

2015

Georgia Governor's Office of Highway Safety



Annual Report

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INTRODUCTION

The Georgia Governor's Office of Highway Safety (GOHS) is pleased to present its **2015 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. GOHS seeks to accomplish its mission by using federal monies to fund state and local programs that address highway safety issues. The highway safety programs funded by GOHS are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. GOHS expended approximately \$11.5 million during the federal fiscal year (FFY) 2015 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA).

In this document, the key areas of Impaired Driving/ Speed Enforcement, Occupant Protection, Pedestrian and Bicycle Safety, Traffic Records, and Paid Media will be addressed as suggested by the Governor's Highway Safety Association (GHSA) Annual Report Guidance. GOHS has an ongoing evaluation of program outcomes that will be available in February 2016. The evaluation will be added to this document as a supplement containing a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2015 Highway Safety Plan.

Fatality Analysis and Reporting System (FARS)
Disclaimer –The Annual FARS data for calendar year (CY) 2015 is not yet available. Complying with NHTSA's recommendation, the Georgia GHSA report will be submitted on schedule leaving blank or using incomplete internal data provided by the Georgia Department of Transportation (GDOT) for Core Traffic Safety Performance Measures. Once the Annual FARS data becomes available, Georgia will submit an addendum, documenting all Core Measures.

STATE MEASURES OF PROGRESS

FFY 2015 Georgia Core Performance Measures:

1. *To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.*

Outcome Status: Traffic fatalities totaled 1,164 in 2014, a 2.3% **decrease** from the 2012 calendar base year count. The average traffic fatalities was 1,179 in 2012-2014, which represents a 3.5% **decrease** from the 2010-2012 calendar year average.

2. *To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,619 to 112,256 by 2015.*

Outcome Status: There were 117,347 traffic injuries reported in Georgia in calendar year 2014, which represents 1.5% **increase** from the 2012 calendar base year count.

3. *To reduce fatality rate per 100M VMT by 4.8% from 1.12 (2010-2012 average) to 1.07 (2013-2015 average) in 2015.*

Outcome Status: In calendar year 2013¹, fatalities/VMT averaged 1.11 (2011-2013), which represents a **decrease** of 0.9% from the 2010-2012 calendar year average.

4. *To reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 406 (2010-2012 average) to 314 (2013-2015 average) in 2015.*

Outcome Status: Unrestrained passenger vehicle occupant fatalities totaled 363 in 2014, a 1.4% **decrease** from the 2012 calendar base year count. The average unrestrained passenger vehicle occupant fatalities was 369 in 2012-2014, which represents a 9.0% **decrease** from the 2010-2012 calendar year average.

5. *To reduce alcohol impaired driving fatalities by 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015.*

Outcome Status: Alcohol impaired fatalities totaled 278 in 2014, a 5.8% **decrease** from the 2012 base year count and a 7% **decrease** from the 2013 base year. The average alcohol impaired driving fatalities was 291 in 2012-2014, which represents a 0.8% **increase** from the 2010-2012 calendar year average.

¹ 2014 and 2015 FARS fatality rates (fatalities per 100 million vehicle miles driven) were not available at the time of reporting.

6. *To reduce speed related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.*

Outcome Status: Speeding related fatalities totaled 213 in 2014, an 18.3% **increase** from the 2012 base year count. The average speed related fatalities was 197 in 2012-2014, which represents a 4.4% **decrease** from the 2010-2012 calendar year average.

7. *To reduce motorcyclist fatalities by 1.8% from 137 (2010-2012 average) to 135 (2013-2015 average) in 2015.*

Outcome Status: Motorcyclist fatalities totaled 137 in 2014, which represents an **increase** of 2.2% from the 2012 calendar base year average. The average motorcyclist fatalities was 129 in 2012-2014, which represents a 6.1% **decrease** from the 2010-2012 calendar year average.

8. *To reduce the count of un-helmeted motorcyclist fatalities from 8 in calendar year 2012 to 7 in calendar year 2015.*

Outcome Status: Un-helmeted motorcyclist fatalities totaled 8 in 2014, which represents **no change** from the 2012 calendar base year count.

9. *To reduce drivers age 20 or younger involved in fatal crashes by 2.4% from 166 (2010-2012 average) to 162 (2013-2015 average) in 2015.*

Outcome Status: Drivers age 20 or younger involved in fatal crashes totaled 149 in 2014, a **decrease** of 5.7% from the 2012 calendar base year count. The average number of young drivers involved in fatal crashes was 154 in 2012-2014, which represents a 7.0% **decrease** from the 2010-2012 calendar year average.

10. *To decrease the count of pedestrian fatalities from 167 in calendar year 2012 to 166 in calendar year 2015.*

Outcome Status: Pedestrian fatalities totaled 163 in 2014, which represents a **decrease** of 2.4% from the 2012 calendar base year count.

11. *To reduce bicyclist fatalities by 15.5% from 16 (2010-2012 average) to 14 (2013-2015 average) in 2015.*

Outcome Status: Bicyclist fatalities totaled 19 in 2014 which represents an **increase** of 11.8% from the 2012 calendar base year average. The average number of bicyclist fatalities was 21 in 2012-2014, which represents a 30.6% **increase** from the 2010-2012 calendar year average.

**FFY 2015 Georgia Behavioral Measures:
Observed Seatbelt Use**

Increase the three-year average rate of observed safety belt use from baseline average 93% (2011-2013) to 96% (2013-2015) for drivers and front seat passengers.

Outcome Status: Statewide safety belt usage in 2015 for drivers and passengers of passenger cars, trucks, and vans was 97.3%, an increase of 1.8% from 2013. The average safety belt usage rate was 96.7% in 2013-2015, which represents a 3.6% **increase** from the 2011-2013 calendar year average. Safety belts usage was 98.6% in passenger cars, 96.6% in vans, and 95.1% in trucks. Female front seat occupants use safety belts (99.4%) more than male front seat occupants (95.9%). White (97.4%) front seat occupants' use of safety belts was slightly higher than non-white (97.3%) occupants. Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (MSA) (97.7%), followed by rural areas (96.5%), and the non-Atlanta MSA (95.7%). Observed motorcycle helmet usage in 2015 in Georgia was 100%.

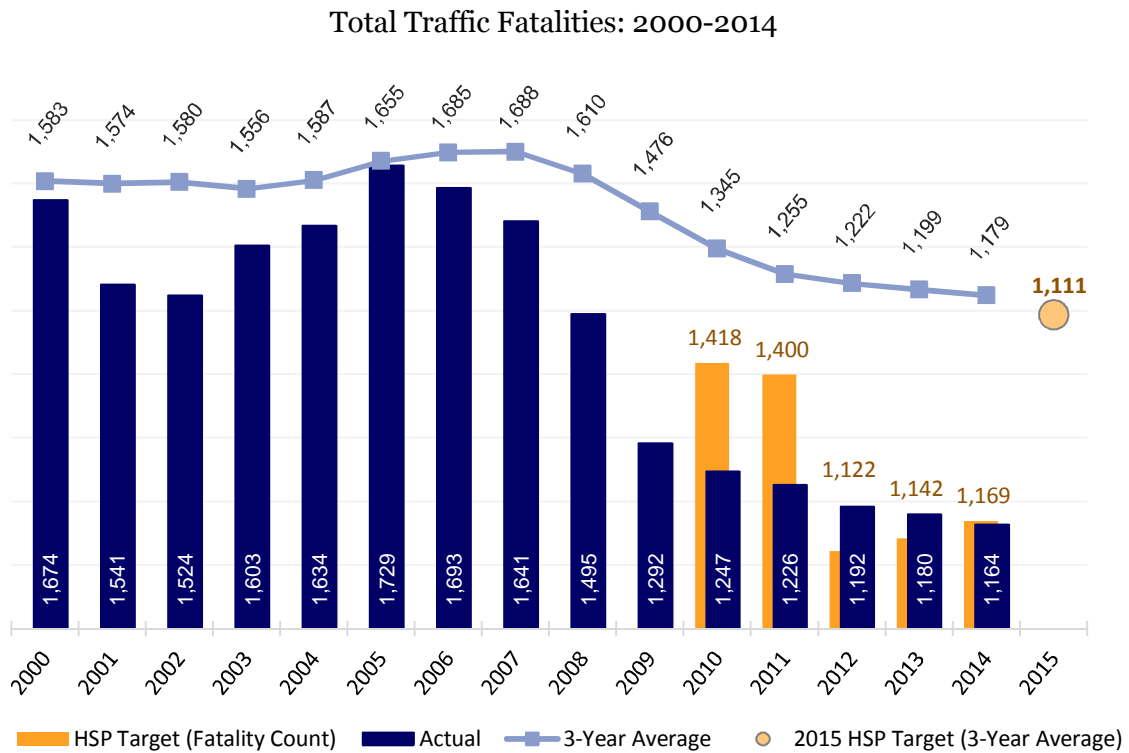
FFY 2015 Georgia Activity Performance Measures:

A1: Number of seatbelt citations issued during grant-funded enforcement activities: **174,453**

A2: Number of impaired driving citations issued during grant-funded enforcement activities: **58,215**

A3: Number of speeding citations issued during grant-funded enforcement activities: **796,062**

Core Measure 1: To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.



Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Progress	Progress	Met	--
Baseline² (Value, Year)	1,493 (2008)	1,495 (2008)	1,284 (2009)	1,244 (2010)	1,223 (2011)	1,222 (2010-2012) ³
HSP Target⁴	1,418	1,400	1,122	1,142	1,169	1,111
Actual	1,247	1,226	1,192	1,180	1,164	<i>data not available</i>

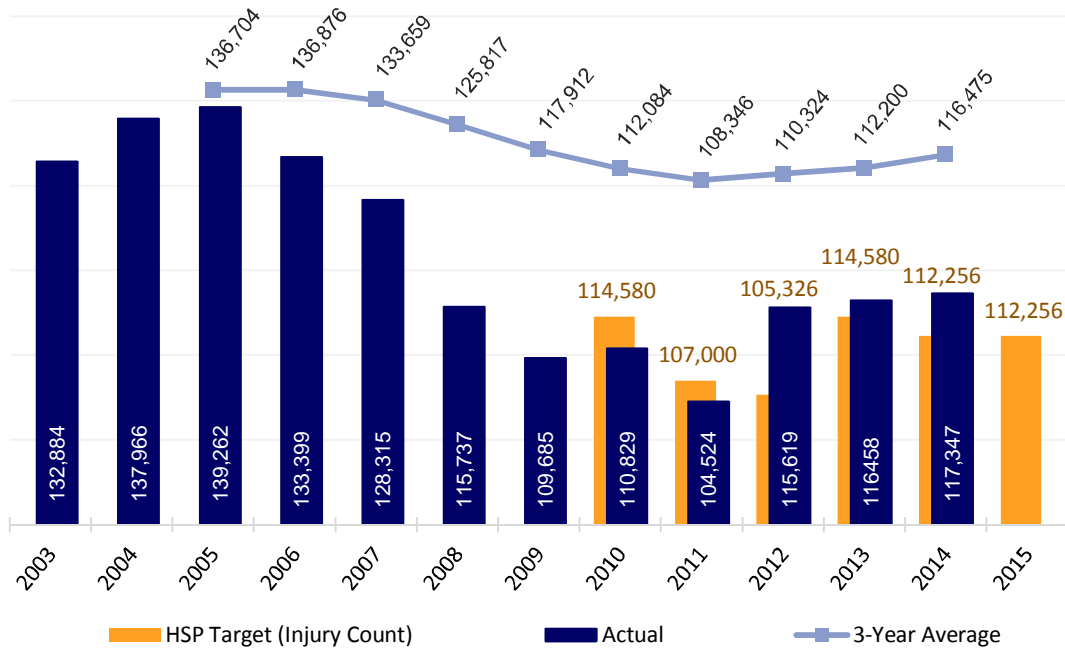
² Some numbers reported in this FFY 2015 Annual Report may differ from numbers reported in previous reports due to changes in data availability and data quality improvements.

³ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

⁴ Trended data may not be available with consistent reporting procedures and/or methodologies.

Core Measure 2: To decrease the number of serious traffic injuries below the 2012 calendar base year count of 115,116 to 112,256 by 2015.

Motor Vehicle Traffic Injuries: 2003-2014



Performance Measure⁵ Outcome Status: 2010 – 2015

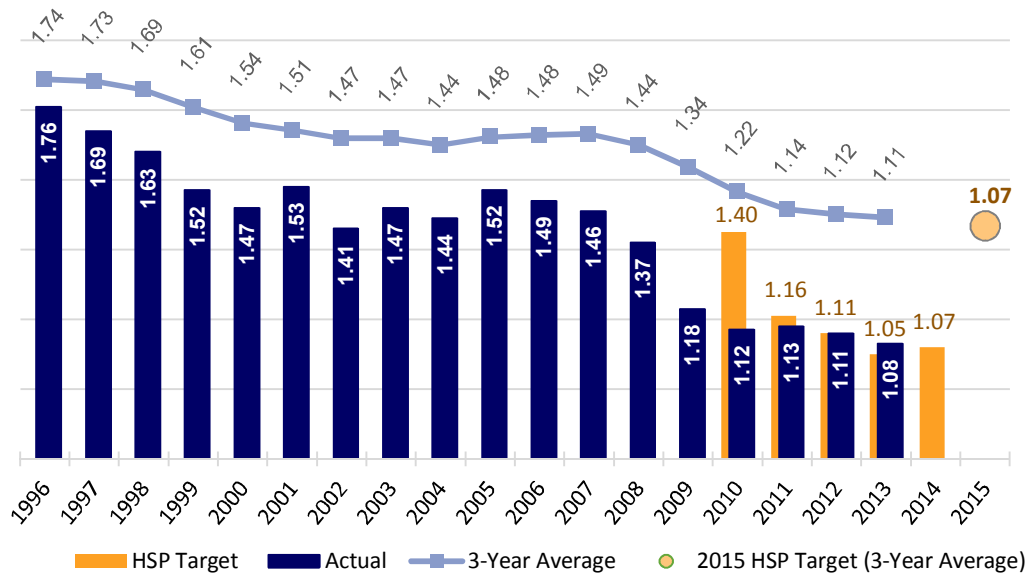
	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Regress	Regress	Regress	--
Baseline⁶ (Value, Year)	115,737 (2008)	115,737 (2008)	109,685 (2009)	115,737 (2010)	115,116 (2011)	115,116 (2012)
HSP Target	114,580	107,000	105,326	114,580	112,256	112,256
Actual	110,829	104,524	115,619	116,458	117,347	<i>data not available</i>

⁵ In FFY2015, state of Georgia does not describe the severity of the injury to motor vehicle crash occupants using the KABCO scale (K=fatal injury; A=incapacitating injury; B=non-capacitating evident injury; C= possible injury; O= no injury). Therefore the performance measure reported are all motor vehicle injuries.

⁶ Some numbers reported in this FFY 2015 Annual Report may differ from numbers reported in previous reports due to changes in data availability and electronic traffic record reporting.

Core Measure 3: To decrease fatalities/VMT by 4.8% from the 112 (2010-2012 average) to 1.07 (2013-2015 average) in 2015.

Fatalities Per 100 Million Vehicle Miles Driven: 1996-2013

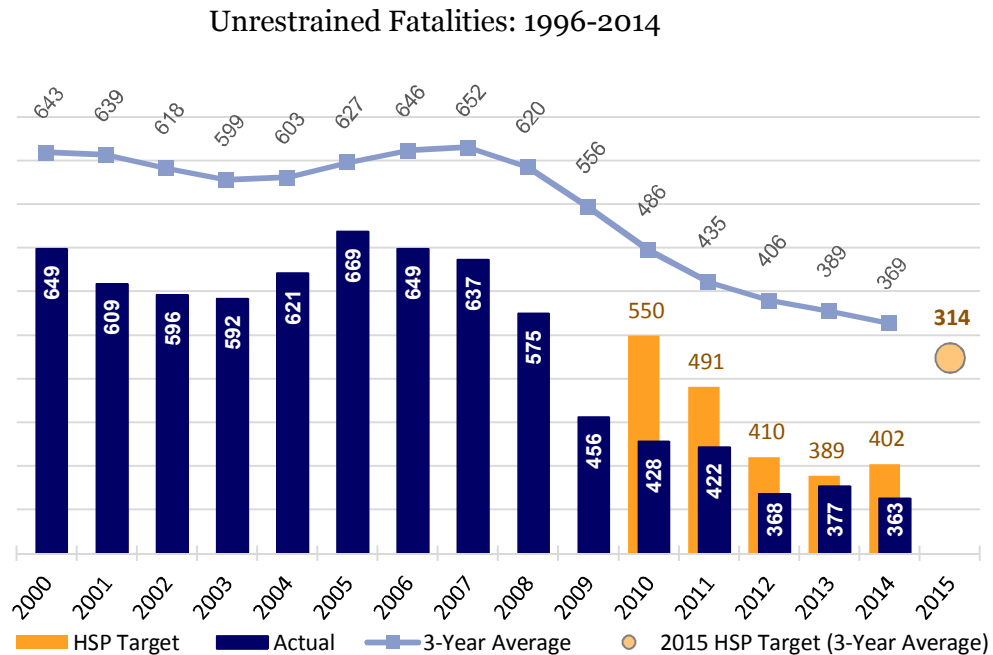


Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Met	Progress	--	--
Baseline (Value, Year)	1.46 (2007)	1.37 (2008)	1.18 (2009)	1.11 (2010)	1.09 (2011)	1.11 (2010-2012) ⁷
HSP Target	1.40	1.16	1.11	1.05	1.07	1.07
Actual	1.12	1.13	1.11	1.08	<i>data not available</i>	<i>data not available</i>

⁷ In FFY2015, Georgia Governor's Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 4: To decrease unrestrained passenger vehicle occupant fatalities by 22.7% from 406 (2010-2012 average) to 314 (2013-2015 average) in 2015.



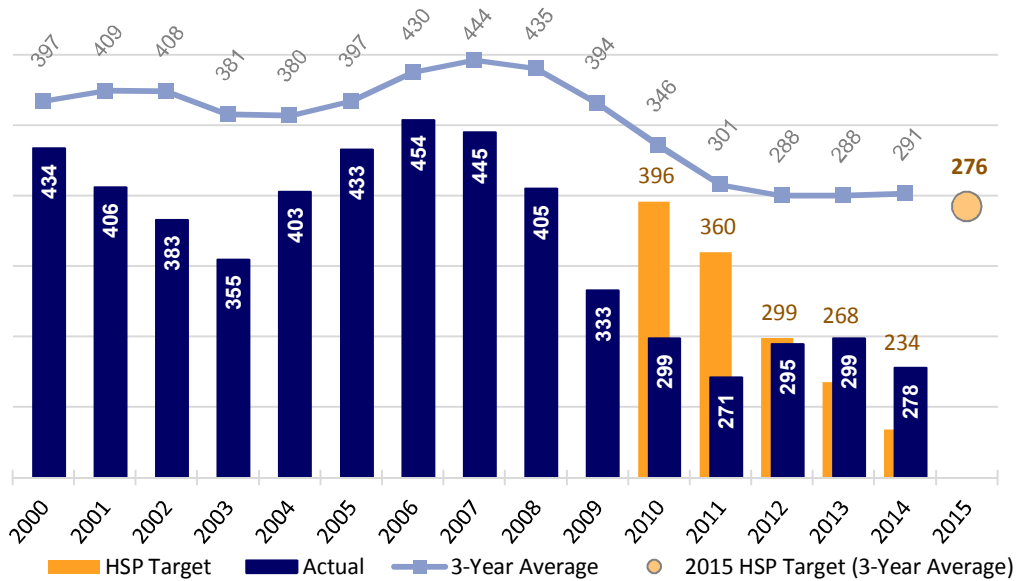
Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Met	Met	Met	--
Baseline (Value, Year)	578 (2008)	578 (2008)	454 (2009)	427 (2010)	421 (2011)	406 (2010-2012) ⁸
HSP Target	550	491	410	389	402	314
Actual	428	422	368	377	363	<i>data not available</i>

⁸ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 5: To decrease alcohol-related driving fatalities 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015.

Alcohol-Related Fatalities: 2000-2014



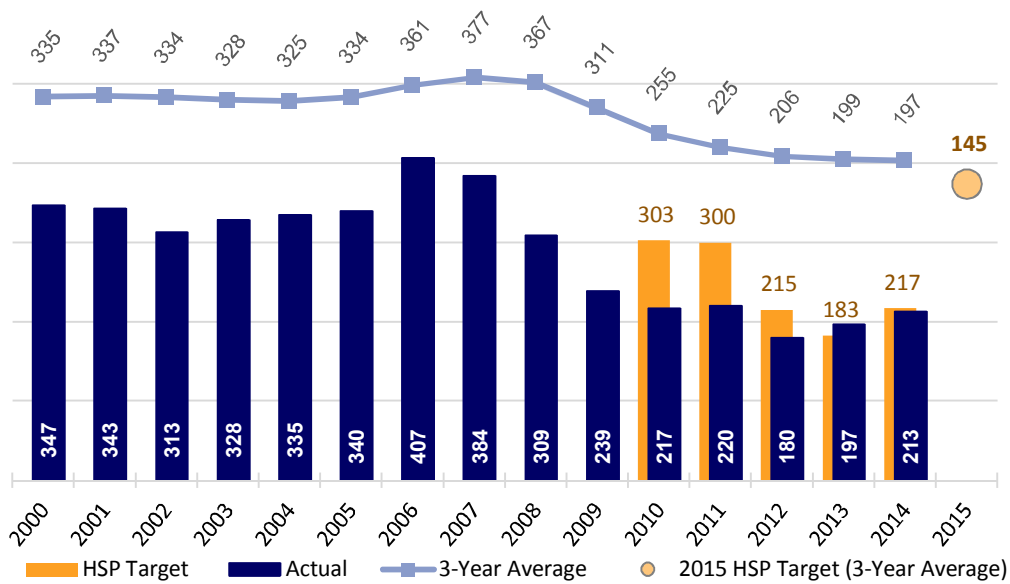
Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Met	Regress	Regress	--
Baseline (Value, Year)	416 (2008)	416 (2008)	331 (2009)	298 (2010)	277 (2011)	290 (2010-2012) ⁹
HSP Target	396	360	299	268	234	276
Actual	299	271	295	299	278	<i>data not available</i>

⁹ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 6: To decrease speeding related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.

Speed-Related Fatalities: 2000-2014

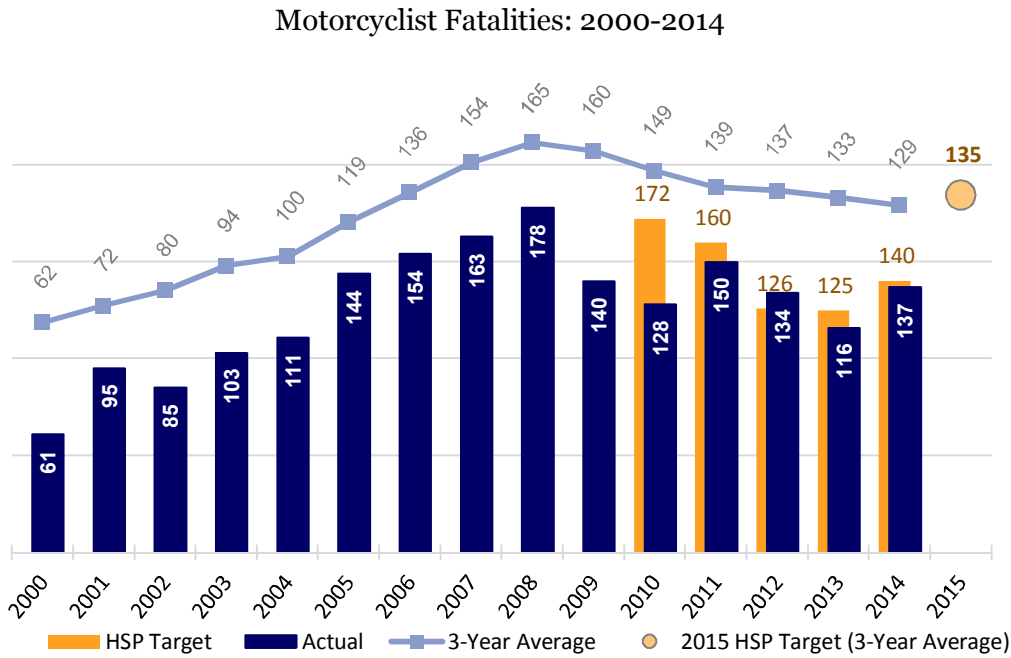


Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Met	Progress	Met	--
Baseline (Value, Year)	309 (2008)	309 (2008)	238 (2009)	217 (2010)	220 (2011)	206 (2010-2012) ¹⁰
HSP Target	303	300	215	183	217	145
Actual	217	220	180	197	213	<i>data not available</i>

¹⁰ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 7: To reduce motorcyclist fatalities by 1.8% from 136 (2010-2012 average) to 135 (2013-2015 average) in 2015.



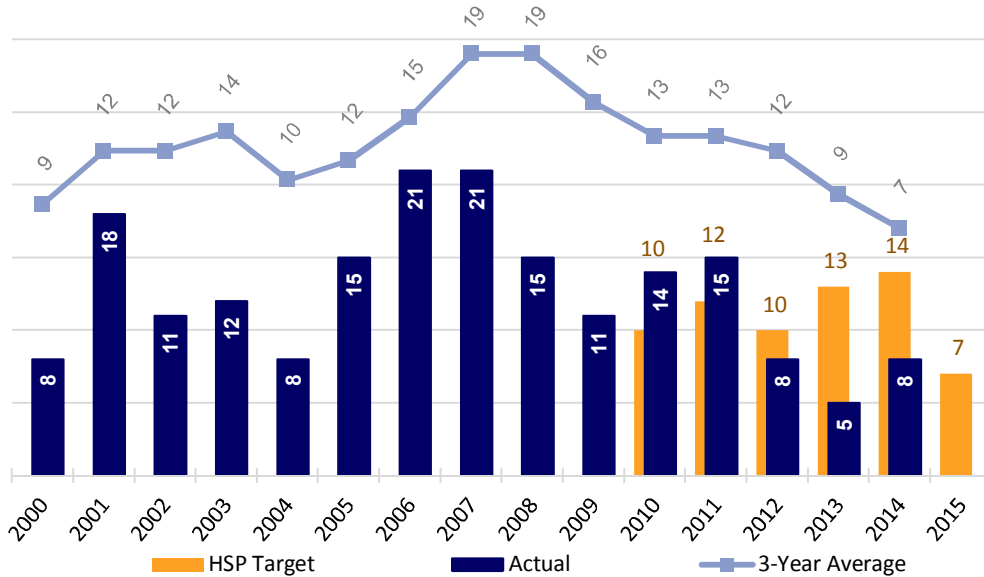
Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Progress	Met	Met	--
Baseline (Value, Year)	177 (2008)	177 (2008)	140 (2009)	127 (2010)	149 (2011)	136 (2010-2012) ¹¹
HSP Target	172	160	126	125	140	135
Actual	128	150	134	116	137	<i>data not available</i>

¹¹ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 8: To reduce the count of un-helmeted motorcyclist fatalities from 8 in the calendar year 2012 to 7 in the calendar year 2015.

Un-Helmeted Motorcyclist Fatalities: 2000-2014

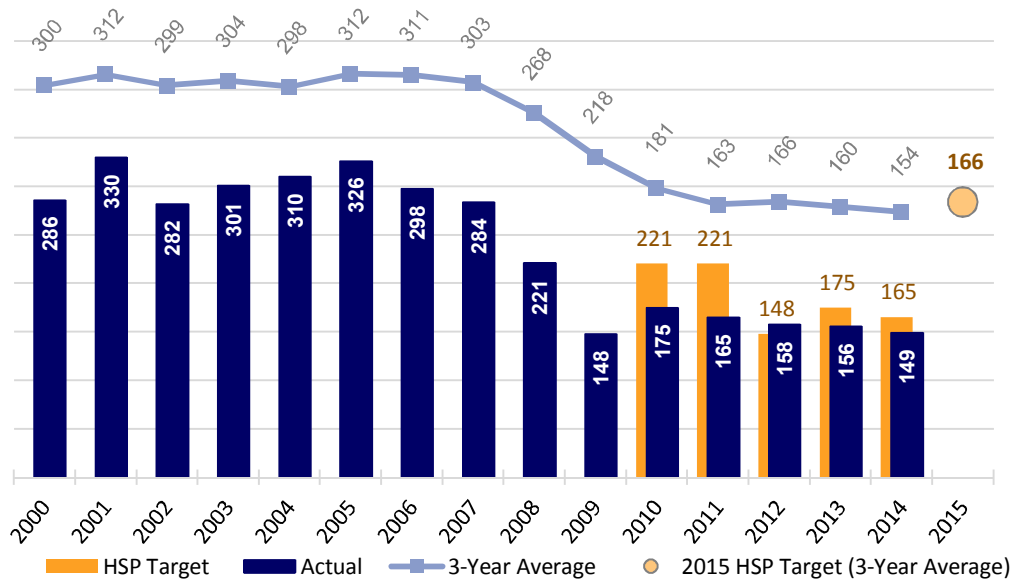


Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	No Change	Regress	Met	Met	Met	--
Baseline (Value, Year)	14 (2008)	14 (2008)	11 (2009)	14 (2010)	15 (2011)	8 (2012)
HSP Target	10	12	10	13	14	7
Actual	14	15	8	5	8	<i>data not available</i>

Core Measure 9: To reduce drivers age 20 or younger involved in fatal crashes by 2.4% from 166 (2010-2012 average) to 162 (2013-2015 average) in 2015.

Drivers Under Age 21 Involved in Fatal Crashes: 2000-2014



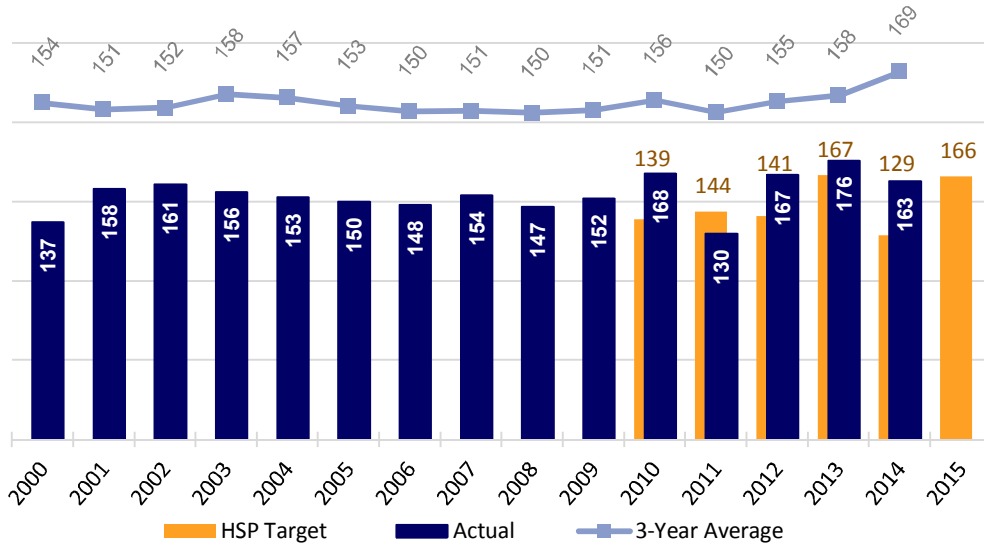
Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Met	Met	Regress	Progress	Met	--
Baseline (Value, Year)	221 (2008)	221 (2008)	148 (2009)	175 (2010)	165 (2011)	166 (2010-2012) ¹²
HSP Target	199	177	134	143	152	162
Actual	175	165	158	156	149	<i>data not available</i>

¹² In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 10: To reduce pedestrian fatalities from 167 in calendar year 2012 to 166 in calendar year 2015.

Pedestrian Fatalities: 2000-2014

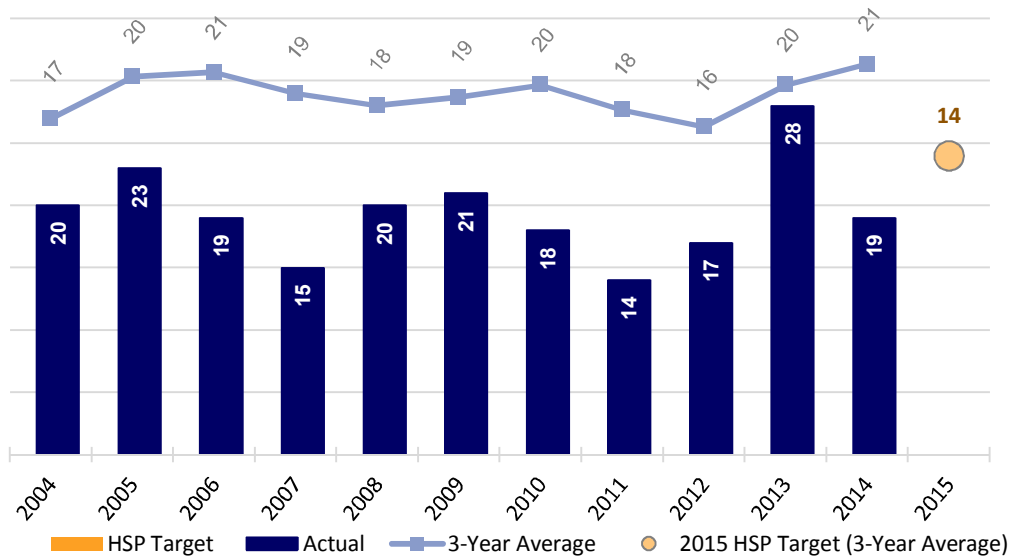


Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Regress	Met	Regress	Regress	Regress	--
Baseline (Value, Year)	146 (2008)	146 (2008)	150 (2009)	168 (2010)	130 (2011)	166 (2012)
HSP Target	139	144	141	167	129	166
Actual	168	130	167	176	163	<i>data not available</i>

Core Measure 11: To reduce bicyclist fatalities by 15.5% from 16 (2010-2012 average) to 14 (2013-2015 average) in 2015

Bicyclist Fatalities: 2004-2014

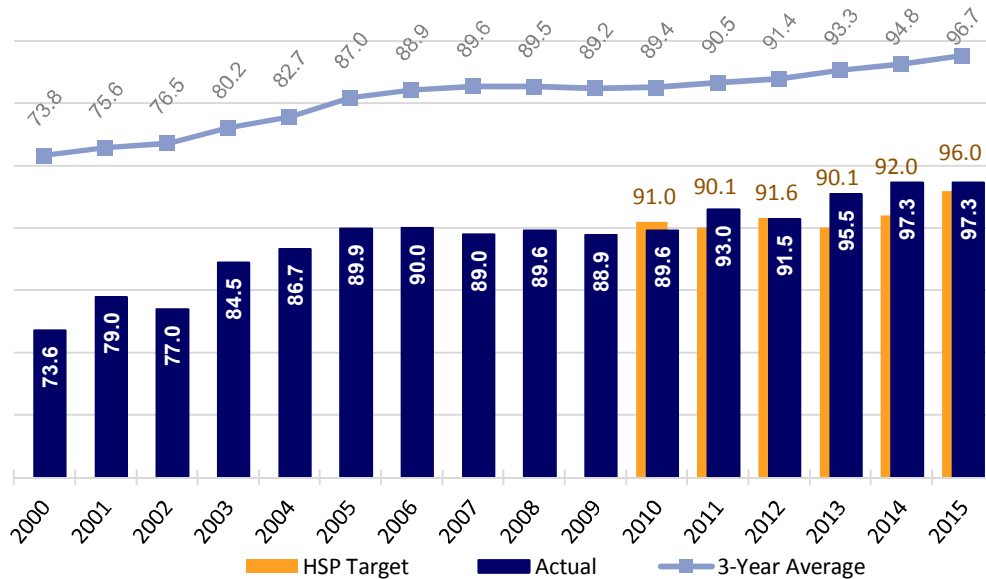


Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	Measure not tracked	Measure not tracked	Measure not tracked	Measure not tracked	Measure not tracked	--
Baseline (Value, Year)	--	--	--	--	--	16 (2010-2012)
HSP Target	--	--	--	--	--	14
Actual	18	14	17	28	19	<i>data not available</i>

Behavioral Measure 1: Increase the observed safety belt use rate from baseline 91.5% in 2012 to 96% by the end of FFY 2015 for drivers and front seat passengers.

Observed Safety Belt Use: 2000-2015



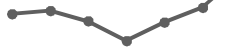





Performance Measure Outcome Status: 2010 – 2015

	2010	2011	2012	2013	2014	2015
Outcome Status	No Change	Met	Progress	Met	Met	--
Baseline (Value, Year)	89.6 (2008)	88.9 (2008)	89.6 (2009)	89.6 (2010)	91.5 (2011)	91.5 (2012)
HSP Target	91.0	90.1	91.6	90.1	92.0	96.0
Actual	89.6	93.0	91.5	95.5	97.3	<i>data not available</i>

Core Activity Measures¹³ & Trends

Baseline Data FFY 2009-FFY 2015

Activity Measure	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 2009-2015 TREND
Safety Belt Citations Issued	199,347	193,727	190,042	189,535	189,032	174,453	
<i>Difference from Previous FFY</i>	12,931	-5,620	-3,685	-507	-503	-15,082	
Impaired Driving Arrests	52,775	51,165	48,270	51,022	53,246	58,215	
<i>Difference from Previous FFY</i>	505	-1,610	-2,895	2,752	2,224	7,193	
Speeding Citations Issued	631,643	595,387	641,849	669,845	760,180	796,062	
<i>Difference from Previous FFY</i>	-30,265	-36,256	46,462	27,996	90,335	126,217	

Source: Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS Online Reporting System.

¹³ Activity measures are tracked, but no target goals are set.

CRASH SUMMARY

While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, GOHS uses the timeliest sources available to evaluate its effectiveness. For this report, data from the daily fatality reports published by the Georgia Department of Transportation (GDOT) was used to complete all fatality statistics, injury data, and total vehicle miles traveled (VMT) were derived from the GDOT Mileage by Route and Road System Report. As reported by GDOT, there were 1,164 traffic fatalities in Georgia in calendar year 2014, a 2.3% decrease from 1,192 in calendar year 2013 and a 6.5% drop over the last five years. The reduction in 2014 total deaths marks the ninth straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to GDOT, injuries on Georgia roads slightly increased in 2014 which contributes to a 5.4% increase in injuries over the last five years.

According to local data from GDOT, 2014 unrestrained fatalities on Georgia roads have decreased by 15.2% over the last five years. Alcohol-impaired driving fatalities totaled 278 in 2014, which is a 7% decrease since 2010. In 2014, speed-related fatalities showed an increase of 18.3% from the 2012 base year totaling 213 fatalities. According to FARS, motorcyclist fatalities increased 18.1% between 2013 and 2014 but decreased 2.1% over the last five years. There was an increase in un-helmeted motorcyclist fatalities during 2014 however; un-helmeted motorcyclist fatalities have fallen 27.2% over the last five years.

The number of Georgia drivers under the age of 21 involved in fatal crashes increased slightly in 2014 to 149 from 144 in 2013. Over the previous five years, the number of young drivers involved in fatal crashes decreased 14.9%, the result of previous laws implementation which is now being realized and GOHS' programmatic efforts. However, the recent reversal of this trend is likely attributable to emerging traffic safety hazards that impact young drivers such as distracted driving. Pedestrian fatalities rose in Georgia in 2014 to 163, a 7.4% decrease from 2013, and an 18.8% increase over the last five years.

ACCOMPLISHMENTS

In FFY 2015, GOHS made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, and Administrative Office of the Courts, Prosecuting Attorney's Council, and the University of Georgia. With these committed partnerships, GOHS has embraced Strategic Highway Safety Planning by facilitating the ***5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation.***

In FFY 2015, Georgia:

1. Maintained a safety belt usage rate of over 90% for the fourth year in a row at 97.3%. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, increases in perceptions of enforcement and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect in June 2010. The law requires both drivers and passengers of pickup trucks to buckle-up in their vehicles. Since this law was passed observed safety belt use rates for pickup truck occupants continue to rise with truck safety belt usage at 95.1% in trucks.
2. The Governor's Office of Highway Safety hosted the annual **Child Passenger Safety Caravan** during National Child Passenger Safety Week in Troup County, Georgia. From September 16-19, 2015, GOHS and other child passenger safety partners visited seven elementary schools and three daycare centers to teach best practices to as many citizens as possible. These partners include, but are not limited to, Georgia Department of Public Health, University of Georgia Traffic Injury Prevention Institute, the Atlanta Fire Department, Georgia State Patrol, Safe Kids Toombs County, Safe Kids Wayne County, DeKalb County Board of Health, Troup County Fire Department, Troup County Police Department and LaGrange Sheriff's Office. During this 4 day tour, over 2,669,000 individuals were informed on how best to restrain their child in a car seat and a volunteer child safety seat check was hosted on National Seat Check Saturday. In total, 122 child safety seats were distributed

to children in need, pushing us that much closer to 100% child safety seat (CSS) use in Georgia.

3. The Governor's Office of Highway Safety hosted this year's annual **Highway Safety Caravan** in Ware County, Georgia from May 13-16, 2015. Through education, enforcement and media outreach, over 150,770 citizens received education on highway safety. Nine schools were visited throughout the county, resulting in over 5,700 students being educated on best practices while in and around a vehicle. We also distributed 64 new child safety seats through daycare trainings, parenting classes, road checks and volunteer safety seat checks. Ten parents and caregivers attended the mini-grant class to receive education on how to properly install their child's safety seat and what next steps are to be taken in the future. Furthermore, ten first responders were certified in Transporting Children Safely in an Ambulance and eleven first responders completed Child Passenger Safety Technician training.
4. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Seventeen (17) H.E.A.T. grants were allocated in FFY 2015. The expansion over the past nine years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. In FFY 2015, HEAT officers arrested 6,120 impaired drivers, gave out 30,537 citations for speeding and cited 7,526 drivers for occupant protection violations.
5. Served as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional **Traffic Enforcement Networks (TENs)**, which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY 2015 was the sixteenth year of success for the TENs, and all 16 regional networks continue to be strong and active. The TEN Program has proven to be an effective communication and education tool among Georgia's traffic enforcement officers and prosecutors. This was due to GOHS staff's diligent efforts in implementing innovative programs that address vehicle crashes.
6. Coordinated the "**100 Days of Summer HEAT**", a multi-jurisdictional campaign designed to reduce speeding, impaired driving and occupant protection violations in counties with major traffic safety problems. Georgia was the impetus for this program being adopted

by the NHTSA Southeastern Region. The campaign began with May Click It or Ticket (CIOT), continued with the 4th of July Operation Zero Tolerance (OZT) campaign, and concluded with the Labor Day Impaired Driving mobilization. During the “100 Days of Summer HEAT” program, law enforcement conducted 5,567 road checks, 1,949 media events, and 1,650 educational events. Approximately 73% of law enforcement jurisdictions in Georgia participated in the “100 Days of Summer HEAT” program.

7. Promoted the **Drive Sober Georgia app** for smartphones. Available on both the Android and iPhone markets, this app provides a listing of free sober ride programs across the state.
8. Mobilized **Operation Rolling Thunder** by the GOHS Thunder Task Force in four areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. In FFY 2015, Operation Rolling Thunder conducted sixty-day high-visibility mobilizations in Floyd County around Rome. Activities included 1,698 traffic citations, 127 total arrest (13 felonies), 301 safety belt violations, 25 DUI arrests, 373 speeding citations and 187 child seat citations. Four Mini-Thunder Task Force Mobilizations were also conducted in Richmond County, Henry County, Houston County and an additional mobilization in Chatham County on St. Patrick’s Day. These additional mobilizations resulted in 1,957 traffic citations, 430 total arrests (37 felonies), 203 safety belt violations, 142 DUI arrests, 175 speeding citations and 210 child seat citations.
9. Continued support to the **Nighthawks DUI Task Forces**. First formed in 2004, the Nighthawks were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. Currently, there are three Nighthawks Task Forces with 27 State Troopers specifically focused on combatting impaired driving. The Northern Task force focuses on Metro Atlanta while the cities of Macon and Columbus are patrolled by the middle Georgia Task Force. The Southern Task Force focuses on DUI interdiction in Savannah.
10. Integrated major efforts with the **Georgia State Patrol** including the Highway Enforcement of Aggressive Traffic, (H.E.A.T.), Thunder Task Force,

Nighthawks and Occupant Safety programs. The Georgia State Patrol has been consistently ranked as one of the top state police/highway patrol agencies in the country in the category of 501 to 1,000 sworn officers by the International Association of Chiefs of Police (IACP). The National Law Enforcement Challenge (NLEC), sponsored by the IACP, focuses on agencies efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.

11. Conducted the Law Enforcement Services Division's annual **Governor's Challenge Awards Program** at the Macon Centreplex on September 30, 2015. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 73 original applications received, 31 different law enforcement agencies were recognized with a total of 39 awards. The Police Department of Byron won the grand prize. Additionally, nine Georgia agencies were recognized for their exceptional service to highway safety and traffic enforcement by the International Association of Chiefs of Police. The National Law Enforcement Challenge (NLEC) focuses on agencies efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.
12. During FY15, forty-eight (48) law enforcement officers were certified as **Drug Recognition Experts (DRE)** through the Georgia Public Safety Training Center. This certification is obtained in three separate parts, first with 160 hours of classroom training with education on proper drug evaluation techniques, drug physiology, drug classifications, symptoms of drug use and abuse and legal considerations. Successful completion of the classroom training is then followed by a six day field training in Phoenix, Arizona, which has proven to be the most efficient method of obtaining the IACP requirements for DRE certification. A final knowledge examination is then given to the candidates upon their return to Georgia. Georgia is now ranked fifth in the nation for the number of certified DRE's with a total of 254.
13. Supported **Mothers Against Drunk Driving** as a grantee. MADD hosted their 11th annual statewide law enforcement recognition banquet, Golden Shield Honors, on April 9, 2015 to recognize law enforcement for their efforts in saving lives on Georgia roadways. Over 600 law enforcement officers attended the luncheon.

14. Promoted the “**Share the Road**” message by GOHS to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths and injuries by creating a series of radio and print advertisements to remind people to check twice for motorcycles. In November, 12,500 reflective zipper pulls were distributed to Safe Kids and Department of Public Health Partners by the Injury Prevention Project at the Georgia Department of Public Health.
15. The Georgia Department of Driver Services continued the highly successful **Georgia Motorcycle Safety Program (GMSP)**. This project serves as public outreach for awareness, safety, and rider education programs. During the fiscal year 2015, GMSP participated in 31 event days over the course of 18 events throughout Georgia. Event participation increased the general public’s knowledge of the safety classes, as well as knowledge of the experienced and advanced rider education programs. Non-rider education was supported through “Share the Road” initiatives. Overall, approximately 30,000 individuals were exposed to GMSP; of those, approximately 600 actively engaged at GMSP booths. The GMSP continued use of traditional media through responsive as well as proactive media outreach, resulting in several local media events.
16. On March 24, 2015, Georgia Bikes, along with the Governor’s Office of Highway Safety and Georgia DOT, coordinated the 10th annual **Ride to the Capitol**. Well over 1,000 Georgians participated by riding to the Capitol from multiple communities surrounding metro-Atlanta cities in order to advocate increased bicycle laws and improved conditions. Georgia Governor Nathan Deal spoke on the importance of bicycle safety and how it is a sensible form of transportation for members of Georgia cities. Other sponsors and volunteers for this event included Bike MS, cities of Decatur, Roswell and Sandy Springs, Georgia Municipal Association and the Metro Atlanta Mayor’s Association.
17. On October 9, 2014, Safe Communities DeKalb County assisted Indian Creek Elementary School teachers and administration in conducting the **International Walk to School Day** event. Students who walk to school were joined by students who are transported to school by car or bus for an early morning walk to school. Students chanted safe pedestrian messages and were accompanied by community volunteers, teachers and parents. Crossing Guards were stationed at intersections and school crossings to ensure all laws were being

obeyed. It is important to note that over 75% of students in DeKalb County walk to school daily and also over 75% of students in DeKalb speak a different language other than English at home. This emphasizes the need to instruct children on safety rules and regulations while on their way to and from school. Over 613 students and adults were reached through this effort.

18. Provided funding opportunities to high schools through **Students Against Destructive Decisions (SADD)** programs, which raise awareness among high school students of the dangers of impaired and unrestrained driving. In FFY 2015, GOHS grants funded 19 individual high school SADD chapters and one countywide SADD program throughout the state.
19. Funded the **Georgia Child Occupant Safety Project** designed to involve multiple agencies serving children. Provided through the Georgia Department of Public Health (GDPH) this program provides a framework to achieve a collaborative process to prevent childhood injuries and focuses on public awareness, systematic planning of evidence-based interventions, statewide reduction of death and disability, and evaluating programs.
20. Improved the state's **traffic data systems** to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to provide crash information to the Georgia Electronic Accident Reporting System (GEARS), breakthrough online software that allows users to query all traffic crash data in the state. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.
21. Continued a fully functional **Traffic Records Coordinating Council and Executive Steering Committee (TRCC)** with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).

22. Continued the process to streamline the grant process through **eGOHS (Electronic Grants for the Office of Highway Safety)** in which applications were submitted, reviewed, and approved electronically. All grants in FFY2015 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims and Monthly Activity Reports) from remote locations (at home or in the field).

23. GOHS sponsored the **2015 Georgia Highway Safety Conference** in Savannah, August 17-19. The event was attended by highway safety professionals from across the state, including law enforcement officials, emergency medical service providers, traffic engineers, insurance companies, public health professionals and grantees. MADD National President Colleen Sheehey-Church headlined the Opening Session and shared the story of her son's 2004 drowning death as the passenger in a car driven by a drug and alcohol-impaired driver who crashed landed upside down in a river. Mrs. Sheehey-Church shared her story, as well as how it has shaped and influenced her life to lead MADD today. Another highlight was motivational speaker Bobby Petrocelli, who presented his "10 Seconds" program to attendees during the main luncheon. This program included lessons learned from the death of Petrocelli's wife, who was killed when a drunk driver crashed into his family's home. Law enforcement attendees were also invited to attend an FBI Terror Screening briefing. Other events included workshops covering data collection, vehicle technology, drugged driving, driver education and much more. The conference also provided networking events and recognition of local partners. Final tallies for the conference include 370 attendees (including GOHS staff), 19 exhibitors and 36 workshops.

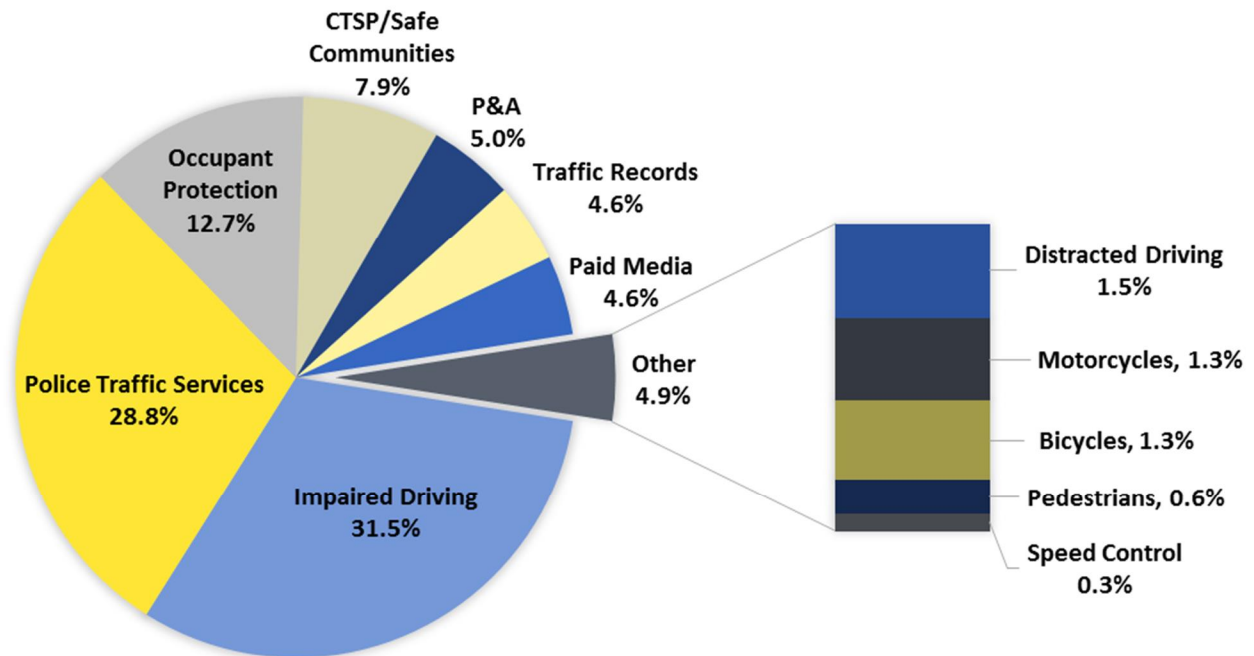
24. Continued the highly successful collaborative relationship with the **Traffic Safety Research and Evaluation Group (TSREG)**, College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.

FFY 2015 FINANCIAL SUMMARY

	402	405	405b MAP21	405c MAP21	405d MAP22	405e	405f	410	250STR	2010K6	Total	% of Total
P&A	\$ 573,948										\$ 573,948	5.0%
Traffic Records				\$ 536,680							\$ 536,680	4.6%
Impaired Driving	\$ 241,172				\$ 3,317,127			\$ 84,875			\$ 3,643,174	31.5%
Occupant Protection	\$ 779,623		\$ 688,153								\$ 1,467,776	12.7%
Distracted Driving						\$ 176,429					\$ 176,429	1.5%
Pedestrians	\$ 64,930										\$ 64,930	0.6%
Bicycles	\$ -								\$ 146,572		\$ 146,572	1.3%
CTSP/Safe Communities	\$ 918,473										\$ 918,473	7.9%
Motorcycles							\$ 26,429			\$ 126,577	\$ 153,006	1.3%
Police Traffic Services	\$ 3,332,594										\$ 3,332,594	28.8%
Speed Control	\$ 31,741										\$ 31,741	0.3%
Paid Media	\$ 528,691										\$ 528,691	4.6%
TOTAL	\$ 6,471,172	\$ -	\$ 688,153	\$ 536,680	\$ 3,317,127	\$ 176,429	\$ 26,429	\$ 84,875	\$ 146,572	\$ 126,577	\$ 11,574,015	100%

Financial Summary

Total = \$11,574,015.31



GOHS enters data at the project level in the federal grants tracking system. The final voucher for FFY2015 has been submitted and approved by the NHTSA Region 4 Office.

CORE SURVEY QUESTIONS: FFY2014 RESULTS¹⁴

Safety Belt Question 1: If I were in a crash, I would want to have my safety belt on.

	Pre	Post
Strongly Agree	86.7%	85.9%
Somewhat Agree	11.1%	11.0%
Somewhat Disagree	1.1%	2.1%
Strongly Disagree	1.1%	1.0%

Safety Belt Question 2: It is important for police to enforce the seat belts laws.

	Pre	Post
Strongly Agree	58.9%	65.3%
Somewhat Agree	30.0%	25.1%
Somewhat Disagree	5.6%	3.8%
Strongly Disagree	5.6%	5.8%

Safety Belt Question 3: In the past 30 days, have you read, seen or heard anything about safety belt law enforcement by police?

	Pre	Post
Yes	26.4%	33.7%
No	73.6%	66.3%

Safety Belt Question 4: How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up? (Pre: May 1, 2014; Post June 11, 2014)

	Pre	Post
All of the time	87.2%	88.7%
Most of the time	7.0%	8.2%
Half of the time	1.2%	1.4%
Rarely	2.3%	1.7%
Never	2.3%	0.0%

¹⁴ 2015 Data was not available at the time of reporting

Safety Belt Question 5: Police in my community are writing more safety belt tickets not than they were a few months ago.

	Pre	Post
Strongly Agree	12.0%	10.1%
Somewhat Agree	48.0%	38.0%
Somewhat Disagree	32.0%	43.0%
Strongly Disagree	8.0%	8.9%

Safety Belt Question 6: What do you think the chances are of getting a ticket if you don't wear your safety belt? (Pre: May 1, 2014; Post June 11, 2014)

	Pre	Post
Always	13.5 %	14.6%
Most of the Time	10.3%	19.5%
Half of the Time	27.6%	28.9%
Rarely	22.8%	21.3%
Never	19.5%	15.7%

Elderly Driving Question 1: How concerned are you with the ability of elderly drivers to be safe while driving? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Very Concerned	30.0%	22.8%
Concerned	42.2%	46.2%
Unconcerned	22.2%	25.2%
Very Unconcerned	5.6%	5.9%

Elderly Driving Question 2: Do you think there should be a mandatory road driving test after a certain age? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Yes	77.3%	67.7%
No	22.7%	32.3%

Elderly Driving Question 3: What age should there be a mandatory driving test imposed? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Mean Age:	72	71

In accordance with GHSA's guidelines, programs which have similar scope and focus have been grouped into five major categories: 1) Impaired Driving and Speed Enforcement and Education,

2) Occupant Protection, 3) Bicycle and Pedestrian Safety, 4) Traffic Records and 5) Paid Media. Please note that many programs have content which spans categories. Therefore, the decision as to category placement for a single program is made based on the category that aligns most directly with the majority of the program content. Paid media events supported all of the GOHS programs across the state during the fiscal year.

PROGRAM AREAS

ENFORCEMENT OF IMPAIRED DRIVING AND SPEED

Program Overview

Despite reductions in impaired or speed related crashes through a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, any number of impaired driving and speed-related crashes, injuries and fatalities is unacceptable. Fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In FFY 2015, GOHS sought to reduce alcohol impaired driving fatalities by 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015. GOHS utilized NHTSA Sections 402, 405, and 410 funding to accomplish these objectives.

Objectives

1. To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To maintain H.E.A.T programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
4. To provide funding to 15% of Georgia public high schools.
5. To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
6. To provide funding to at least fifteen (15) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.

7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To continue funding of DUI courts in three (3) jurisdictions in Georgia (Liberty, Richmond, and Troup counties).
10. To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries and deaths.
11. To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T. (Highway Enforcement of Aggressive Traffic) units.
12. To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.

Funded Programs

In FFY 2015, GOHS provided funding to a number of programs that included the enforcement of impaired driving and speeding laws as part of their efforts:

H.E.A.T.

GOHS and local law enforcement agencies have come together to create Highway Enforcement of Aggressive Traffic (HEAT) units to combat impaired and aggressive drivers. These units are formed by providing grant funds to law enforcement agencies which use these funds to dedicate personnel and equipment to enforcing highway safety. Each grantee is assigned a target number of citations to issue each month for speeding, occupant protection and impaired driving based upon the amount of funds received and the resources available. Each officer is armed with materials to educate Georgia residents about state laws that regulate aggressive and impaired driving.

GA-2015-000-00297	Bartow County Sheriff's Office HEAT Unit
GA-2015-000-00289	HEAT Athens-Clarke County Police Department
GA-2015-044-00301	HEAT DeKalb County Police Department
GA-2015-000-00299	HEAT Douglas County Sheriff's Office
GA-2015-000-00300	HEAT Douglas PD/Coffee County SO
GA-2015-395-00294	HEAT Dublin Police Department
GA-2015-058-00293	HEAT Forsyth County Sheriff's Office
GA-2015-000-00320	HEAT Glynn County Sheriff's Office
GA-2015-000-00290	HEAT Habersham County Sheriff's Office
GA-2015-075-00296	HEAT Henry County Police Department
GA-2015-000-00291	HEAT Macon-Bibb County Sheriff's Office
GA-2015-000-00323	HEAT Marietta Police Dept.
GA-2015-000-00298	HEAT Pickens County Sheriff's Office
GA-2015-000-00327	HEAT Richmond County Sheriff's Office
GA-2015-000-00295	HEAT Sandy Springs Police Department

Georgia DUI Court Program

GOHS provided funding to a total of three funded County level DUI Court programs. The DUI Court's goal is to confront the substance abuse issue underlying the repetitive pattern of offenders of driving under the influence of alcohol and drugs. The treatment portion of DUI Court lasts a minimum of one year and includes a treatment program tailored to the individual needs of the participants. The courts boast a DUI recidivism rate for its graduates of less than 5% compared to the national average of over 19%.

GA-2015-000-00280	Liberty County DUI Court
GA-2015-000-00277	Richmond County DUI Court
GA-2015-000-00278	Troup County DUI/Drug Court Program

ADAP

This program is a statewide effort to educate Georgia teens under the age of 18 years by providing alcohol and drug awareness and prevention (ADAP) workbooks to Georgia public schools. The program was designed to distribute 110,000 ADAP workbooks to ADAP programs by facilitating orders via an online ordering store and local dissemination networks.

GA-2015-000-00279	Alcohol and Drug Awareness (ADAP)
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Motorcycle Safety

The Georgia Motorcycle Safety Program was funded by GOHS and facilitated through the Georgia Department of Driver Services to provide outreach for motorcycle awareness, safety and rider education programs. This grant was used to fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.

GA-2015-160-00344 Motorcycle Safety

NETS

The Network of Employers for Traffic Safety (NETS) is dedicated to improving the safety of employees, their families and the community by preventing traffic crashes that occur both on and off-the-job. Funds awarded to NETS are used to facilitate employer and employee awareness of the personal responsibility needed for highway safety improvements and the economic impact of speed related crashes throughout the grant year. The Program hosts educational meetings, disseminate educational materials and support employer led networks.

GA-2015-937-00332 Network of Employers for Traffic Safety (NETS)

Carfit

Provided by the University of Georgia Traffic Injury Prevention Institute, CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

GA-2015-163-00331 Georgia Carfit Program

Georgia Operation Lifesaver

Georgia's chapter of Operation Lifesaver is dedicated to ending collisions, deaths and injuries at highway-rail grade crossings and on railroad property through partnership with the nationwide network of volunteers who work to educate people about rail safety. Funding provided by GOHS were used to host educational events, disseminate literature to educate both motorists and pedestrians about interacting with trains and also provided recommendations on engineering safer interfaces between roads and railways.

GA-2015-940-00246 Georgia Operation Lifesaver

First responders receive basic training about responding to vehicle-to-vehicle crashes but do not receive training about responding and investigating train-motor vehicle crashes. With funding supplied by GOHS, Operation Lifesaver is able to provide this specialized training through certified classes offered free-of-charge to all law enforcement agencies and emergency responders. This specialized training enhances response to a train-vehicle collision by empowering investigations to properly document the incident and recognize the unique aspects of these collisions.

GA-2015-940-00245 Railroad Collision Management Courses (Operation Lifesaver)

Georgia Sheriff's Association

Funding was provided to the Georgia Sheriff's Association to support their annual training conference. This event is attended by law enforcement agencies across the state and provided clinics and seminars on numerous highway safety topics and best practices. GOHS has partnered with the sheriff's association in order to increase the reach of this training event to Georgia's law enforcement network.

GA-2015-371-00334 Georgia Sheriffs' Association Training Conference

Evaluation

GOHS evaluation team consists of a working group of scholars and practitioners at the University of Georgia dedicated to reducing the morbidity and mortality caused by highway traffic crashes. This is completed through interdisciplinary efforts to identify effective program strategies and best practices for highway safety planning. This team is involved in every stage of the process of awarding funding to GOHS grantees from reviewing applications for funding to writing an annual evaluation report on all grantee's performance. The evaluation team also conducts and examines traffic safety trends in the State of Georgia and keeps GOHS closely informed of emerging patterns.

GA-2015-163-00329 Georgia Highway Safety Programs Evaluation

Judicial Liaison

The State Judicial Liaison, Judge Kent Lawrence is supported by GOHS to provide legal expertise and training to magistrates across the state, particularly those involved in DUI courts. Judge Lawrence provides personal level instruction, best practices and recommendations to other magistrates as well as prosecutors in order to increase their capacity to provide a potent legal deterrent to aggressive and impaired driving in Georgia.

GA-2015-000-00276 State Judicial Outreach Liaison

MADD

Mothers Against Drunk Driving (MADD) is a non-profit organization whose mission is to "To aid the victims of crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving." Georgia's MADD chapter was funded by GOHS to sponsor statewide community awareness events, support traffic enforcement network meetings, disseminate literature at high schools and train students at college campuses to conduct volunteer events. This program also delivered impaired driving and traffic safety presentations at Georgia military bases to educate personnel on the dangers of impaired driving during the grant period.

GA-2015-542-00326 MADD - GA Eliminate Drunk Driving

Adjudication Program

The traffic safety adjudication program was funded by GOHS to provide training on effective DUI/Vehicular Homicide/Serious Injury by Motor Vehicle detection and prosecution through DUI/accident investigation and trial advocacy courses for judges and prosecutors alike. This program also provides training to law enforcement officers on effective courtroom testimony methodologies in DUI and other traffic enforcement cases. These efforts are designed to increase convictions of offenders of serious traffic violations and thus enhance the deterrent to committing these crimes.

GA-2015-210-00281 Traffic Safety Adjudication Program

Impaired Driving Training

Provided through the Georgia Public Safety Training Center (GPSTC), this training program provides officers with specialized training in the areas of detecting, identifying, and removing the alcohol/drug impaired driver from the state's highways. In addition, these specialized training programs provide the officers with the ability to successfully document the elements of an impaired driving arrest and to provide clear, articulate testimony in order to successfully prosecute these cases in a court of law.

GA-2015-930-00284 Impaired Driving (SFST&DRE) Training Programs

Speed Enforcement Training

Also provided by GPSTC, the speed enforcement training program, which certifies law enforcement officers to properly use modern speed detection equipment, record incidents and citations and present information in court. These programs greatly enhance the capacity for the State of Georgia to provide necessary training to law enforcement officers and increase both real and perceived traffic safety enforcement.

GA-2015-930-00282 Speed Enforcement Training Programs (RADAR & LIDAR)

Nighthawks

The Nighthawks DUI Task Forces were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. These law enforcement officers are dedicated to full time traffic safety concerns and are highly trained in speed and impairment detection.

GA-2015-166-00288 Nighthawk DUI Task Force- Middle GA

GA-2015-166-00292 Nighthawk DUI Task Force- North/ South

Students Against Drunk Driving (SADD)

GOHS supports these programs at local high schools which educate teens about alcohol and traffic safety issues. SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them in their daily lives. This is accomplished by creating, equipping, and sustaining a network of student-led chapters in schools and communities focused on peer-to-peer education. Prior to the grant period, letters were sent to all 450 high schools in Georgia eliciting participation in this campaign. Required activities for funded programs include holding monthly meetings, completing safety belt checks, attending training on alcohol and the law and to participate in activities including a mock car crash and impaired driving demonstrations.

SADD-2015-000-00238	A.I.M. SADD
SADD-2015-000-00232	Bainbridge High School SADD
SADD-2015-000-00227	Baldwin High School SADD
SADD-2015-454-00239	Cairo High School SADD
SADD-2015-000-00237	Early College SADD
SADD-2015-000-00226	Evans High School SADD
SADD-2015-444-00242	George Washington Carver High School
SADD-2015-488-00235	Hardaway High School SADD
SADD-2015-457-00236	Kendrick High School SADD
SADD-2015-547-00229	Loganville High School SADD
SADD-2015-000-00361	Murray County High School SADD
SADD-2015-426-00240	Northside High School SADD
SADD-2015-000-00231	Parkview SAVE/SADD
SADD-2015-468-00230	Pepperell High School SADD
SADD-2015-000-00233	SADD Lamar County School System
SADD-2015-000-00241	SADD North Paulding High School
SADD-2015-000-00228	South Effingham High School SADD
SADD-2015-000-00225	Students Against Destructive Decisions
SADD-2015-586-00234	Woodstock High School SADD

SADD Countywide Grants

Funding was provided for some of the largest school systems in Georgia to administer mini grants to the schools in their jurisdictions. This program was designed to provide funding to the largest concentrations to inner-city youth. The focus and required activities were the same for the recipients of these mini grants as for all SADD grantees.

GA-2015-000-00244	SADD Clayton County Public Schools' (CCPS)
GA-2015-000-00243	SADD mini grants in Fulton County

Traffic Enforcement Networks (TEN)

Funds are provided to local law enforcement agencies which will coordinate regional traffic safety enforcement campaigns. The Coordinator is responsible for scheduling 10 monthly Network meetings during the grant period and will stay in constant contact with law enforcement executives, judges and prosecutors, promoting the Traffic Enforcement Network throughout the Network region. In addition, this coordinating agency will work with the agencies within the Network to schedule a minimum of 5 road checks (preferably multi-jurisdictional/multi-agency road checks) during the grant period. At least one road check will be conducted during the December OZT campaign and one during the May Click It or Ticket campaign. Finally, the Coordinator will attend NHTSA sponsored Law Enforcement Liaison meetings, as well as GOHS sponsored Coordinator meetings, for the purpose of the development of strategies for future highway safety campaigns.

TEN-2015-000-00313	Appalachian Trail Traffic Enforcement Network
TEN-2015-14-00308	Central Region Traffic Enforcement Network
TEN-2015-000-00312	CGTEN
TEN-2015-000-00309	ECTEN
TEN-2015-000-00306	MGTEN Network Grant
TEN-2015-000-00328	Mountain Area Traffic Enforcement Grant
TEN-2015-000-00314	PATEN (Piedmont Area Traffic Enforcement Network) Grant
TEN-2015-0-00317	Peachtree City Metro Atlanta Traffic Enforcement Grant
TEN-2015-000-00311	South Central Traffic Enforcement Network
TEN-2015-000-00310	Southeast Traffic Enforcement Network Grant (Charlton County)
TEN-2015-000-00315	Southeast Traffic Enforcement Network Grant (Effingham County)
TEN-2015-000-00307	SRTEN Network
TEN-2015-000-00305	SWTEN Network
TEN-2015-174-00316	Traffic Enforcement Network Grant (NETEN)
TEN-2015-000-00304	Western Regional Traffic Enforcement Network (WRTEN)

Young Adult (YA) Programs

Programs at Georgia's colleges and universities to conduct school year activities focused on educating students and faculty about alcohol and highway safety issues. These YA chapters collect highway safety statistics on campus, distribute GOHS brochures and educational materials in conjunction with the impaired driving campaigns and conduct alcohol specific peer health education training.

YA-2015-919-00224	ABAC Advancement Foundation, Inc.
YA-2015-0-00216	Clayton State University
YA-2015-911-00215	Fort Valley State University
YA-2015-490-00211	Georgia College & State University
YA-2015-000-00214	Georgia Regents University
YA-2015-354-00217	Georgia Southwestern State University
YA-2015-000-00219	Georgia Tech Research Corp.
YA-2015-000-00213	GSU Research & Service Foundation, Inc.
YA-2015-000-00221	Kennesaw State University Research and Service Foundation
YA-2015-000-00223	North Georgia, University of
YA-2015-000-00218	Oglethorpe University
YA-2015-719-00319	South Georgia State University
YA-2015-583-00222	University of West Georgia
YA-2015-495-00220	Valdosta State University
YA-2015-915-00212	Young Harris College

Intoxilyzer 9000

These grants were awarded to small law enforcement agencies in order to purchase upgraded alcohol breath testers which would replace antiquated equipment. The current, approved instrument for measuring breath alcohol levels in Georgia is the "Intoxilyzer 5000" produced by CMI, Inc. However, this instrument does not possess all of the attributes necessary to meet evolving legal requests and quality assurance recommendations. The state has developed a five year plan to transition from the outdated Intoxilyzer 5000 to the updated Intoxilyzer 9000, which includes replacement instrument selection, training, and instrument replacement.

GA-2015-000-00365	Chattahoochee County Sheriff's Office
GA-2015-000-00370	Chattahoochee Hills Police Department
GA-2015-000-00372	Marion County Sheriff's Office
GA-2015-000-00363	Oglethorpe County Sheriff's Office
GA-2015-0-00371	Peachtree City Police Department
GA-2015-928-00369	Pearson Police Department
GA-2015-166-00366	Public Safety, Georgia Department of
GA-2015-000-00368	Rockdale County Sheriff's Office
GA-2015-000-00367	Stewart County Sheriff's Office
GA-2015-172-00364	Villa Rica Police Department

Small Agency Incentive Grants, General

Funding has been provided to local law enforcement agencies in order to encourage participation in Traffic Enforcement Networks (TENs) and high visibility traffic safety campaigns. Grantees were required to attend TEN meetings and events, participate in high visibility campaigns including CIOT, OZT and 100 Days of Summer Heat and to enter enforcement data in GOHS online reporting system. Thus, this program also strongly contributes to the Traffic Records portion of this report.

GA-2015-000-00252	Alma Police Department
GA-2015-000-00263	Calhoun Police Department
GA-2015-000-00265	Early County Sheriff's Office
GA-2015-000-00269	Eatonton Police Department
GA-2015-000-00250	Effingham County Sheriff's Office
GA-2015-000-00254	Elbert County Sheriff's Office
GA-2015-000-00255	Elberton Police Department
GA-2015-000-00262	Franklin County Sheriff's Office
GA-2015-174-00268	Gainesville Police Department
GA-2015-000-00270	Georgia Police Department, University of
GA-2015-000-00271	Hartwell Police Department
GA-2015-000-00260	Lamar County Sheriff's Office
GA-2015-000-00251	Milledgeville Police Department
GA-2015-000-00249	Norman Park Police Department
GA-2015-000-00258	Peachtree City Police Department
GA-2015-000-00257	Screven County Sheriff's Office
GA-2015-000-00267	Stephens County Sheriff's Office
GA-2015-000-00259	Temple Police Department, City of
GA-2015-000-00248	Thomasville Police Department
GA-2015-000-00264	Toccoa Police Department
GA-2015-000-00253	Treutlen County Sheriff's Office

GA-2015-000-00256	Watkinsville Police Department
GA-2015-000-00261	Winder Police Department
GA-2015-000-00266	Young Harris College Police Department

Results

As a result of the noteworthy programs mentioned above and efforts by GOHS and its additional grantees, the following results were achieved.

1. The “DUI Court” program was continued in FFY 2015 with three (3) DUI Courts funded in three (3) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2015 a total of 235 new participants joined the program and 30 successfully completed the course of training. Also, 54 participants were terminated for non-compliance.
2. “Operation Zero Tolerance” – In FFY 2015, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by Dr. James Bason under contract through the University of Georgia collected between November 14, 24 and January 30, 2015, 69% of respondents had heard of Operation Zero Tolerance, and 81% of respondents indicated that it was at least somewhat likely that they would be “arrested” by police when drinking and driving.
3. In FFY 2015 funding was offered to 19 individual high schools as well as to the school systems of two of Georgia’s most densely populated counties in order to encourage safety belt use and discourage drinking while driving. Local Students Against Destructive Decisions (SADD) chapters were formed by teachers and students and focused on peer to peer education. Activities also included collecting local seat belt use surveys and disseminating literature supporting GOHS enforcement and media campaigns. Out of the completed SADD grantees, 94.7% achieved at least 50% of their stated objectives.
4. During the “100 Days of Summer Heat” campaign from May to September 2015, law enforcement conducted 5,567 road checks, 1,949 media events, and 1,650 educational events. Approximately 73% of law enforcement jurisdictions in Georgia participated in the “100 Days of Summer HEAT” program.
5. The Georgia Public Safety Training Center (GPSTC): During FFY 2015, 1,665 officers were trained in speed detection and enforcement. The law enforcement officers which were trained by these programs represented over 400 agencies from across the state. In FFY 2015, HEAT officers arrested 6,120 impaired drivers, gave out 30,537 citations for speeding and cited 7,526 drivers for occupant protection violations.
6. On April 9, 2015, Mothers Against Drunk Driving (MADD) held their 11th Annual Golden Shield Awards Banquet at the Georgia World Congress Center to honor Law Enforcement Officers across Georgia. Speaking at this event was the new MADD National President, Mrs. Colleen Sheehy Church. Over 600 officers representing 60 agencies were recognized as having made a significant impact in preventing drunk driving crashes throughout their given jurisdictions. Among the winners were the Henry County Police Department, Glynn County Police Department, Rome Police Department and Bibb County Sheriff’s Office, all of whom are grantees of the Governor’s Office of Highway Safety.

7. The Traffic Safety Adjudication Program, implemented by the Prosecuting Attorney's Council of Georgia trained 393 law enforcement officers and prosecutors throughout the grant period. Instructors presented many of these courses to prosecutors and law enforcement officers by traveling to their local offices and through a traffic safety tract at the 2015 Prosecuting Attorney's Summer Conference.
8. State Judicial Outreach Liaison Judge Kent Lawrence continues to be a national expert on the adjudication of DUI cases. Judge Lawrence has assisted numerous judges, prosecutors, and law enforcement officers with judicial issues.
9. During FY15, forty-eight (48) law enforcement officers were certified as **Drug Recognition Experts (DRE)** through the Georgia Public Safety Training Center. This certification is obtained in three separate parts, first with 160 hours of classroom training with education on proper drug evaluation techniques, drug physiology, drug classifications, symptoms of drug use and abuse, and legal considerations. Successful completion of the classroom training is then followed by a six day field training in Phoenix, Arizona, which has proven to be the most efficient method of obtaining the IACP requirements for DRE certification. A final knowledge examination is then given to the candidates upon their return to Georgia. Georgia is now ranked fifth in the nation for number of certified DRE's with a total of 254.
10. GOHS sponsored the **2015 Georgia Highway Safety Conference** in Savannah, August 17-19. The event was attended by highway safety professionals from across the state, including law enforcement officials, emergency medical service providers, traffic engineers, insurance companies, public health professionals and grantees. MADD National President Colleen Sheehey-Church headlined the Opening Session and shared the story of her son's 2004 drowning death as the passenger in a car driven by a drug and alcohol-impaired driver who crashed landed upside down in a river. Mrs. Sheehey-Church shared her story, as well as how it has shaped and influenced her life to lead MADD today. Another highlight was motivational speaker Bobby Petrocelli, who presented his "10 Seconds" program to attendees during the main luncheon. This program included lessons learned from the death of Petrocelli's wife, who was killed when a drunk driver crashed into his family's home. Law enforcement attendees were also invited to attend an FBI Terror Screening briefing. Other events included workshops covering data collection, vehicle technology, drugged driving, driver education and much more. The conference also provided networking events and recognition of local partners. Final tallies for the conference include 370 attendees (including GOHS staff), 19 exhibitors and 36 workshops.
11. Georgia Operation Lifesavers: During the course of the year, Operation Lifesavers reached out to over 13,445 citizens of Georgia to teach best practices around trains. Operation Lifesavers also conducted 10 mobile truck exhibits, taught 8 rail safety for Emergency Responders (RSER) courses and taught 7 Grade Crossing Collision Incident (GCCCI) Management trainings to law enforcement. Georgia Operation Lifesavers worked with the Colonel of the Georgia State Patrol to mandate that a specific form be filled out for every train related crash to ensure our reporting in Georgia is as accurate as possible.
12. The Governor's Office of Highway Safety promoted the "**Share the Road**" message to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths, and injuries. Billboards were purchased and installed in these areas where high numbers of motorcycle crashes occur. This was done in the month of September to hopefully make the general motorists aware that motorcycles are on the road and to watch for them.

13. The Georgia Department of Driver Services continued the highly successful **Georgia Motorcycle Safety Program (GMSP)**. This project serves as public outreach for awareness, safety, and rider education programs. During the fiscal year 2015, GMSP participated in 31 event days over the course of 18 events throughout Georgia. Event participation increased the general public's knowledge of the safety classes, as well as knowledge of the experienced and advanced rider education programs among experienced riders. Non-rider education was supported through "Share the Road" initiatives. Overall, approximately 30,000 individuals were exposed to GMSP; of those, approximately 600 actively engaged at GMSP booths. The GMSP continued use of traditional media through responsive as well as proactive media outreach, resulting in several local media events.

2016 Strategies

Georgia looks to employ the following strategies in FFY 2016:

- To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
- To implement three impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
- To maintain Highway Enforcement of Aggressive Traffic (H.E.A.T) programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
- To provide funding to 15% of Georgia public schools.
- To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
- To provide funding to at least fifteen (15) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
- To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
- To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
- To continue funding DUI courts in at least three (3) jurisdictions in Georgia: Liberty, Richmond, and Troup counties.
- To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.

OCCUPANT PROTECTION PROGRAMS

Program Overview

Approximately 44% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2015. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

Objectives

1. To increase the statewide safety belt usage rate to 96% by the end of FFY 2015.
2. To maintain the increase in the use of child safety restraint systems for children age seven and under of 99.5% in 2015.
3. To increase safety belt use rate by 1% for rural drivers and passengers in the FFY 2015.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

Funded Programs

In FFY 2015, GOHS provided funding to a number of programs that included the promotion of occupant protection as part of their efforts:

UGA Traffic Injury Prevention Institute (GTIPI)

The Georgia Traffic Injury Prevention Institute (GTIPI) is an educational outreach unit of The University of Georgia, with primary funding support from GOHS. The mission of GTIPI is to reduce and prevent traffic crashes, injuries, and fatalities through education, training, resources, and collaboration for all sectors of the public throughout the state of Georgia. Funded activities include training child seat technicians, providing occupant protection checks and organizing large scale educational courses for the public supported by practical applications which include a rollover simulator and child safety seat demonstrations.

GA-2015-163-00331 UGA Traffic Injury Prevention Institute (GTIPI)

City of Atlanta Fire Rescue Fitting Station

The City of Atlanta's Fire Department has served as the central node of child safety seat education and expertise in the largest metropolitan area in the state. Funds were provided by GOHS to enhance the department's occupant protection outreach to the community by increasing activities at its 36 child passenger safety inspection stations. This enabled the department to purchase and distribute child safety seats, conduct increased safety checks and provide more educational materials to members of the community. This department also was provided with funds to train new child safety seat technicians and re-certify firefighters which were already serving as technicians.

GA-2015-732-00324 City of Atlanta Fire Rescue Fitting Station

DeKalb Safe Communities

DeKalb Safe Communities is an occupant safety education, assessment and assistance program for the third most populous county in Georgia. Safe Communities and partners coordinated and conducted thirty- nine (39) car seat checks for DeKalb County residents at the DeKalb County Board of Health. Child passenger safety technicians, who can check seats, provide education and distribute literature, were recruited to volunteer for these events. The program conducted walkability assessments and travel plans with local schools which address infrastructure improvement recommendations. The program conducted a total of 31 trainings and distributed a total of 225 child safety seats during FY 2015.

GA-2015-229-00283 DeKalb Safe Communities

Child Occupant Safety Project

GOHS provided funding to Georgia's Department of Public Health (GDPH) to provide child protective seat mini-grants to local coalitions and occupant protection technical expertise. This GDPH initiative helps to build local coalitions focused on occupant and child passenger safety, providing them with materials and equipment and offering technical expertise and best practice education. Their goal this year was to provide occupant protection funding and support to all counties in Georgia.

GA-2015-000-00330 Child Occupant Safety Project

Georgia Older Driver Safety Program

GDPH was also sponsored by GOHS to continue their Older Driver Safety Program which implements evidence-based educational and engineering interventions and makes ongoing efforts to influence environmental and policy changes that facilitate GOHS' goal of making Georgia's roads and road users as safe as possible. This program focuses on the unique needs of older drivers and provides education to both the public at large and senior citizens. It also provides education and training for professionals who deliver programs and services to Georgia's older adults.

GA-2015-000-00247 Georgia Older Driver Safety Program

Results

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. “Click-It or Ticket” – The “Click It or Ticket” campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists. Every year during the Memorial Day and Thanksgiving holiday periods, law enforcement agencies in Georgia join forces for an enforcement blitz that delivers that message. The mobilization is supported by paid advertising campaigns on the national and local levels, as well as earned media campaigns aimed at raising awareness of the importance of seat belt use and law enforcement's commitment to enforcing Georgia's seat belt laws.
2. Atlanta Fire Rescue Department (AFRD) distributed 1,778 safety seats and conducted 39 safety seat checkpoints during FFY 2015. In addition, the AFRD conducted 85 trainings to newly graduated members of the Atlanta Fire Department and the Georgia State Patrol. Finally, educational information was distributed during FY15 to parents and children across the city of Atlanta. These educational brochures ranged from how to install a child safety seat properly to why it is important to stay in a booster seat longer.
3. Indicators of satisfactory seat belt usage: An independent study conducted by Dr. James Bason under contract with the University of Georgia contacted a random sample of 400 citizens which reported regular seat belt usage of 97.3%. This survey also revealed that 94.5% of Georgia citizens have heard of the state's Click-it-or-Ticket campaign and that 82% support these efforts.
4. University of Georgia Traffic Injury Prevention Institute (GTIPI): During FFY 2015, GTIPI hosted 4 CarFit Event Coordinator/Technician Trainings, resulting in 58 new technicians being certified and was responsible for certifying over 160 P.R.I.D.E. instructors, which led to 2,615 teenagers being instructed on best practices while driving. GTIPI reached over 2,369,208 citizens of Georgia this year by training 205 new Child Passenger Safety Technicians (CPST) through 27 CPST trainings all across the state and disseminating 880,761 pieces of educational information.
5. The Governor's Office of Highway Safety worked with the University of Georgia Traffic Injury Prevention Institute to hold the annual 2015 Buckle Up America! Award ceremony on Thursday, July 10th at the Georgia Secretary of State's Office. This ceremony recognizes those individuals, agencies, community and civic groups who work to reduce injuries and prevent fatalities in Georgia through involvement with seat belt and child safety seat awareness projects. Any individual, group, business, or other type of public or private organization is eligible for this award. Nomination categories include Law Enforcement, Health Department, Community Organization, Education, Fire/EMS/Medical, Media, Corporate, and Volunteer. Just a few of the award recipients include the Macon-Bibb County Health Department Coastal Area Traffic Enforcement Network, Middle Georgia Traffic Enforcement Network and Forsyth County Sheriff's Office, all of whom receive funds through the Governor's Office of Highway Safety.
6. University of Georgia Traffic Injury Prevention Institute and Georgia Department of Public Health hosted the Annual Child Passenger Safety Technician (CPST) Instructor Meeting on August 19th and 20th immediately following the Highway Safety Conference in Savannah, GA. There were 28 attendees.

7. The Governor's Office of Highway Safety hosted this year's annual Highway Safety Caravan in Ware County, Georgia from May 13-16, 2015. Through education, enforcement and media outreach, over 150,770 citizens received education on highway safety. Nine schools were visited throughout the county, resulting in over 5,700 students being educated on best practices while in and around a vehicle. We also distributed 64 new child safety seats through daycare trainings, parenting classes, road checks and volunteer safety seat checks. Ten parents and caregivers attended the mini-grant class to receive education on how to properly install their child's safety seat and what next steps are to be taken in the future. Furthermore, ten first responders were certified in Transporting Children Safely in an Ambulance and eleven first responders completed Child Passenger Safety Technician training.
8. The Governor's Office of Highway Safety hosted the annual Child Passenger Safety Caravan during National Child Passenger Safety Week in Troup County, Georgia. From September 16-19, 2015, GOHS and other child passenger safety partners visited seven elementary schools and three daycare centers to teach best practices to as many citizens as possible. These partners include, but are not limited to, Georgia Department of Public Health, University of Georgia Traffic Injury Prevention Institute, the Atlanta Fire Department, Georgia State Patrol, Safe Kids Toombs County, Safe Kids Wayne County, DeKalb County Board of Health, Troup County Fire Department, Troup County Police Department and LaGrange Sheriff's Office. During this 4 day tour, over 2,669,000 individuals were informed on how best to restrain their child in a car seat and a volunteer child safety seat check was hosted on National Seat Check Saturday. In total, 122 child safety seats were distributed to children in need, pushing us that much closer to 100% child safety seat use in Georgia.
9. Georgia Department of Public Health (GDPH): During the grant period, GDPH implemented and managed the mini-grant program with 129 counties throughout Georgia which included the Child Occupant Safety Project which was responsible for distributing over 4,500 child safety seats. GDPH personnel conducted 98 CPST recertifications and partnered with 20 hospitals across our state to teach best practices to the staff. Their Bilingual Program Coordinator worked closely with local law enforcement agencies, health departments and community groups to locate dense Hispanic regions throughout Georgia and work with those communities to teach child passenger safety in a safe and secure environment.
10. DeKalb County Safe Communities: with funding support from GOHS, the DeKalb County Board of Health was empowered to purchase and distribute 225 booster seats to children in Title 1 elementary schools while giving parents and caregivers one-on-one education of child passenger safety.
11. During the grant period, GOHS partnered with multiple local organizations to increase child safety restraint usage and empower parents with knowledge about the proper use of safety equipment. Partners included the DeKalb County Board of Health and the Georgia Department of Public Health.
12. Child Passenger Safety Week: In partnership with multiple local law enforcement agencies across the state, GOHS supported participation in National Child Passenger Safety Week September 16-19, 2015 including National Seat Check Saturday. Multiple local agencies rallied to provide child seat inspections and educate citizens about proper safety restraints.

2016 Strategies

Georgia looks to employ the following strategies in FFY 2016:

- Highway Safety Conferences- To sponsor a minimum of four (4) attendees to highway safety conferences such as Lifesavers.
- Enforcement Campaigns- To conduct four (4) statewide campaigns to promote occupant safety (Hands across the Border, Buckle UP America Month, Child Passenger Safety Month and Click It or Ticket).
- Develop an Occupant Protection initiative within each law enforcement and educational grant funded by the Governor's Office of Highway Safety (GOHS).
- Child Passenger Safety Technician (CPST) Annual Meeting- Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors to provide program updates and improve Child Passenger Safety (CPS) class instructions.
- Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor's Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).
- Host one Child Passenger Safety Caravan with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk to be held during National Child Passenger Safety week.
- Provide occupant and child safety seat education to the communities in an effort to address occupant safety use among young adults through funds awarded to DeKalb Safe Communities and other State and local social services agencies to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.
- Provide funds to the University of Georgia to implement public information and education strategies to increase the public's awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 Public Information and Education (PI&E) materials and (b) the development of materials targeting at-risk populations.
- Provide funds to the UGA Traffic Safety Evaluation Group Survey Research Center to conduct Governor's Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration's criteria.

PEDESTRIAN AND BICYCLE SAFETY

Program Overview

Pedestrians and bicyclists are among the most vulnerable of all citizens who use Georgia roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of motor vehicles. To combat this, GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

Objectives

1. To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.
2. To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely “share the road”.

Funded Programs

In FFY 2015, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

Bike Athens

The mission of Bike Athens is to make walking, cycling, and public transit an everyday solution to transportation needs in Athens through education, advocacy, and community service. Funding was awarded to this organization in order to educate and provide equipment to youth, university students and staff, adults dependent on bicycle transportation, and those enrolled in a Ticket Diversion program on bicycle safety. Along with providing education, Bike Athens aims to distribute reconditioned bikes to individuals in the Athens community who are underserved by private and public transportation, sponsor group bicycle rides, conduct bicycle safety education and disseminate maps which show safe, bicycle friendly routes through the city.

GA-2015-000-00285 Bike Athens

Share the Road, GOHS

Share the road is a program through the Governor's Office of Highway Safety whose purpose is to promoting cyclist and motorist to share the road through road signs and printing.

GA-2015-160-00362 Share the Road, GOHS

Atlanta Bicycle Safety

Atlanta Bicycle Coalition is focused on the Atlanta metropolitan area where the majority of pedestrian and bicycle crashes occur. The objectives for their funded activities included providing bicycle and driver trainings reinforcing the Share the Road message targeting commuters, college students, low income riders, and avid group riders. They were enabled to expand their class curriculum to reach cyclists that don't participate in bicycle classes, including neighborhood riders, large group (or training) ride participants, utilitarian/low income riders, and college students. The campaign provided helmets, lights, and vests upon completion of bike safety class to any low income participants. In conjunction with these safety campaigns, the campaign submitted press releases to local newspapers, radio stations, and television stations throughout the grant cycle.

GA-2015-941-00287 Atlanta Bicycle Safety

Georgia Bikes!

Georgia Bikes' mission is to improve bicycling conditions and promote bicycling throughout the state of Georgia. This multifaceted organization raises local support for legislation to protect cyclists, educate both cyclists and vehicle drivers and organize community events to raise awareness of traffic safety. This program also hosts the "Georgia Bike Summit" which brings traffic safety professionals, bicyclists and drivers together to learn how to share the road.

GA-2015-0050-00 Georgia Bikes!

Pedestrian Safety Initiative (PEDS)

Georgia Pedestrians Educating Drivers on Safety (PEDS) program consisted of professional traffic safety entities which worked together with GOHS to continue to improve the state's pedestrian thoroughfares. The PEDS program provides education to drivers on safely interacting with pedestrians supports enforcement efforts and makes engineering recommendations to city and county officials on how to make their communities more pedestrian friendly.

GA-2015-355-00322 Pedestrian Safety Initiative (PEDS)

Savannah Bicycle Campaign

The Savannah Bicycle Campaign's mission is to build public awareness of road and safety issues while educating bicyclist and drivers on best practices for safe vehicle operation. The campaign provided education on bicycling and traffic safety issues through publishing articles in local newspapers and conducting presentations at civic organizations, religious congregations, businesses, schools or other organizations. On top of providing education materials, Savannah Bicycle Coalition planned, publicized and conducted twenty-four group bicycle rides to demonstrate safe cycling techniques and instruct participants on applicable traffic regulations.

GA-2015-000-00286

Savannah Bicycle Campaign

Georgia State Patrol (GSP) Jekyll Island Bicycle

The GSP Jekyll Island was awarded a grant in order to more effectively address the problem related to bicycle crashes. The GSP officers will provide education on Georgia bicycle laws, safe riding practice and proper use of safety equipment.

GA-2015-166-00302

Georgia State Patrol (GSP) Jekyll Island Bicycle

Results

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. During FFY 2014, the Pedestrians Educating Drivers on Safety (PEDS) program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through advocacy and education. PEDS increased drivers' perception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PEDS radio Public Service Announcements were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors.
2. The Atlanta Bicycle Coalition provided 32 bicycle and driver trainings to commuters, college students and low income riders with four trainings reaching cyclists riding in large group events. They met with representatives from Atlanta Police department, Georgia State University Police department, Georgia Tech Police department, Downtown Ambassador force and Midtown Blue force to determine safety messaging and plans for an education drive. The Coalition also partnered with numerous student groups at the area's colleges and universities to include Georgia Technical University, Emory University, and Georgia State University to provide trainings, talks, and support for their initiatives. These included riding and safety tutorials and assisting the schools to write bicycle plans.
3. During FFY 2015, "Georgia Bikes" hosted the Georgia Bike Summit in Columbus as well as coordinating major bike safety workshops in Americus, Athens, Atlanta, Brunswick, Rome, and Kingsland, GA. Training events included webinars, on-site presentations, workshops, and seminars focused on engineering countermeasures, driver education, and safe cycling behaviors. In hosting the annual Bike summit, Georgia Bikes partnered with local advocacy

organizations and law enforcement agencies in metro Atlanta. This statewide conference brings together law enforcement, transit officials, bicycle safety advocates, planners and engineers to implement strategies for improving bicycle safety in Georgia. The weekend long Summit shared best practices in encouraging safe bicycling on Georgia's roadways and featured a number of informational workshops and nationally recognized speakers. Georgia Bikes also delivered five POST-certified "Traffic Enforcement for Bicycle Safety" presentations for local traffic enforcement officers in Georgia. All of these activities directly supported accomplishing GOHS' goals of increasing pedestrian education, enforcement, and engineering considerations.

4. Savannah Bicycle Coalition implemented a bicycle safety project that would help build public awareness of road safety issues and educate bicyclist and drivers on best practices for safe vehicle operation. Savannah Bicycle Coalition created and published twenty-three columns on bicycling, traffic safety, and related issues in a weekly Savannah newspaper. Along with the newspaper articles, Savannah Bicycle Coalition presented a total of twelve presentations to a variety of groups including Rotary Clubs, local schools and colleges, neighborhood organizations, community health lecture series, and was a presenter at the National Historic Preservation Conference. Savannah Bicycle Coalition also provided bicycle safety classes through Blessing in a Bookbag, Girl Scouts of the Coastal Empire, City of Tybee Island, Savannah Chatham County Public School System, Savannah Chatham Metropolitan Police Department, Healthy Savannah and the Safe Routes to School Resource Center.
5. Under the Department of Public Safety, the Georgia State Patrol in Jekyll Island provided education on Georgia bicycle laws, safe riding practices and proper use of safety equipment. During FY 2015, Post 35 Jekyll Island Troopers contacted 2,641 motorist and bicyclist educating them on Georgia Laws pertaining to the safe operation of bicycles and encounters with cyclist on Georgia Roadways. Troopers also logged 570 miles on the Polaris patrolling the bicycle paths and roadways. They visited bicycle rental facilities like The Quality Inn, The Hampton Inn, Beachview Club Hotel, and Villas by the Sea, Jekyll Island Club Hotel, Jekyll Island Campground and the Mini Golf bike rentals enforcing Georgia's bicycle laws regarding the requirement of prohibition of bicycle rentals without a bicycle helmet.
6. During FFY 2015, Bike Athens succeeded in providing education and equipment to youth, university students & staff, adults and those enrolled in a Ticket Diversion program on bicycle safety. The program's Ticket Diversion/ alternative transportation education for DUI offenders continues to be their most stable bike education class. The project director worked closely with local partners to hold four kids bike safety rodeos providing kids with more on-bike training while being able to access the parents and guardians more effectively on the distribution of bike helmets and proper helmet fit information. Bike Athens also provided 72 helmets along with safety information when they were invited to attend the East Athens Community Center First Friday event. With a goal of providing at least 140 helmets to students at the beginning of the grant year, Bike Athens far exceeded their own expectations and provided 440 helmets during the grant terms. They were also able to distribute safety equipment, 135 pairs of lights, to UGA students. For the second year, Bike Athens partnered with Athens-Clarke County Police on a joint program in which Athens-Clarke County Police Department's traffic enforcement looks specifically for people riding their bikes without lights at night. While Athens-Clarke County Police Department educated and warned cyclist of proper light use, Bike Athens provided cyclists with lights.

2016 Strategies

Georgia will look to employ the following strategies in FFY 2016:

- Increase awareness of motorist and cyclist safe and legal road use through enforcement and education.
- Provide funding for pedestrian and bicycle safety educational materials and equipment as requested.
- Provide funding for pedestrian safety through enforcement and training.
- Provide funding to the Atlanta Bicycle Campaign to improve bicycle safety through education/ outreach to drivers and bicyclist on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
- Collaborate with the Georgia Department of Transportation statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
- Utilize state funds to implement pedestrian and bicyclist safety programs to include: Georgia Bikes! and Share the Road projects.

TRAFFIC RECORDS

Program Overview

In FFY 2015, GOHS continued to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interface that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA section 405 and 408 funding to support traffic records.

Objectives

1. To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.
2. To co-sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.
3. To support the Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.
4. To promote and support research initiatives related to highway safety in Georgia.

Funded Programs

In FFY 2015, GOHS provided funding for programs to improve traffic records:

Support for CODES Crash Data Linkage

GOHS has partnered with the Georgia Department of Public Health to improve the completeness and integration of traffic records data by using advanced software to match standardized crash, EMS, and hospital data. This effort will link traffic crash, injury and fatality data in order to increase the state's traffic safety professional's ability to conduct analysis of patterns of incidents and make relevant changes in response.

GA-2015-000-00275 Support for CODES Crash Data Linkage

Governor's Office of Highway Safety (GA Traffic Safety Info System)

These funds were used to provide management responsibility of the Traffic Records Coordinating Committee (TRCC) program within the Governor's Office of Highway Safety (GOHS) organization. Additionally, funds were used to create and implement an Internal Grants Management System in order to assist Governor's Office of Highway Safety (GOHS) in the tracking and management of programmatic and fiscal functions within the organization.

GA-2015-160-00373 Governor's Office of Highway Safety (GA Traffic Safety Info System)

OASIS web query

The Georgia Department of Public Health was also funded by GOHS to improve public access to data in crash and emergency room visit data sources via OASIS web query. This online portal allows traffic safety professionals to query and locate traffic crash data from across the state.

GA-2015-000-00272 OASIS web query

GEMSIS Upgrades

The Georgia Emergency Medical Services Information System (GEMSIS) system is maintained and updated by the Emergency Medical Services element of the Georgia Department of Public Health. The GEMSIS system serves as the state's unique pre-hospital care reporting system. To provide accurate, uniform, timely and complete data the GEMSIS system requires continuous improvement that occur through specific problem or issue identification, then solutions are made through system wide correction by an upgrade. These continuous upgrades ensure data accuracy, completeness and uniformity and greatly increase patient care outcomes.

GA-2015-000-00274 GEMSIS Upgrades

LEA Technology Grant GACP

Law Enforcement Agency Technology Grant: The Georgia Association of Chiefs of Police provides selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically. Agencies must commit to use the equipment for electronic crash reporting for at least three years, and must inform local media of the program implementation.

GA-2015-000-00273 LEA Technology Grant GACP

Results

Utilizing the funded programs mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. Online Reporting – As of December 2015, the percentage of Georgia crash reports being submitted electronically is 91%. Electronic submissions are being made by over 300 law enforcement agencies.
2. GOHS worked closely with GDOT to identify the state's requirements for a statewide travel improvement program. GOHS recommendations were included in the comprehensive program announced by GDOT which will be implemented over the next four years, from 2015 to 2018. Projects include highway, bridge, public transit, bike, pedestrian, railroad, and other improvements.
3. During FFY 2015, the average number of days between the occurrence of a crash and the entry of the crash report into the state crash database has decreased from twenty (20) days to nine (9) days.

2016 Strategies

Georgia will look to employ the following strategies in FFY 2016:

- Georgia Crash Data- To provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
- Uniform Traffic Citation Electronic Communication Program- To provide funding to promote the continued installation and operation for courts throughout Georgia.
- Records Management System- To support utilization of the Records Management System (RMS) provided by Appriss for interested Law Enforcement Agencies that do not have an electronic RMS.
- Support the vendors of electronic Records Management Systems (RMSs) in developing electronic crash reporting capacity for their clients by working with Appriss to implement data transfer interfaces for crash reports.

PAID MEDIA

Program Overview

Paid media programs represent a major component of GOHS' efforts to reduce the incidence and prevalence of motor vehicle crashes, injuries and fatalities on Georgia's roadways. GOHS employs a variety of innovative paid media programs with memorable names designed to remind motorists of their need to obey traffic safety laws and of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during the summer and winter holiday months when large numbers of motorists fill Georgia's roadways, many GOHS campaigns target those holiday periods. By coordinating both paid and earned media with enforcement campaigns, Georgia frequently experiences reductions in traffic crash morbidity and mortality during those periods. In 2015, GOHS utilized NHTSA section 402 and 405d M6X funding to support Paid Media.

Objective

To implement a Paid Media Plan for GOHS' impaired driving and occupant protection campaigns for FFY2015.

Funded Programs

1. “Click It or Ticket (CIOT)” - A two-week national and statewide safety belt enforcement campaign that occurs twice a year. In Georgia, we have two major mobilizations in May and November. GOHS utilizes paid and earned media to reach both major markets and smaller communities in Georgia. The primary target during this campaign is males ages 18-34, with secondary focus spread across smaller demographics.
2. “Drive Sober or Get Pulled Over” and “Operation Zero Tolerance (OZT)” - OZT is a two week statewide impaired driving enforcement campaign that is coupled with the national Drive Sober or Get Pulled Over campaign. OZT uses the “Over the Limit, Under Arrest” messaging in both earned and paid media during campaigns at Independence Day, Labor Day and the Christmas/New Year’s holiday season. The primary target during this campaign is males ages 18-34, with secondary focus spread across smaller demographics.
3. “100 Days of Summer H.E.A.T.” - The campaign is launched in late May and runs throughout the summer to focus on Highway Enforcement of Aggressive Traffic (H.E.A.T). While news conferences for this campaign are not usually dedicated solely to this campaign, its messaging of increased targeted enforcement is integrated into the CIOT mobilization, which often launches simultaneously around the Memorial Day holiday. H.E.A.T. earned media focuses mainly on warning drivers about the dangers of impaired driving, aggressive speeding, and overall irresponsible motoring behavior.

Results

1. To accomplish its broad PI&E goals, GOHS allocates funding for television, radio and out-of-home advertising, which can include billboards, online advertising and packages with local sports teams/arenas. In FFY2015, GOHS spent a total of \$1,198,690 to purchase paid media. The total included \$485,561 on television, both broadcast and cable, \$700,128 on radio and \$20,000 on out-of-home advertising.
2. Television advertisements during the five campaigns reach 56.9% of the statewide target population 4 times each, for a total of over 3.1 million impressions. Radio advertisements reach 73.8% of the statewide target population 5.7 times each, for a total of over 3.5 million impressions.
3. In December 2014, GOHS kicked off its holiday impaired driving campaign with a news conference in Atlanta with TEAM Georgia. News conference included Atlanta media, but earned media reached statewide, as did paid.
4. In March 2015, GOHS kicked off St. Patrick’s Day impaired driving news conferences in both Atlanta and Savannah. Atlanta’s focused on an impaired driving/sober ride message with TEAM Georgia, while Savannah’s focused on an impaired driving message coupled with GOHS’s drink coaster campaign.
5. In April 2015, GOHS Deputy Director Jim Andrews began National Distracted Driving Month with news conference where a proclamation from Gov. Nathan Deal was read and which detailed the month being proclaimed in Georgia. News conference speakers detailed

the danger and consequences of distracted driving, while highlighting the EndDD program administered through the Georgia Trial Lawyers Association.

6. In May 2015, GOHS conducted a child passenger safety caravan in Ware County, GA with multiple volunteers, partners, GOHS staff and law enforcement agencies. The event culminated in a free child safety seat check.
7. In May 2015, GOHS joined the national “Border To Border” Click It or Ticket campaign and conducted a 4-city statewide media blitz, with news conferences in Atlanta, Chattanooga, Savannah and Valdosta. Border markets were chosen in addition to main Georgia markets to increase coverage in neighboring states with which we share media coverage. Paid media was placed statewide and earned media was gathered from statewide markets. The campaign included 4 news radio Public Service Announcements recorded by Department of Public Safety Commissioner Col. Mark McDonough and GOHS Director Harris Blackwood.
8. To help combat high rates of traffic crashes, injuries and fatalities, GOHS and local law enforcement agencies launched a 2-month, high visibility enforcement campaign of Operation Thunder in June 2015. It began with a news conference in Rome, GA that involved multiple state and local agencies.
9. Paid media campaigns were developed for Fourth of July impaired driving and Labor Day impaired driving in July and August respectively.

2016 Strategies

Georgia will look to employ the following strategies in FFY 2016:

1. **Drugged Driving:** With the passage of marijuana laws in several other states, GOHS will examine ways to work drugged driving messaging into impaired driving efforts.
2. **Click-it-or-Ticket (CIOT) –** To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgia’s highways while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.
3. **Operation Zero Tolerance (OZT)–** To use Paid Media to support ongoing OZT enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality and injury rate.
4. **Share the Road/Motorcycle Safety –** To use available motorcycle safety funds to continue to support a motorcycle safety awareness campaign by targeting motorists and motorcyclists in Georgia’s secondary audience with a motorcycle safety and awareness message.
5. **NHTSA –** To base Georgia’s year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to coordinate the timetable of GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.

6. Governor's Office of Highway Safety (GOHS) continues to use social media, including Facebook and Twitter, to post highway safety messaging to target teens, highway safety stakeholders, local/statewide media, and Georgia's motoring public.
7. GOHS will conduct a minimum of five Paid Media initiatives during 2015-2016, to include:
 - a. The Operation Zero Tolerance (OZT) Labor Day 2015 Campaign (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*)
 - b. The Click-it-or-Ticket (CIOT) Thanksgiving 2015 Campaign
 - c. The Operation Zero Tolerance (OZT) Christmas-New Year 2015/2016 Campaign "Drive Sober or Get Pulled Over"
 - d. The Click-it-or-Ticket (CIOT) Memorial Day 2016 Campaign
 - e. The Operation Zero Tolerance (OZT) Independence Day 2015 Campaign.

LOOKING TO THE FUTURE

Significant Challenges to be Addressed

The following are potential challenges to be addressed in order to reach the goals from the FFY 2016 Highway Safety Plan:

1. The agency will continue to work with our law enforcement partners to address the problem of distracted driving, primarily texting while driving. An increasing number of crashes can be attributed to this growing problem.
2. **Respond to the increase in speeding related fatalities.**
3. **Respond to the impact of ongoing increase in distracted driving.** Utilize NHTSA monies to design state wide distracted driving programs.
4. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
5. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
6. **Increase education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing education of current and proposed traffic safety legislation.
7. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
8. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
9. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
10. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.
11. **Upgrade the current eGOHS online grant management system.** The current system designed in 2004 is outdated and will require an upgrade in 2016.

FFY 2016 Core Performance Measures and Goals

C-1: To decrease traffic fatalities 5.5% from 1,199 (2011-2013 average) to 1,133 (2014-2016 average) in 2016.

C-2: To decrease traffic injuries below the 2013 calendar base year average of 113,677 to 112,526 by 2016.

C-3: To decrease fatalities per 100M VMT 6.3% from 1.11 (2011-2013 average) to 1.04 (2014-2016 average) in 2016.

C-3a: To decrease rural fatalities per 100 VMT 5.7% from 1.86 (2011-2013 average) to 1.75 (2014-2016 average) in 2016.

C-3b: To decrease urban fatalities per 100M VMT 7.6% from 0.79 (2011-2013 average) to 0.73 (2014-2016 average) in 2016.

C-4: To decrease unrestrained passenger vehicle occupant fatalities 7.2% from 389 (2011-2013 average) to 361 (2014-2016 average) in 2016.

C-5: To decrease alcohol impaired driving fatalities 2.5% from 288 (2011-2013 average) to 280 (2014-2016 average) in 2016.

C-6: To decrease speeding-related fatalities 9.5% from 199 (2011-2013 average) to 182 (2014-2016 average) in 2016.

C-7: To decrease motorcyclists fatalities by 1.8% from 133 (2011-2013 average) to 108 (2014-2016 average) in 2016.

C-8: To reduce the count of un-helmeted motorcyclists fatalities from 9 (2011-2013 average) to 3 (2014-2016 average) in 2016.

C-9: To decrease drivers age 20 or younger involved in fatal crashes by 8.1% from 160 (2011-2013 average) to 147 (2014-2016 average) in 2016.

C-10: To decrease the count of pedestrian fatalities from 176 in calendar year 2013 to 163 in calendar year 2016.

C-11: To reduce bicyclist fatalities by 12.5% from 15 (2011-2013 average) to 14 (2014-2016 average) in 2016.

B-1: Increase statewide observed safety belt use of front seat occupants in passenger vehicle from baseline 97.3% in 2014 to 97.7% in 2016.

2015 YEAR IN REVIEW - PICTORIAL



Driver's Education



2015 was a big year for driver's education in Georgia. With the establishment of the Georgia Driver's Education Committee, which is led by GOHS Director Harris Blackwood, Georgia's technical colleges were awarded grants to offer free driver's education in their area. In the fall, the schools were able to pick up the custom-made vehicles that students will use to become better Georgia motorists.

Law Enforcement



2015 was a banner year for the GOHS law enforcement services team. Not only did the annual Hands Across the Border campaign garner national social media coverage by trending on Facebook, but multiple campaigns resulted in making Georgia roads safer. The year saw 2 major Click It or Ticket initiatives, 3 major impaired driving campaigns and multiple Operation Thunder programs throughout the state. The year culminated in a multi-jurisdictional program to give additional commercial motor vehicle training to interested law enforcement personnel in honor of the 6-month anniversary of a tractor trailer crash on I-16 that killed five Georgia southern University nursing students.

Occupant Protection



GOHS was able to remind Georgians of all ages to buckle up every trip, every time in 2015. Efforts included multiple child passenger safety caravans, including during National Child Passenger Safety Week and Seatcheck Saturday, as well as 2 major Click It or Ticket campaigns. In addition to both paid and earned media efforts, GOHS was able to have Gov. Nathan Deal and Georgia's First Lady Sandra Deal feature in a PSA entitled "I'm Thankful." The PSA acknowledged the contributions of motorists, parents and law enforcement in making sure all vehicle occupants are buckled up for the holiday season.

Distracted Driving



In partnership with the Georgia Trial Lawyers Association, GOHS kicked off Distracted Driving Awareness Month by reminding educators and community groups about the availability of the End Distracted Driving program. EndDD, which is administered in Georgia through GTLA, is an interactive driver safety presentation given to schools, civic groups and community partners throughout the state. A proclamation from Governor Nathan Deal, designating April as Distracted Driving Month in Georgia, was also unveiled.

GOVERNOR'S OFFICE OF HIGHWAY SAFETY

