/access system for the v2 GEMSIS data; to maintain the OEMS Datamart; to conduct trainings with EMS personnel; and to work with GDOT to develop and test linkages between GEMSIS and highway safety data.			
Project Goal:	To improve the accuracy of EMS reports and the integration of GEMSIS data to crash data to link critical injuries in motor vehicle crashes with GDOT's crash database			
Performance Measure(s):	Accuracy, Integration, Accessibility			
Core Traffic Records System Components:				

	Project Title	Status	Lead Agency	405c TR Funded
	GECPS Outreach	In Process	GA Department of Driver Services	Yes
Project Description	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
Project Goal:	Reduce error rates by utilizing data analysis and court support requests to identify and target courts requiring additional training as well as provide additional technical assistance and training for errors generated from GECPS submissions			
Performance Measure(s):	Accuracy, Timeliness			
Core Traffic Records System Components:				

	Project Title	Status	Lead Agency	405c TR Funded
	Support for CODES Crash Data Linkage	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Crash Outcome Data Evaluation Systems (CODES) project uses probabilistic techniques to link crash data and other injury surveillance data. This project creates linked data for analysis by Georgia's highway safety partners to improve the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
Project Goal:	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to improve the accuracy of records and integration of data in the traffic records information system			
Performance Measure(s):	Accuracy, Integration, Completeness			
Core Traffic Records System Components:	 			

	Project Title	Status	Lead Agency	405c TR Funded
	LEA Technology Grant GACP	In Process	GA Association of Chiefs of Police	Yes
Project Description	This project provides select law enforcement agencies (LEAs) with the computer hardware needed to submit crash reports electronically to the state through the GEARS system as mobile data units.			
Project Goal:	To improve the accessibility to users and the accuracy and timeliness of records in the crash data system.			
Performance Measure(s):	Accessibility, Accuracy, Timeliness			
Core Traffic Records System Components:				

	Project Title	Status	Lead Agency	405c TR Funded
	OASIS	In Process	GA Department of Public Health	Yes
Project Description	This project has developed an extensible departmental data warehouse, which implements data standards and standardization processes with quality controls as well as integrates multiple data sources. Continuous, direct access to Hospital discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis, charts, and mapping are provided via an online query based on the data warehouse.			
Project Goal:	To improve the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data			
Performance Measure(s):	Accessibility, Completeness, Integration			
Core Traffic Records System Components:	  			

State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
TR-6	GA Traffic Records Program- GOHS
TR-1	GECPS Outreach- GA Department of Driver Services
TR-4	LEA Technology Grant GACP- GA Association of Chiefs of Police-1
TR-2	OASIS- GA Department of Public Health
TR-5	OEMS GEMSIS Elite- GA Department of Public Health
TR-3	Support for CODES Crash Data Linkage- GA Department of Public Health

Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: **6/17/2019**

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

405(d) Impaired driving countermeasures grant

Impaired driving assurances

Impaired driving qualification: **Low-Range State**

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

405(f) Motorcyclist safety grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

- Motorcycle rider training course: **No**
- Motorcyclist awareness program: **Yes**
- Reduction of fatalities and crashes: **No**
- Impaired driving program: **Yes**
- Reduction of impaired fatalities and accidents: **No**
- Use of fees collected from motorcyclists: **No**

Motorcyclist awareness program

Name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency: **Driver Services, Georgia Department of**

State authority name/title: **Mr. Spencer R. Moore, Commissioner**

CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.

Performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-1) Number of traffic fatalities (FARS)-2020	5 Year	2016	2020	1698	13
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	5 Year	2016	2020	24,094	14
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	163	19
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	16	20

Counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.

County or Political Subdivision	# of MCC involving another motor vehicle
Appling	0
Atkinson	1
Bacon	0
Baker	0
Baldwin	8
Banks	3
Barrow	15
Bartow	26
Ben Hill	1
Berrien	2
Bibb	65
Bleckley	3
Brantley	2
Brooks	0
Bryan	8
Bulloch	22
Burke	2
Butts	6
Calhoun	0
Camden	5
Candler	1
Carroll	22
Catoosa	12
Charlton	0
Chatham	142

Chattahoochee	0
Chattooga	5
Cherokee	48
Clarke	35
Clay	0
Clayton	69
Clinch	1
Cobb	231
Coffee	5
Colquitt	6
Columbia	35
Cook	1
Coweta	39
Crawford	3
Crisp	2
Dade	8
Dawson	10
Decatur	3
DeKalb	242
Dodge	0
Dooly	1
Dougherty	21
Douglas	40
Early	1
Echols	2
Effingham	12
Elbert	0
Emanuel	1
Evans	4

Fannin	5
Fayette	18
Floyd	24
Forsyth	36
Franklin	14
Fulton	376
Gilmer	12
Glascokk	0
Glynn	25
Gordon	19
Grady	3
Greene	0
Gwinnett	170
Habersham	11
Hall	56
Hancock	0
Haralson	10
Harris	4
Hart	7
Heard	1
Henry	70
Houston	36
Irwin	2
Jackson	16
Jasper	1
Jeff Davis	1
Jefferson	5
Jenkins	2
Johnson	1

Jones	1
Lamar	6
Lanier	1
Laurens	9
Lee	4
Liberty	28
Lincoln	0
Long	2
Lowndes	33
Lumpkin	21
Macon	0
Madison	3
Marion	2
McDuffie	4
Mcintosh	2
Meriwether	2
Miller	0
Mitchell	6
Monroe	8
Montgomery	0
Morgan	2
Murray	7
Muscogee	50
Newton	29
Oconee	6
Oglethorpe	0
Paulding	28
Peach	6
Pickens	13

Pierce	0
Pike	0
Polk	3
Pulaski	0
Putnam	4
Quitman	0
Rabun	9
Randolph	0
Richmond	91
Rockdale	27
Schley	0
Screven	0
Seminole	0
Spalding	10
Stephens	6
Stewart	0
Sumter	3
Talbot	1
Taliaferro	0
Tattnall	0
Taylor	1
Telfair	0
Terrell	0
Thomas	11
Tift	3
Toombs	4
Towns	2
Treutlen	2
Troup	18

Turner	0
Twiggs	3
Union	5
Upson	2
Walker	7
Walton	17
Ware	10
Warren	0
Washington	1
Wayne	3
Webster	0
Wheeler	0
White	9
Whitfield	18
Wilcox	0
Wilkes	2
Wilkinson	1
Worth	1

Total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle:

Total # of MCC crashes involving another motor vehicle: **2,264**

Countermeasure strategies and planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest.

Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Unique Identifier	Planned Activity Name
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MC-1	2020 Motorcycle Programs
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Impaired driving program

Performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-1) Number of traffic fatalities (FARS)-2020	5 Year	2016	2020	1698	13
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	5 Year	2016	2020	24,094	14
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	5 Year	2016	2020	464	17

Countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest based upon State data.

Countermeasure Strategy
Impaired Driving Enforcement
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Unique Identifier	Planned Activity Name
MC-1	2020 Motorcycle Programs
PM-2	GOHS Communications-Impaired Driving Media-1

Counties or political subdivisions with motorcycle crashes (MCC) involving an impaired operator.

County or Political Subdivision	# of MCC involving an impaired operator
Appling	0
Atkinson	0
Bacon	0
Baker	0
Baldwin	0
Banks	2
Barrow	2
Bartow	1
Ben Hill	0
Berrien	0
Bibb	1
Bleckley	1
Brantley	0
Brooks	1
Bryan	0
Bulloch	1
Burke	1
Butts	1
Calhoun	0
Camden	3
Candler	0
Carroll	2
Catoosa	3
Charlton	1
Chatham	1
Chattahoochee	1

Chattooga	1
Cherokee	3
Clarke	4
Clay	0
Clayton	2
Clinch	1
Cobb	11
Coffee	1
Colquitt	0
Columbia	2
Cook	1
Coweta	3
Crawford	0
Crisp	0
Dade	0
Dawson	1
Decatur	1
DeKalb	1
Dodge	0
Dooly	0
Dougherty	0
Douglas	1
Early	0
Echols	1
Effingham	0
Elbert	0
Emanuel	1
Evans	1
Fannin	1

Fayette	0
Floyd	2
Forsyth	3
Franklin	4
Fulton	5
Gilmer	1
Glascokk	0
Glynn	1
Gordon	3
Grady	2
Greene	0
Gwinnett	7
Habersham	2
Hall	2
Hancock	0
Haralson	1
Harris	1
Hart	2
Heard	1
Henry	1
Houston	3
Irwin	0
Jackson	3
Jasper	0
Jeff Davis	0
Jefferson	0
Jenkins	0
Johnson	0
Jones	0

Lamar	0
Lanier	0
Laurens	3
Lee	1
Liberty	0
Lincoln	0
Long	0
Lowndes	2
Lumpkin	3
Macon	0
Madison	0
Marion	1
McDuffie	0
Mcintosh	0
Meriwether	0
Miller	0
Mitchell	0
Monroe	2
Montgomery	0
Morgan	0
Murray	1
Muscogee	2
Newton	1
Oconee	0
Oglethorpe	0
Paulding	6
Peach	2
Pickens	0
Pierce	1

Pike	0
Polk	0
Pulaski	0
Putnam	0
Quitman	0
Rabun	1
Randolph	0
Richmond	10
Rockdale	1
Schley	0
Screven	0
Seminole	0
Spalding	3
Stephens	2
Stewart	0
Sumter	1
Talbot	1
Taliaferro	0
Tattnall	0
Taylor	0
Telfair	0
Terrell	0
Thomas	0
Tift	2
Toombs	1
Towns	0
Treutlen	0
Troup	1
Turner	1

Twiggs	1
Union	1
Upson	0
Walker	2
Walton	2
Ware	0
Warren	0
Washington	0
Wayne	0
Webster	0
Wheeler	0
White	0
Whitfield	1
Wilcox	0
Wilkes	0
Wilkinson	0
Worth	0

Total number of motorcycle crashes involving an impaired operator:

Total # of MCC involving an impaired operator: **159**

405(h) Nonmotorized safety grant

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

