



2022

GEORGIA HIGHWAY SAFETY PLAN



PREPARED BY THE
**GEORGIA GOVERNOR'S OFFICE
OF HIGHWAY SAFETY**

WWW.GAHIGHWAYSAFETY.ORG

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
HIGHWAY SAFETY PLANNING PROCESS.....	4
PERFORMANCE REPORT.....	23
PERFORMANCE PLAN	37
FY2022 TRAFFIC SAFETY PERFORMANCE MEASURES & TARGETS.....	38
GRANT PROGRAM ACTIVITY REPORTING	53
PROGRAM AREAS.....	54
5.1 PLANNING & ADMINISTRATION	55
Description of Highway Safety Problems	55
Strategic Highway Safety Planning	56
Associated Performance Measures And Targets	58
Planned Activities	59
Projects	59
5.2 COMMUNICATIONS (MEDIA).....	60
Description of Highway Safety Problems	60
Associated Performance Measures And Targets	64
Primary Countermeasure Strategy	65
Planned Activities	74
Projects	77
5.3 COMMUNITY TRAFFIC SAFETY PROGRAM	78
Description of Highway Safety Problems	78
Associated Performance Measures And Targets	81
Primary Countermeasure Strategy	81
Planned Activities	84
Projects	84
5.4 DISTRACTED DRIVING	85
Description of Highway Safety Problems	85

Associated Performance Measures And Targets	87
Primary Countermeasure Strategy	87
Planned Activities	88
Projects	88
5.5 IMPAIRED DRIVING (DRUG & ALCOHOL)	89
Description of Highway Safety Problems	89
Associated Performance Measures And Targets	92
Primary Countermeasure Strategy	92
Planned Activities	97
Projects	99
5.6 MOTORCYCLE SAFETY	100
Description of Highway Safety Problems	100
Associated Performance Measures And Targets	104
Primary Countermeasure Strategy	104
Planned Activities	110
Projects	110
5.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS).....	111
Description of Highway Safety Problems	111
Associated Performance Measures And Targets	114
Primary Countermeasure Strategy	114
Planned Activities	117
Projects	118
5.8 OCCUPANT PROTECTION (ADULT & CHILD PASSENGER SAFETY)	119
Description of Highway Safety Problems	119
Associated Performance Measures And Targets	123
Planned Participation In Click-It-Or-Ticket	123
Click It Or Ticket Communications Plan	126
Primary Countermeasure Strategy	127
Planned Activities	145
Projects	146
5.9 POLICE TRAFFIC SERVICES	147
Description of Highway Safety Problems	147
Associated Performance Measures And Targets	149
Primary Countermeasure Strategy	149
Planned Activities	153
Projects	155
5.10 RAILROAD SAFETY	159
Description of Highway Safety Problems	159
Associated Performance Measures And Targets	161
Primary Countermeasure Strategy	161
Planned Activities	162
Projects	162

5.11 SPEED MANAGEMENT	163
Description of Highway Safety Problems	163
Associated Performance Measures And Targets	165
Primary Countermeasure Strategy	165
Planned Activities	167
Projects	167
5.12 TRAFFIC RECORDS	168
Description of Highway Safety Problems	168
Associated Performance Measures And Targets	170
Primary Countermeasure Strategy	171
Planned Activities	173
Projects	175
5.13 YOUNG DRIVER (TEEN TRAFFIC SAFETY PROGRAMS)	176
Description of Highway Safety Problems	176
Associated Performance Measures And Targets	178
Primary Countermeasure Strategy	178
Planned Activities	181
Projects	183
5.14 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)	185
Crash Analysis	185
Deployment Of Resources	187
5.15 HIGH VISIBILITY ENFORCEMENT	190

SECTION 405 APPLICATIONS 193

405(B) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION	194
405(C) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT	223
405(D) IMPAIRED DRIVING COUNTERMEASURES GRANT	254
405(F) MOTORCYCLIST SAFETY GRANT	255
405(H) NONMOTORIZED SAFETY GRANT	268

Section 1:

EXECUTIVE SUMMARY

GEORGIA'S ANNUAL HIGHWAY SAFETY PLAN

Under the Authority and approval of Governor Brian P. Kemp, the Governor's Office of Highway Safety (GOHS) produces the annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA).

Georgia's Highway Safety Plan is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan and includes a wide variety of proven strategies and new and innovative countermeasures. The Highway Safety Plan is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state, and county level crash data along with other information, such as safety belt use rates, are used to ensure that the planned projects are data driven with focus on areas of greatest need. All targets and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.

MISSION STATEMENT

The Mission of the Governor's Office of Highway Safety is to educate the public on highway safety and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways.

Our number one goal is to reduce the number of crashes, injuries, and fatalities on Georgia's roads and to provide highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on our streets and highways.

The history of GOHS follows that of highway safety in the USA as a whole. In 1966, 50,894 people were killed in motor vehicle crashes in the U.S. and the rate of fatalities per 100 million miles of travel was 5.5. It was projected that, over a 9-year period, the number of fatalities would increase to 100,000 a year if Congress did not do anything to address the problem. Taking heed of these dire predictions, Congress enacted the Highway Safety Act of 1966. This legislation created a unique partnership among federal, state, and local governments to improve and expand the nation's highway safety activities.

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally funded highway program.

We design all of our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority, and we must persuade all Georgians to adopt a similar goal.

LEGISLATIVE UPDATES

The 2021 session of the Georgia General Assembly ended on March 31, 2021. Among the bills passed and signed into law was SB 236 which allows for restaurants to sell up to (2) mixed drinks to-go with one entrée order. The bill became effective when signed into law by Governor Brian Kemp on May 5, 2021 and requires restaurants to put the mixed drinks in sealed, identifiable containers with no openings for consumption, and the drinks must be placed in the trunk or back of the vehicle and not handed to the driver.

The number of required hours in DUI Alcohol or Drug Use Risk Reduction programs in Georgia will be reduced from 20 to 16 starting July 1, 2021. HB 466 also allows for driver education training courses to be conducted in-person, online, or via remote participation platforms. It also allows qualified driving training school instructors to be issued special licenses that allow them to serve as driver's license examiners and conduct tests required for the issuance of a driver's license.

Drivers in Georgia will have to make more room for bicycle riders beginning July 1, 2021. HB 353 passed by the General Assembly and signed by the Governor requires a motorist to change lanes when passing a bicyclist traveling in the same direction if it is safe to do so. If it is not possible for a motorist to safely change lanes when passing a bicyclist, the motorist must reduce their speed to at least ten miles below the posted speed limit and give at least three feet of space between their vehicle and bicyclist. HB 693 will require the operators of slow-moving oversized farm equipment operating on public roads to allow vehicles to pass them when it is safe to do so.

Mounts for wireless communication devices can be placed on vehicle windshields on July 1 after the passage of HB 165. In other legislation involving distracted driving laws, a bill to eliminate the one-time dismissal for violating the hands-free law when a violator proved to the court, they had purchased a hands-free device did pass the House but not the Senate. HB 247 also would change language for the fine for those convicted of violating the hands-free law, which, if passed, would bring Georgia in compliance with the federal government's distracted driving funding requirement that a state's minimum fine for a distracted driving conviction be \$25.00.

All bills and resolutions not passed during the 2021 session will still be under consideration during the 2022 session.

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS

Georgia is applying for the following incentive grants:

1. 405 (b) – Occupant Protection
2. 405 (c) – State Traffic Safety Information System Improvements
3. 405 (d) – Impaired Driving Countermeasures
4. 405 (f) – Motorcyclist Safety Grants
5. 405 (h) – Non-motorized Safety

EPIDEMOLOGIST PARTNERSHIP

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over twelve (12) years of experience dealing with Georgia crash data and records.

CONTINUOUS FOLLOW-UP AND ADJUSTMENT

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) will also be included. Injury surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will be continual throughout the year and outreach efforts will be revised as needed.

COVID-19 (Coronavirus Pandemic)

Georgia, as with all other states, has been affected with the COVID-19 Coronavirus Pandemic. The GOHS will make every effort to meet the Performance Measures and Targets within this Highway Safety Plan. This situation is very fluid at this time and the guidelines provided by the Georgia Department of Public Health and the Centers for Disease Center are rapidly changing. These changing guidelines could have a severe effect on police monitoring, government responses, and educational events scheduled throughout the grant year.

Section 2:

HIGHWAY SAFETY PLANNING PROCESS

- Data Sources and Processes
- Process Participants
- Description and Analysis of Georgia's Highway Safety Problem
- Methods for Project Selection
- List of Information and Data Sources
- Description of the outcomes from the coordination of the HSP, data collection, and information systems with the State SHSP

DATA SOURCES AND PROCESSES

The implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS mission and the fourteen established "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025).

The data-driven problem identification and prioritization process includes:

1. Using the most recent crash and traffic data available to determine Georgia's progress across all Traffic Safety Performance Measures (including those that were historically identified and prioritized as a problem area in the past years),
2. Consideration of evidence-based and effective countermeasures that are supported and recognized by NHTSA; and,
3. Evaluating previously GOHS-funded grant recipients in their ability to address highway safety problems and concerns at the local and state levels.

The primary data sources used in the HSP process, planning, and prioritization of problem areas are:

- Fatality Analysis Reporting System (FARS),
- Georgia Crash Reports (i.e., Georgia Crash Reporting System – GEARS and Numetric),
- Occupant Protection Seatbelt Observation Report; and,
- Georgia Crash Outcomes Data Evaluation System (CODES).

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, GOHS's injury epidemiologist uses the most recent data points to assess the progress within each performance measure by comparing the new data points to the measure baseline values, projected trajectory, and target values established in previous years. Using the five-year moving average, GOHS determines the "best fit" line and projections to assess whether Georgia has met or is on track to meet previously established targets for each performance measure. These performance measures are used as a guide to further investigate the depth of the problem and answering the who, what, when, where, and the cause ('why') of each prioritized measure. This deeper investigation is used to strategically focus the resources and efforts in specific locations and areas across the state of Georgia. Other data sources that are used to identify and further investigate priority areas are described in the sections below.

GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reduce serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in the efforts and programs that are being implemented. Additionally, each year GOHS funds the University of Georgia to conduct an outcome and process evaluation of the funded grantees. The aim of the evaluation study is to determine how grantees were able to address highway safety problems and concerns at the local/state

levels and their ability to fulfill the requirements of the awarded application. Grantees that have demonstrated success in implementing their programs specific to the prioritized performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other existing and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

PROCESS PARTICIPANTS

In developing the Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) collaborates and receives input from the following agencies, entities, and groups:

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety (Georgia State Patrol)
3. Georgia Department of Public Health
4. Georgia Department of Transportation
5. Georgia Public Safety Training Center
6. Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS)
7. Prosecuting Attorneys Council of Georgia
8. Georgia Traffic Records Coordinating Committee
9. Injury Prevention Planning Council
10. University of Georgia (third-party evaluator)
11. Previously funded GOHS grantees from state agencies, community-based agencies, and local groups
12. Strategic Highway Safety Plan Task Teams:
 - Impaired Driving
 - Occupant Protection
 - Distracted Driving
 - Intersection Safety
 - Roadway Departure
 - Young Adult Drivers
 - Older Drivers
 - Pedestrian Safety
 - Bicycle Safety
 - Motorcycles
 - Heavy Trucks
13. Other programs listed within the Strategic Highway Safety Plan include the Georgia Office of EMS/Trauma, Traffic Records and Crash Outcome Data Evaluation System (CODES).

DESCRIPTION AND ANALYSIS OF GEORGIA'S HIGHWAY SAFETY PROBLEM

In 2019, Georgia experienced 1,491 traffic fatalities¹, 7,308 serious injuries², and 406,290 motor vehicle crashes on Georgia roadways. In 2019, the total number of roadway fatalities decreased by 1% (14 fewer fatalities) in comparison to the previous year. The top five counties with the highest roadway fatalities were: Fulton (144 fatalities, +10% increase from the previous year), DeKalb (79, -27%), Cobb (67, +18%), Gwinnett (61, -2%), and Clayton (51, +13%). GOHS recognizes the need to address specific causes of motor vehicle fatalities across the NHTSA traffic safety performance measures.

- **Unrestrained Fatalities:** In 2019, the observed seat belt usage rate was 95.9% — a 0.4% net decrease compared to the observed usage rate in 2018. Despite this slight drop in observed usage in 2019, the number of unrestrained fatalities decreased by 13% (57 fewer fatalities) since 2018. The number of unrestrained fatalities decreased from 441 in 2018 to 384 in 2019.
- **Alcohol-Related Fatalities:** In 2019 there were 353 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 7% decrease (26 fewer fatalities) compared to 2018. These alcohol-impaired driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia.
- **Speed-Related Fatalities:** Between 2015 and 2017, the number of speed-related fatalities decreased by 7%. Between 2018 and 2019 where the number of speed-related fatalities decreased by 3% — from the 268 fatalities in 2018 to 260 fatalities in 2019. Speed-related fatalities accounted for 17% of all motor vehicle traffic fatalities in Georgia in 2019.
- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2019, there were 236 pedestrian fatalities in the state of Georgia — a 22% increase from 194 pedestrian fatalities in 2014. Sixteen percent of all traffic fatalities were pedestrians in 2019. Preliminary data³ suggest that pedestrian fatalities increased to **283** in 2020.

¹2019 FARS Final

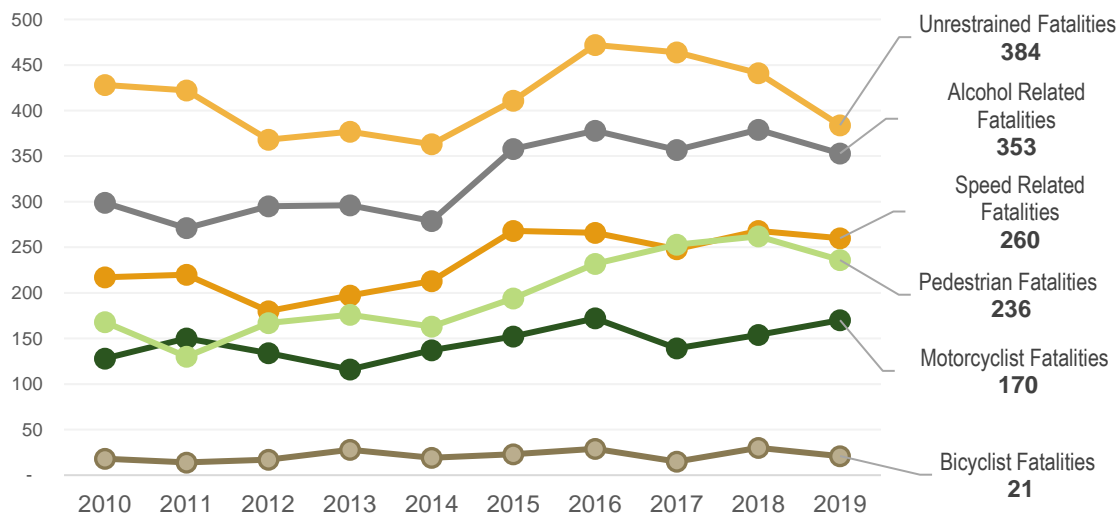
² In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Considerations" in Section 4: Performance Plan for more details about the change and adjustments in the dataset C-2 Serious Injury Traffic Safety Performance Measure.

³ Preliminary data from the Georgia Department of Transportation: Georgia Traffic Deaths – Yearly Total and Comparison, Office of Traffic Operations. 11 June 2021.

- Motorcyclist Fatalities:** In 2019, there were 170 motorcyclist fatalities in Georgia motor vehicle traffic crashes – an increase of 10% from the 154 motorcyclists fatally injured in 2018. Eleven percent of all traffic fatalities were motorcyclists. The number of un-helmeted motorcyclist fatalities decreased from 16 in 2018 to 15 in 2019. Preliminary data shows that motorcyclist fatalities remain an issue, with **179** motorcyclist fatalities in 2020.
- Bicyclist Fatalities:** In 2019, there were 21 fatalities in the state of Georgia (9 less fatalities compared to the previous year). One percent of all traffic fatalities were bicyclists in 2019. Preliminary data suggest that this problem area remains an issue, with **28** bicyclist fatalities in 2020.

The figure below shows the trend of each measure from 2010 to 2019.

Georgia Traffic Fatalities by Traffic Safety Performance Measure (2010-2019)



Source: FARS Final Datasets (2010-2019)

GOHS, along with partnering state agencies and local organizations, use the statewide five-year rolling average (2015-2019 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year. Specifically, GOHS contracted injury epidemiologist use the most recent data point to assess the progress within each performance measure by comparing the new data points to the measure baseline value, projected trajectory, and target value established in previous years. The projected path of trajectory (forecast) is determined using various regression models (linear, polynomial, power, exponential or logarithmic) that “best fit” the existing crash and fatal crash data. Performance measures where the new data point creates a projected path that is above the previous established target values are prioritized as highway safety problem areas. Performance areas that demonstrated a significant increase and therefore are moving away from the previously established annual targets are prioritized for the upcoming funding year.

The table below shows the five-year rolling average (2015-2019) and the forecasted values (2020-2022) by each traffic safety performance measure.

Georgia 5-Year Moving Average Traffic Fatalities (2015-2019) and Forecasted 5-Year Rolling Average Traffic Fatalities (2020-2022) by Traffic Safety Performance Measure

TRAFFIC SAFETY PERFORMANCE MEASURES		ACTUAL 5-Year Rolling Average					FORECASTED ⁴ 5-Year Rolling Average		
		2015	2016	2017	2018	2019	2020	2021	2022
C-1	Number of traffic fatalities	1,239	1,305	1,374	1,439	1,505	1,559	1,617	1,671
C-2	Number of serious injuries ⁵ in traffic crashes	4,743	4,825	4,922	5,264	5,836	6,518	7,393	8,443
C-3	Fatalities per 100 Million Vehicle Miles Driven	1.12	1.15	1.17	1.18	1.19	1.20	1.21	1.21
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	388	398	417	430	434	442	445	446
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	300	321	334	350	365	377	389	399
C-6	Number of speeding-related fatalities	216	225	238	253	262	275	288	301
C-7	Number of motorcyclist fatalities	138	142	143	151	157	163	171	180
C-8	Number of un-helmeted motorcyclist fatalities	9	8	10	12	14	17	21	26
C-9	Number of drivers aged 20 or younger involved in fatal crashes	159	164	171	178	183	189	196	202
C-10	Number of pedestrian fatalities	166	186	204	221	235	253	267	281
C-11	Number of bicyclist fatalities	20	23	23	23	24	24	25	25
ANNUAL MEASURES									
B-1	Observed seat belt use for passenger vehicles, front seat onboard occupants	97.3%	97.2%	97.1%	96.3%	95.9%	96.0%	96.0%	96.0%

INCREASING TRENDS

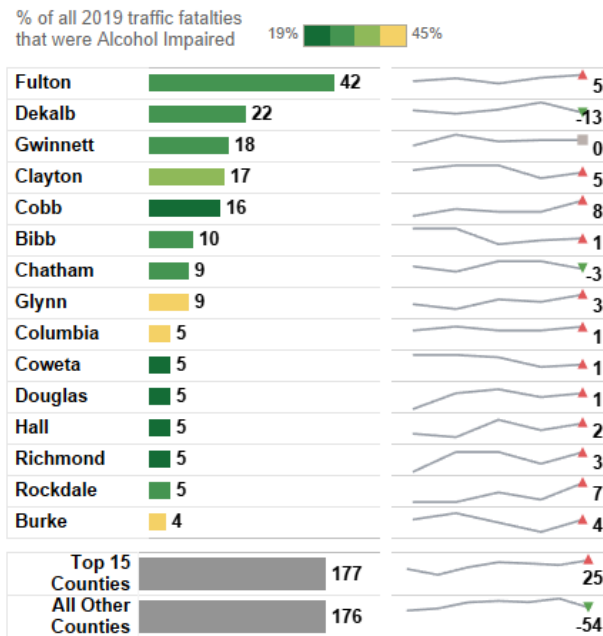
While some performance measures experienced a decrease in fatalities in 2019 compared to 2018, the 2020-2022 forecasts show an increasing trend for the 5-year moving average across all performance measures. GOHS has the immediate goal to slow the growth of fatalities and eventually decrease the number of fatalities across all performance measures.

⁴ Forecasted values are determined using various regression models (linear, polynomial, power, exponential or logarithmic) that “best fit” the existing crash and fatal crash data.

⁵ In April 2020, TRCC/CODES revised the ‘serious injury’ the definition and recalibrated the values from serious injury values in previous years. See “Serious Injury Data Considerations” in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.

Within each traffic safety performance area, GOHS then identifies geographical hotspots (areas with the highest increase in roadway fatalities), community partners (including law enforcement), and demographics (rural/urban areas and population composition) to determine where specific efforts and resources should be directed to address the identified traffic safety problems. Crash data (i.e., pedestrian crashes, bicyclist crashes, and motorcyclist crashes) and driver license data (i.e., percentage of youth with license or permit to drive) are also used to identify geographical hotspots and population characteristics for some traffic safety performance measures.

Top Counties with the Highest Number of Alcohol-Related Traffic Fatalities (C-5), 2019

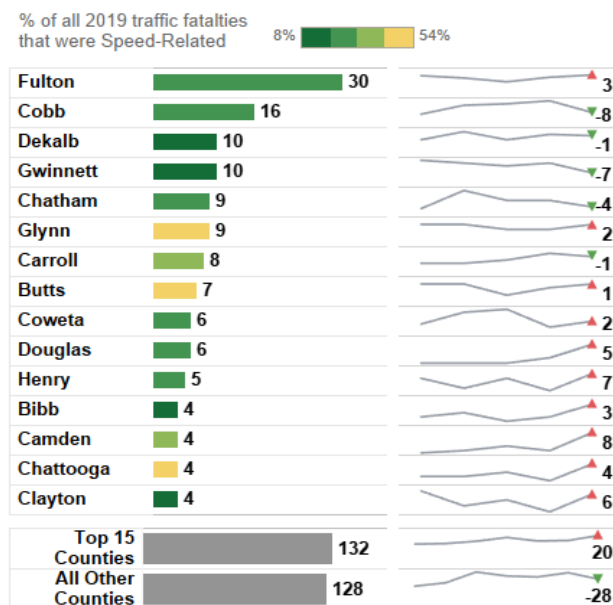


In 2019, 114 counties experienced at least one alcohol-related traffic fatality. Half (50%) of all alcohol-related fatalities occurred in these top 15 counties with 177 alcohol-related fatalities (+25 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are:

- Fulton County (42 fatalities, +5 fatalities compared to the previous year, 29% of all county fatalities were alcohol-related)
- DeKalb (22, -13, 28%)
- Gwinnett (18, 0, 30%)
- Clayton (17, +5, 33%)
- Cobb (16, +8, 24%)

Top Counties with the Highest Number of Speeding-Related Traffic Fatalities (C-6), 2019

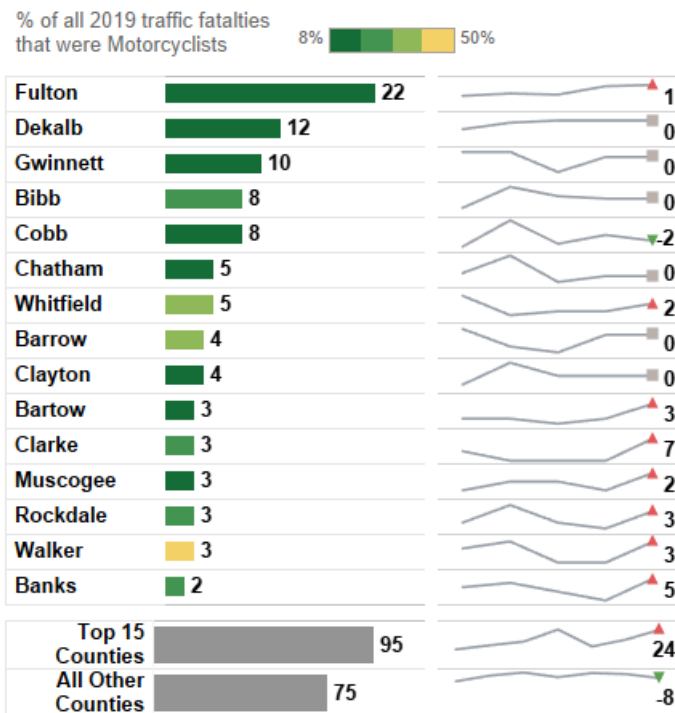


In 2019, 85 counties experienced at least one speed-related traffic fatality. Over half (51%) of all speeding-related fatalities occurred in these top 15 counties with 132 speed-related fatalities (+20 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving speeding are:

- Fulton County (30 fatalities, +3 fatalities compared to the previous year, 21% of all county fatalities were speed-related)
- Cobb (16, -8, 24%)
- DeKalb (10, -1, 13%)
- Gwinnett (10, -7, 16%)
- Chatham (9, -4, 30%)

Top Counties with the Highest Number of Motorcyclist Traffic Fatalities (C-7), 2019

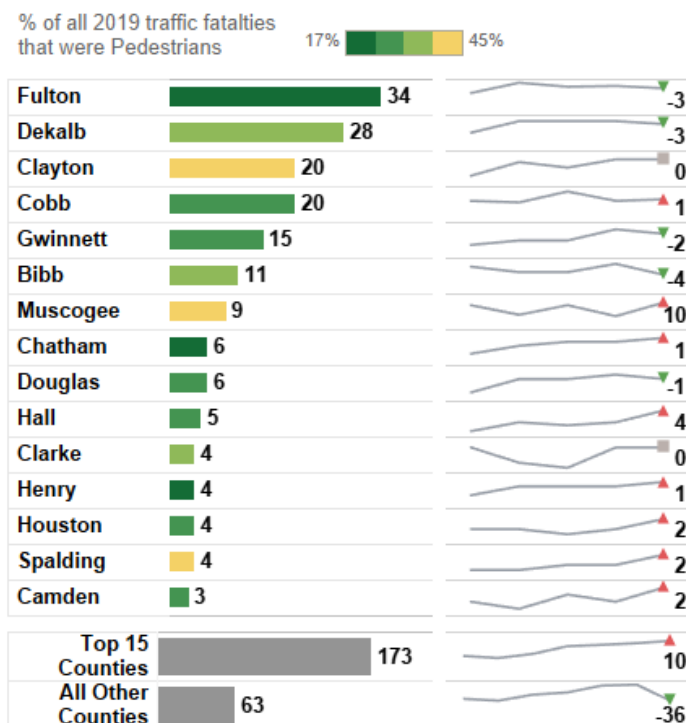


In 2019, 69 counties experienced at least one motorcyclist fatality. More than half (56%) of all motorcyclist fatalities occurred in these top 15 counties with 95 speed-related fatalities (+24 fatalities compared to the previous year).

The top counties with the highest number of motorcyclist fatalities are:

- Fulton County (22 fatalities, +1 fatalities compared to the previous year, 15% of all county fatalities were motorcyclists)
- DeKalb (12, 0, 15%)
- Gwinnett (10, 0, 16%)
- Bibb (8, 0, 23%)
- Cobb (8, 0, 12%)

Top Counties with the Highest Number of Pedestrian Traffic Fatalities (C-10), 2019



In 2019, 57 counties experienced at least one pedestrian fatality. Nearly three quarters (73%) of all pedestrian fatalities occurred in these top 15 counties.

The top five (5) counties with the highest number of pedestrian fatalities are:

- Fulton County (34 fatalities, -3 fatalities compared to the previous year, 24% of all county fatalities were pedestrians)
- DeKalb (28, -3, 35%)
- Clayton (20, 0, 39%)
- Cobb (20, +1, 30%)
- Gwinnett (15, -2, 25%)

Using this analytical approach, in addition to the consideration of resources available and knowledge of countermeasures that proven to work, GOHS prioritized the following traffic safety problems for FY2022:

- **C-5:** Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ in Fulton, DeKalb, Gwinnett, Clayton, and Cobb counties.
- **C-6:** Speeding-related fatalities in Fulton, Cobb, DeKalb, Gwinnett, Cobb, and Chatham counties.
- **C-7/C-8:** Motorcyclist and un-helmeted motorcyclist fatalities in Fulton, DeKalb, Gwinnett, Bibb, and Cobb counties.
- **C-10:** Pedestrian fatalities in Fulton, DeKalb, Clayton, Cobb, and Gwinnett counties.
- **C-11:** Bicyclist fatalities in Fulton and Chatham counties.

METHODS FOR PROJECT SELECTION

To address the identified highway safety problem areas, GOHS solicits data-focused applications that are in alignment with the mission to reduce crashes, injuries, and fatalities on Georgia roadways. Grant proposals are received through responses to Request for Proposals (RFPs) and through unsolicited submissions where documented highway safety problems exist.

The following is the FFY 2022 Planning Calendar that outlines the highway safety program planning and grant application processes.

FFY 2022 PLANNING CALENDAR

October 2020 – November 2020	Produce an annual ranking report and develop program's Request for Proposals (RFPs).
December 2020	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation. Prepare and submit the Annual Report to NHTSA for the previous FFY.
November 2020 – January 2021	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
December 2020 – May 2021	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2021 – February 2021	Receive FFY 2022 grant applications. Complete and submit internal grant applications.
January 2021 – June 2021	Identify and involve partners in the HSP planning process. Coordinate HSP and data collection for the state with SHSP.
February 2021 – June 2021	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft HSP to NHTSA
July 1, 2021	Submit Highway Safety Plan for NHTSA review and approval.
August 2021 – September 2021	Respond to NHTSA comments/recommendations. Award FFY 2022 grants.
October 2021	Beginning of the FFY 2022 grant year.
December 2021	Evaluate outcomes and results for use in next planning cycle and Annual Report to NHTSA.

Strategies for Project Selection

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

Request for Proposals (RFPs)

For the FFY 2022 grant year, GOHS developed specific and tailored RFPs that were distributed to communities with high traffic fatalities and serious injuries. The RFPs were advertised through many outlets including, but not limited to, the GOHS website, Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, Georgia Regional Commissions, Association County Commissioners of Georgia (ACCG), Georgia Association of Metropolitan Planning Organizations (GAMPO), Georgia Public Safety Training Center (GPSTC), and the Georgia Strategic Highway Safety Plan (SHSP) Partners.

Ranking System

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

Discretionary Grants

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

Renewal Process

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

Grant Application Process

Applications are generally accepted six to nine months before the beginning of each federal fiscal year, which begins October 1st. However, applications that address emerging, high-priority traffic safety concerns can be submitted anytime during the fiscal year. GOHS hosts a required application training for potential agencies that: 1) have never received GOHS grant funding; 2) do not have a grant with GOHS for the previous fiscal year; or 3) do have a current grant with GOHS but are seeking funds for a new project. All prospective grantees must submit their application using Electronic Grants of Highway Safety (eGOHS) Plus and are required to include the following in their applications:

- I. **Programmatic Description** – A clear definition of the highway safety problem(s) planned to be addressed using recent data and information; identification of existing resources that the community/jurisdictions are currently using to address the problem(s) identified; list of measurable and realistic objectives/activities/milestones that aligns to the target problem(s) identified; summary of the projected activities to be accomplished monthly; list of resources needed to accomplish the objectives; media plan for announcing the award of the grant to the local community; and a self-sufficiency statement that explains how the activities of the project will be continued after federal funds are no longer available to implement the project.
- II. **Budget Justification** – A detailed justification of each budget item that is allowable, reflective of a reasonable cost, and necessary to carry out the objectives and activities of the project.
- III. **Grant Terms and Conditions/Certifications** – The legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply.

Application Scoring and Ranking

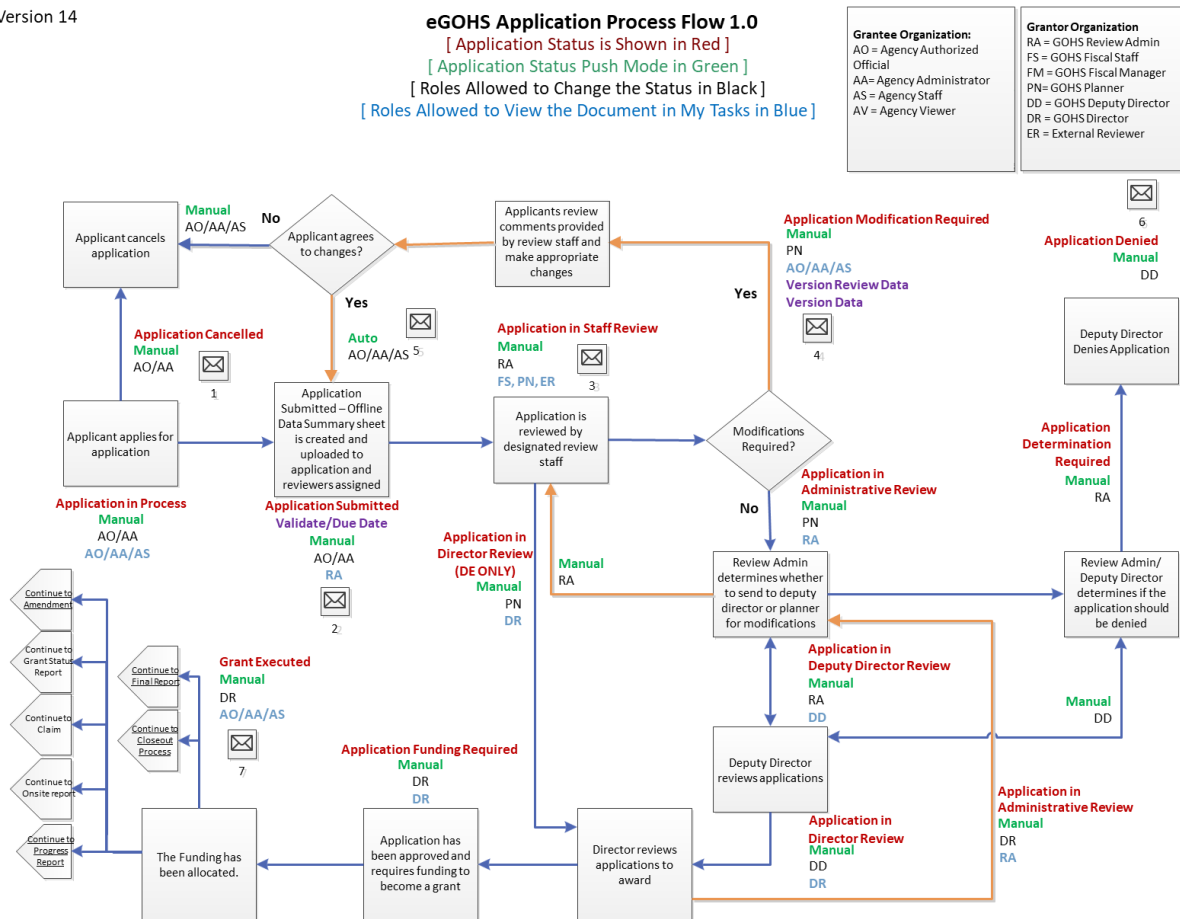
Once applications are submitted through the eGOHS-Plus system, they are reviewed using a staggered-review process. All external applications are assigned to a review panel which includes a GOHS Grant Manager, a staff member from the finance division, the contracted injury epidemiologist, and for new applications, an external reviewer. Due to their nature, new traffic enforcement networks (TEN), new students against destructive decisions (SADD), and new young adult (YA) applications do not receive an external reviewer. In-house projects do not require a review.

The applications are rated against several criteria that include, but not limited to, the strength of the proposed program to address traffic safety problems, potential traffic safety impact, crash injury and fatality rankings with the region of focus, pre-award risk assessment, and performance on previous grants. The final review includes the GOHS Compliance Manager, Deputy Director, and the Director. The applications selected are those that address the prioritized highway safety problems and have the greatest likelihood of success. Projects that have been deemed vital to the GOHS mission may receive funding for multiple years based on the availability of funds.

The figure below illustrates the application review process in the eGOHS-Plus system.

Electronic Grants of Highway Safety (eGOHS) Plus Application Review Process Flow

Version 14



Grant Selection Notification

The Authorized Official and the Agency Administrator of the awarded grants receive written notification of the grant award which includes the Governor's Office of Highway Safety Grant Terms and Conditions, and certifications. The applicant is notified electronically via eGOHS Plus and a hard copy is sent via U.S. Mail of the approval or denial of the highway safety grant application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities October 1 through September 30 of the designated federal fiscal year.

Grantee Training

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

Project Funding Period

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

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

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquisition cost of \$5,000 or more must be pre-approved from both The Governor's Office of Highway Safety and The National Highway Traffic Safety Administration (NHTSA). Grantees must ensure the equipment items follow Buy America Act and are purchased using their agency procurement policy.

Grant Monitoring

Throughout the grant year, GOHS Grant Managers and other GOHS staff, monitor all grants through monthly desktop reviews, Grant Status Reports, and onsite visits (if applicable). Grantees submit monthly progress reports which are reviewed by the GOHS Grant Manager. Monthly claims for reimbursement are also submitted monthly and reviewed by the GOHS Grant Manager and assigned GOHS Fiscal Staff to ensure compliance with the GOHS Grant Terms and Conditions. Grant Status Reports are completed on all grants each year. Depending on

funding level, risk assessment, and the numbers of years as a grantee will determine if an onsite visit is completed. Grantees will receive an onsite visit at least once every other year.

Grant Evaluation

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety utilizes an evaluation team to review application objectives and activities to ensure they are reasonable and attainable. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from the grantee.

LIST OF INFORMATION AND DATA SOURCES

The identification of highway safety problems, scoring of grant applications, and description of highway safety program areas were created using the most recent data and information available from the following sources:

- **Fatality Analysis Reporting System (FARS)**

FARS is a nationwide database developed by the National Highway Traffic Safety Administration (NHTSA), to provide the public with yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where fatal crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e., alcohol-impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).

- **Georgia Electronic Accident Reporting System (GEARS) and Numetric**

The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. GOHS uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where all motor vehicle crashes occur. In 2021, GEARS may be replaced with a new online query system, called Numetric, which will allow authorized users to conduct more detailed and specific analyses.

- **Occupant Protection Observational Survey**

Dr. James Bason conducted an observational survey of safety belt use and child safety seat use between March and September 2019. This research was conducted on behalf of GOHS and the University of Georgia Department of Health Promotion and Behavior. GOHS uses the survey findings to identify usage rates (including the use of motorcycle helmets) across the state and by geographic region, gender, race/ethnicity, and age group (e.g., children under 5 years of age).

Note: Due to COVID-19, NHTSA allowed states to submit a waiver for the seatbelt survey during the year 2020. Georgia accepted this waiver thus allowing the state to use the 2019 survey results for the 2022 Highway Safety Plan.

Source: Bason, James. J. "Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia" 2019. Survey Research Center, University of Georgia: Athens, Georgia

- **Georgia Crash Outcomes Data Evaluation System (CODES)**

CODES is funded by GOHS and brings together multiple agencies and highway safety data owners to identify opportunities to prevent injury and fatal crashes. CODES use probabilistic linking to determine the health outcomes and cost of individuals involved in motor vehicle crashes. By linking data from various sources, CODES creates comprehensive datasets used to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs. The data used for linking includes information from: Georgia Department of Transportation (GDOT), Georgia Department of Driver Services (DDS), and Georgia Emergency Medical Services Information System (GEMSIS). Each year, CODES improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.

- **Georgia Emergency Medical Services Information System (GEMSIS)**

GEMSIS is an electronic system that provides timely, accurate, and efficient data from the Emergency Medical Services (EMS) patient care reports. A purpose of GEMSIS is to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.

- **Georgia Department of Drivers Services and the Georgia Electronic Conviction Processing System (GECEPS)**

GOHS obtains licensing information from the Department and Driver Services and GECPS. GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of

reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten days of the date of the conviction.

- **Georgia Department of Public Health - Online Analytical Statistical Information System (OASIS)**

Hospitalization and emergency room records (discharge data) are constructed from the information and files supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals across the state through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient and emergency room data includes everyone seen and discharged from the emergency room. A hospital or emergency room record is classified as motor vehicle crash related based on the ICD10-CM system of disease classification – if the first (principal) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. Classified records are analyzed in OASIS by age, race, place, time, and gender. Measures such as discharge counts, population-based rates (crude and age-adjusted), and percentages of total discharges are also calculated in OASIS.

- **Attitudinal Surveys**

GOHS uses the most recent attitude surveys like the Georgia Behavioral Risk Factor Surveillance System (BRFSS), Georgia Youth Risk Behavior Surveillance System (YRBSS), and Georgia Pedestrian Safety Attitudes and Behaviors Survey to obtain greater insight into the behaviors of road users, vehicle passengers, and driver behaviors.

DESCRIPTION OF THE OUTCOMES FROM THE COORDINATION OF THE HSP, DATA COLLECTION, AND INFORMATION SYSTEMS WITH THE STATE SHSP

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan and provides strategic direction for the Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP). The SHSP task teams (comprised of experts across the 4 Safety E's: Engineering, Enforcement, Education, and Emergency Medical Services) prioritized the following highway safety areas for the 2019-2021:

- Impaired Driving
- Occupant Protection
- Distracted Driving
- Intersection Safety
- Roadway Departure
- Young Adult Drivers
- Older Drivers
- Pedestrian Safety
- Bicycle Safety
- Motorcycles
- Heavy Trucks / Commercial Motor Vehicles

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and the SHSP task teams. In lieu of having the SHSP Summit in 2021, SHSP will partner with the 2021 Highway Safety Conference hosted by the Governor's Office of Highway Safety to highlight critical transportation safety topics that are relevant to Georgia. Georgia's SHSP vision remains "Toward Zero Deaths", and the ultimate goal is to reduce crashes, injuries, and fatalities on Georgia roadways. Collaboration and coordination galvanized by the SHSP ensure uniformity among the prioritized traffic safety goals in Georgia, encourages a team effort in implementing safety programs, and promotes diversity in field disciplines and representation of stakeholder groups.

As such, the SHSP, HSP, and HSIP core performance measure target values are in alignment. ***The HSP and HSIP common performance measures (traffic fatalities, serious traffic injuries, and traffic fatalities per 100M VMT) are updated annually using the most recent FARS and crash data available and have the same annual target values.*** Annual progress within all traffic safety performance measure is compared to the SHSP established goals and targets for year 2022. The table below shows the matching HSP and HSIP target values from FY2019 to FY2022.

Alignment of 5-Year Rolling Average Targets in the Highway Safety Plan (HSP), Highway Safety Improvement Program (HSIP), and Strategic Highway Safety Plan (SHSP)

Common Core Performance Measures	Highway Safety Plan (HSP)			Highway Safety Improvement Program (HSIP)			Strategic Highway Safety Plan (SHSP)
	2020	2021	2022	2020	2021	2022	2022
C-1: Traffic fatalities (5-year rolling avg)	1,698	1,715	1,671	1,698	1,715	1,671	1,671
C-2: Serious traffic injuries (5-year rolling avg)	24,094	6,407	8,443	24,094	6,407	8,443	8,443
C-3: Traffic fatalities per 100M VMT (5-year rolling avg)	1.28	1.23	1.21	1.28	1.23	1.21	1.21

Section 3:

PERFORMANCE REPORT

- Traffic Safety Core Performance Measure Outcomes Compared to Baseline and Target
 - **C-1:** Number of traffic fatalities
 - **C-2:** Number of serious injuries in traffic crashes
 - **C-3:** Fatalities per 100 Million Vehicle Miles Driven
 - **C-4:** Number of unrestrained passenger vehicle occupant fatalities, all seat positions
 - **C-5:** Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
 - **C-6:** Number of speeding-related fatalities
 - **C-7:** Number of motorcyclist fatalities
 - **C-8:** Number of un-helmeted motorcyclist fatalities
 - **C-9:** Number of drivers aged 20 or younger involved in fatal crashes
 - **C-10:** Number of pedestrian fatalities
 - **C-11:** Number of bicyclist fatalities
 - **B-1:** Observed seat belt use for passenger vehicles, front seat onboard occupants

TRAFFIC SAFETY PERFORMANCE REPORT

Georgia used the most recent data available (2019 FARS data, 2019 crash reports, and 2019 seat belt observation survey) to determine if Georgia is 'on track' or 'not on track' to meet the FY2021 traffic safety targets established in the previous highway safety plan. Based on the projection calculations, Georgia is 'on track' to meet ten out of twelve FY2021 targets and 'not on track' to meet two FY2021 targets (C-2 and C-7). The table below shows the FY2021 target assessment, and the status of each measure based on the projections.

Georgia FY2021 Target Achievement Assessment

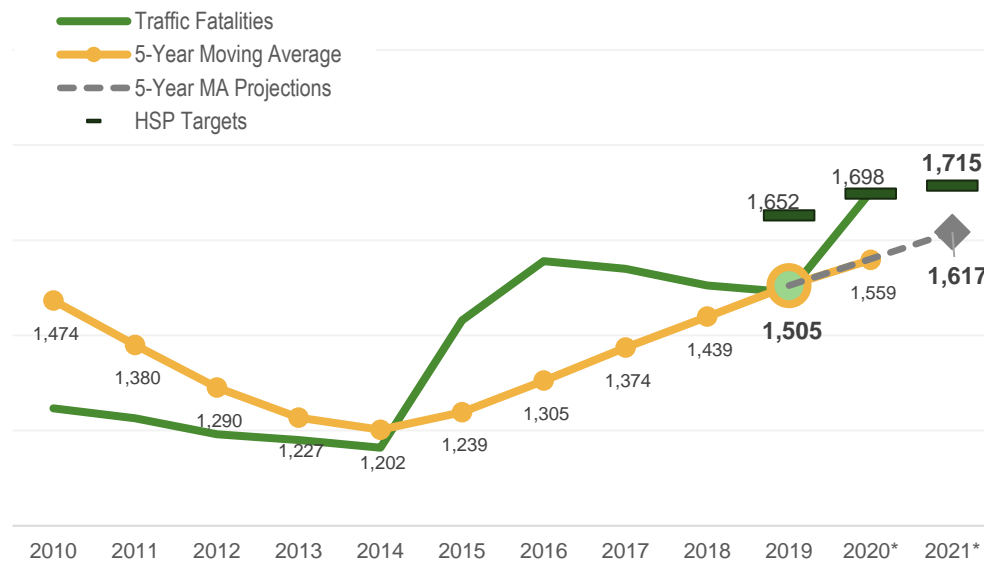
Traffic Safety Performance Measure		FY2021 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value ⁶	Progress Status
C-1	Number of traffic fatalities (FARS)	5-year: 2017-2021	1,715	1,617	● On Track
C-2	Number of serious injuries in traffic crashes (State Crash Data)	5-year: 2017-2021	6,407	7,393	● Not on Track
C-3	Fatalities per 100 Million Vehicle Miles Travelled (FARS)	5-year: 2017-2021	1.23	1.21	● On Track
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year: 2017-2021	527	445	● On Track
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ (FARS)	5-year: 2017-2021	394	389	● On Track
C-6	Number of speeding-related fatalities (FARS)	5-year: 2017-2021	305	288	● On Track
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2017-2021	166	171	● Not on Track
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	5-year: 2017-2021	28	21	● On Track
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-year: 2017-2021	222	196	● On Track
C-10	Number of pedestrian fatalities (FARS)	5-year: 2017-2021	300	267	● On Track
C-11	Number of bicyclist fatalities (FARS)	5-year: 2017-2021	27	21	● On Track
B-1	Observed seat belt use for passenger vehicles, front seat onboard occupants (state survey)	5-year: 2017-2021	94.1%	94.1%	● On Track

⁶ Progress status is determined using statistical projections with the most recent data available at the time of the FY22 HSP compilation – FARS 2019 data.

C-1: Number of Traffic Fatalities (FARS)

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-1 Number of traffic fatalities (FARS)	5-year: 2017-2021	1,715	1,617	● On Track



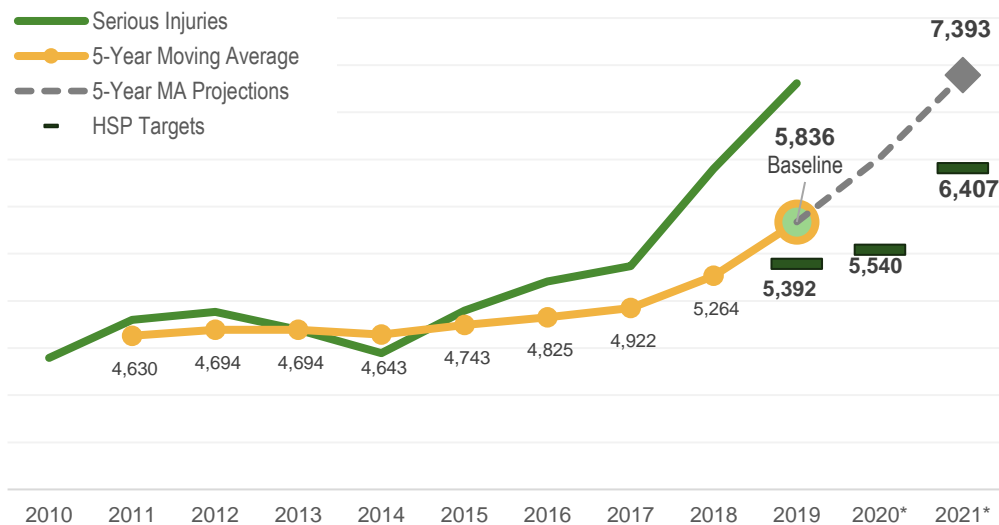
Program-Area-Level Report

While the 5-year rolling average number of traffic fatalities has steadily increased since 2014, Georgia experienced three consecutive years of decreases in the annual number of traffic fatalities between 2017 and 2019. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 1,715 traffic fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of traffic fatalities outcome was 1,617. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-2 Number of serious injuries in traffic crashes (State Crash Data)	5-year: 2017-2021	6,407	7,393	● Not on Track



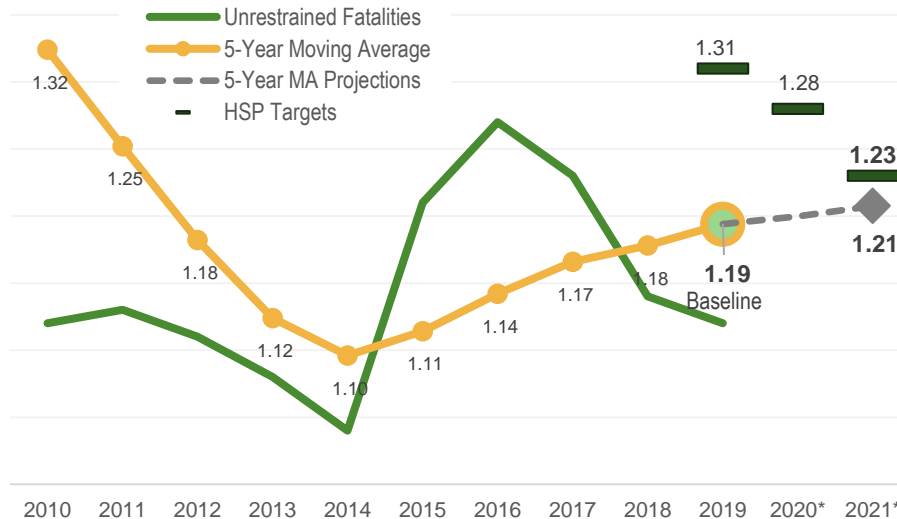
Program-Area-Level Report

The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, with substantial increases in 2018 and 2019. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 6,407 serious traffic injuries. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. The projected 2017-2021, 5-year rolling average number of serious injuries is 7,393. **Georgia is 'not on track' to meet this FY2021 HSP target.**

C-3: Fatalities/VTM (FARS, FHWA)

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-3 Fatalities per 100 Million Vehicle Miles Travelled (FARS)	5-year: 2017-2021	1.23	1.21	● On Track



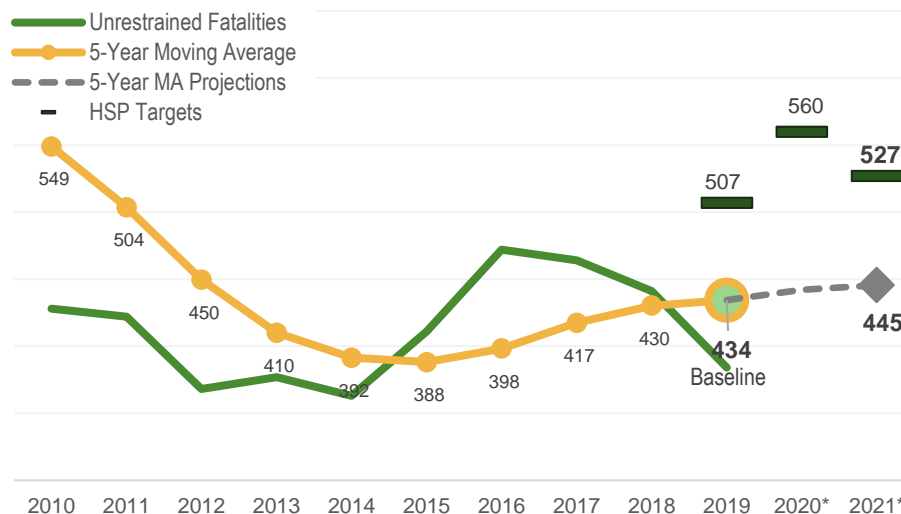
Program-Area-Level Report

Similar to the overall traffic fatalities performance measure (C-1), the 5-year rolling average traffic fatality rate per 100M VMT has steadily increased since 2014. However, Georgia experienced three consecutive years of decreases in the actual fatality rates between 2017 and 2019. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 1.23 traffic fatalities per 100M VMT driven. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average traffic fatality rate is 1.21. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year: 2017-2021	527	445	● On Track



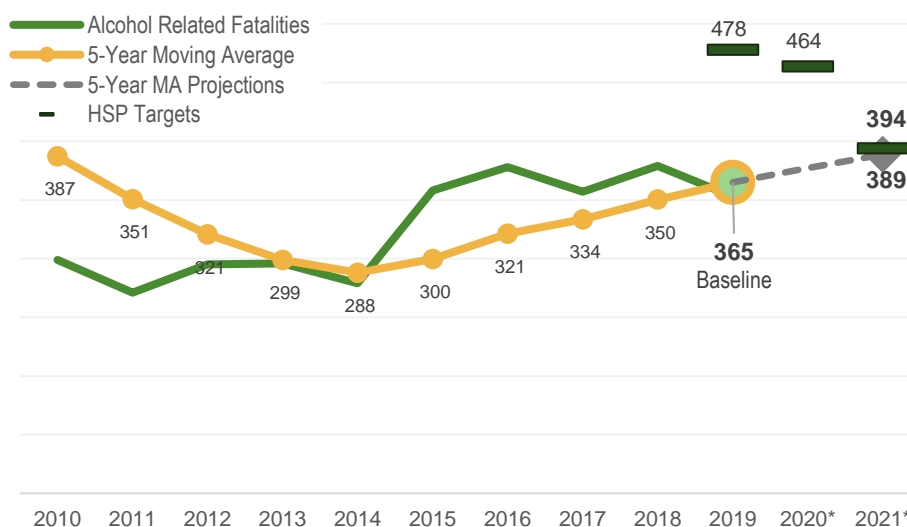
Program-Area-Level Report

While the 5-year rolling average number of unrestrained passenger vehicle occupant fatalities has steadily increased since 2015, Georgia experienced three consecutive years of decreases in the actual number of unrestrained passenger fatalities between 2017 and 2019. Between 2016 and 2019, Georgia experienced 88 less unrestrained fatalities (18% decrease). In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 527 unrestrained fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of unrestrained fatalities is 445. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ (FARS)	5-year: 2017-2021	394	389	● On Track



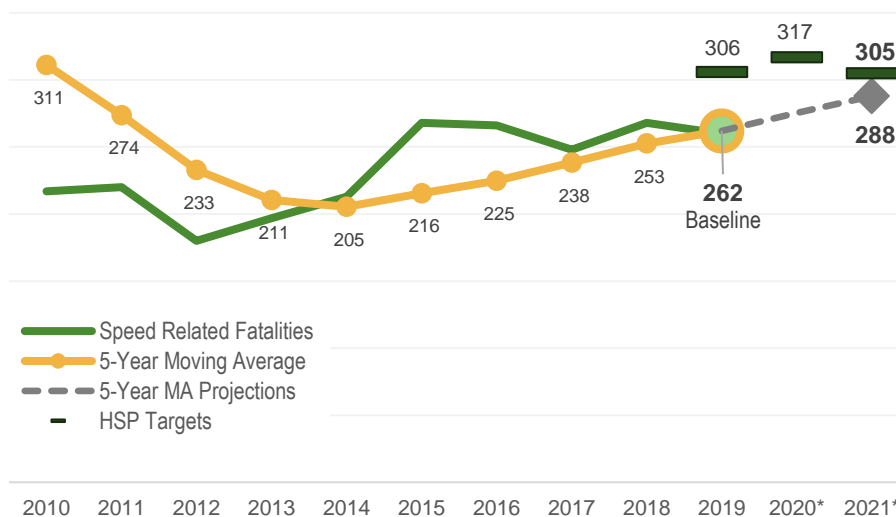
Program-Area-Level Report

The 5-year rolling average number of alcohol-related fatalities has steadily increased since 2014. In 2018, Georgia experienced a 7% decrease in the number of alcohol-related traffic fatalities compared to the previous year (from 379 in 2018 to 353 in 2019). In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 394 alcohol-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of alcohol-related fatalities is 389. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-6 Number of speeding-related fatalities (FARS)	5-year: 2017-2021	305	288	● On Track



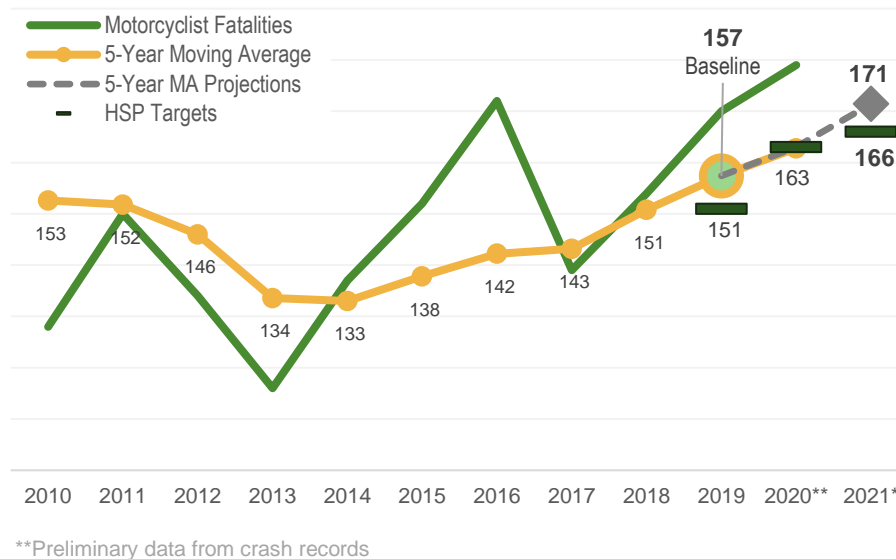
Program-Area-Level Report

The 5-year rolling average number of speed-related fatalities has steadily increased since 2014. However, the actual number of speed-related fatalities has fluctuated between 2014 and 2019. In 2018, Georgia experienced a 3% decrease in the number of speed-related traffic fatalities compared to the previous year (from 268 in 2018 to 260 in 2019). In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 305 speed-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of speed-related fatalities is 288. **Georgia is 'on track' to meet this FY2021 HSP target.**

C-7: Number of motorcyclist fatalities (FARS)

Progress: Not on Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-7 Number of motorcyclist fatalities (FARS)	5-year: 2017-2021	166	171	● Not on Track



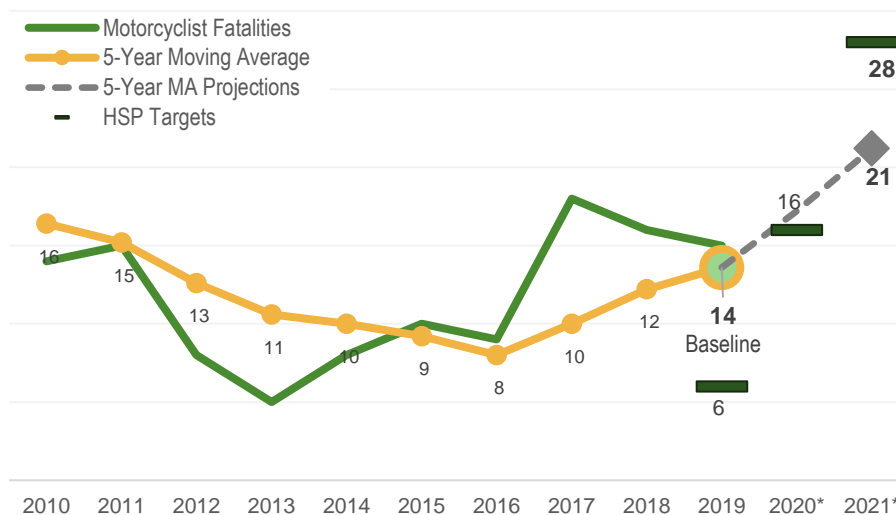
Program-Area-Level Report

The 5-year rolling average number of motorcyclist fatalities has steadily increased since 2014. The number of motorcyclist fatalities increased by 22% from 139 fatalities in 2017 to 170 fatalities in 2019. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 166 motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of motorcyclist fatalities is 171. **Georgia is 'not on track' to meet this FY2021 HSP target.**

C-8: Number of un-helmeted motorcyclist fatalities (FARS)

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-8 Number of un-helmeted motorcyclist fatalities (FARS)	5-year: 2017-2021	28	21	● On Track



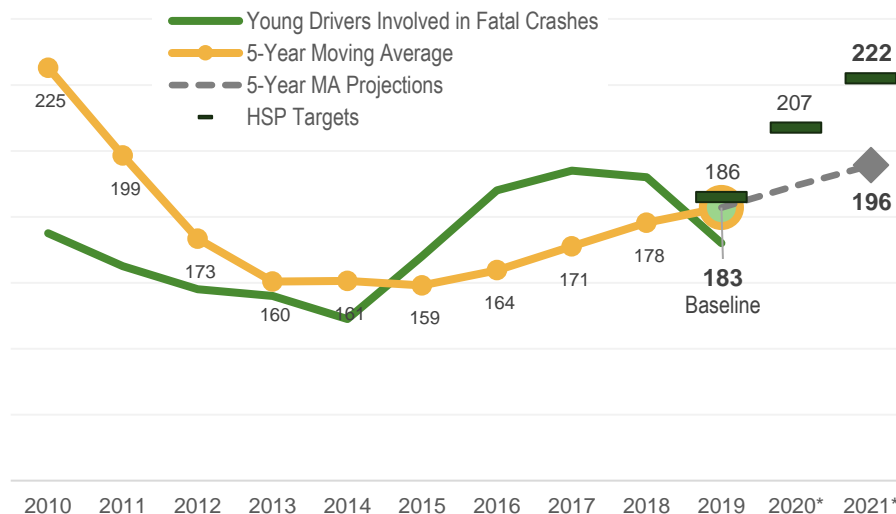
Program-Area-Level Report

Similar to motorcyclist fatality measure (C-7), the 5-year rolling average number of un-helmeted motorcyclist fatalities has steadily increased over recent years. The number of un-helmeted motorcyclist fatalities doubled from 9 in 2016 to 18 in 2017. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 28 un-helmeted motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of un-helmeted motorcyclist fatalities is 21. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-9 Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-year: 2017-2021	222	196	● On Track



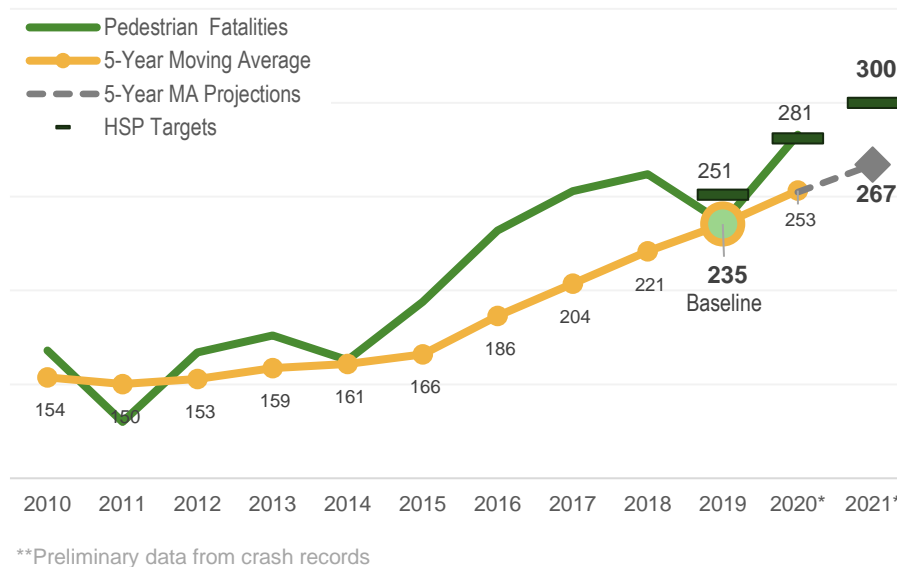
Program-Area-Level Report

The 5-year rolling average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers (age 20 years or younger) involved in fatal crashes decreased from 193 young drivers in 2018 to 172 young drivers in 2019. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 222 young drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of young drivers involved in fatal crashes was 196. **Georgia is 'on track' to meet this FY2021 HSP target.**

C-10: Number of pedestrian fatalities (FARS)

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-10 Number of pedestrian fatalities (FARS)	5-year: 2017-2021	300	267	● On Track



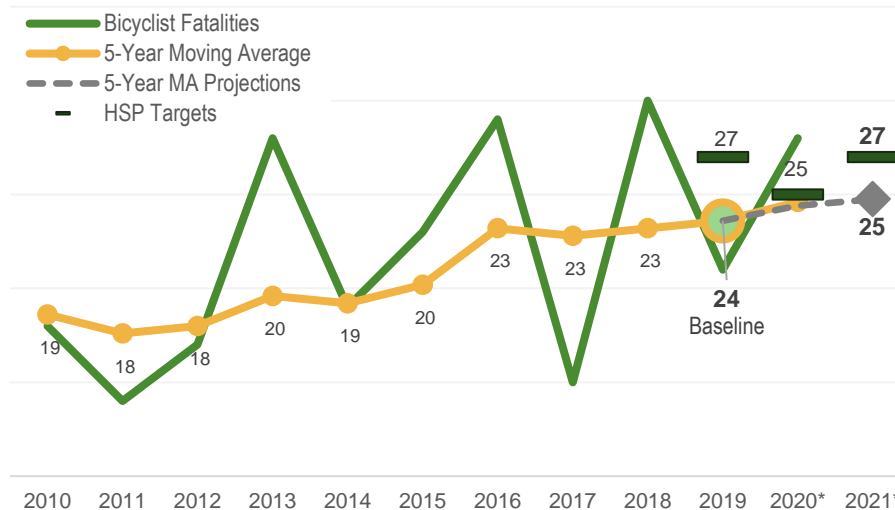
Program-Area-Level Report

The 5-year rolling average number of pedestrian fatalities has steadily increased since 2012. The number of pedestrian fatalities increased by 60% from 163 in 2014 to 261 in 2018. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 300 pedestrian fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of pedestrian fatalities was 267. **Georgia is 'on track' to meet this FY2021 HSP target.**

C-11: Number of bicyclists fatalities (FARS)

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-11 Number of bicyclist fatalities (FARS)	5-year: 2017-2021	27	21	● On Track



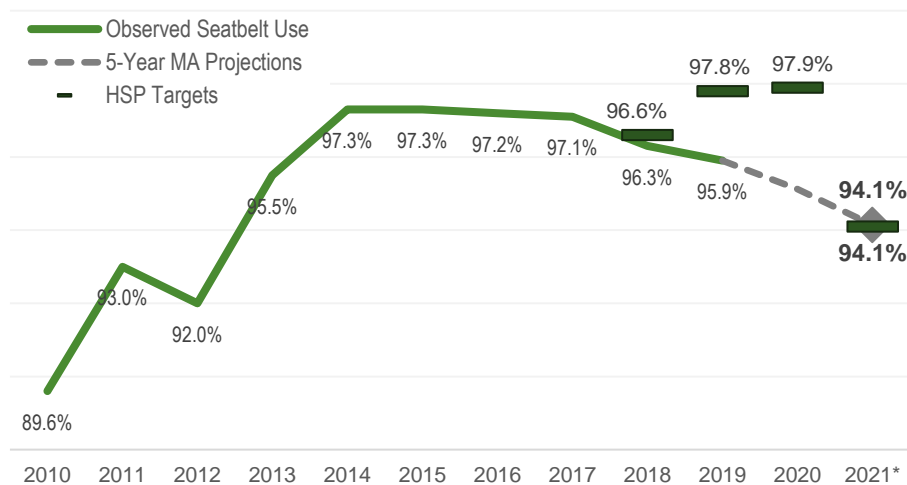
Program-Area-Level Report

The 5-year rolling average number of bicyclist fatalities has steadily increased since 2014. The number of bicyclist fatalities doubled from 15 in 2017 to 30 in 2018. In FY2021, GOHS established a target to stay below the 2017-2021, 5-year rolling average of 27 bicyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2017-2021, 5-year rolling average number of bicyclist fatalities was 25. **Georgia is 'on track' to meet this FY2021 HSP target.**

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

Progress: On Track to meet FY2021 target

Traffic Safety Performance Measure	FY2021 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
B-1 Observed seat belt use for passenger vehicles, front seat onboard occupants (state survey)	5-year: 2017-2021	94.1%	94.1%	● On Track



Program-Area-Level Report

Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. Despite this high seat belt usage rate and the decline in the number of unrestrained fatalities, the 2018 and 2019 observed rate decreased by net 0.8% and 0.4%, respectively. In FY2021, GOHS established a target to maintain the annual average seatbelt usage rate above the projected 94.1%. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.*

The projected 2017-2021, 5-year rolling average usage rate is 94.1%. **Georgia is 'on track' to meet this FY2021 HSP target.** GOHS is working collaboratively with researcher to modify the methodology and approach to the annual seat belt observation survey to yield findings that are in alignment with other data systems that track restraint use and traffic injuries.

Section 4:

PERFORMANCE PLAN

- Traffic Safety Performance Measures, Targets and Justification
 - C-1: Number of traffic fatalities
 - C-2: Number of serious injuries in traffic crashes
 - C-3: Fatalities per 100 Million Vehicle Miles Driven
 - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
 - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
 - C-6: Number of speeding-related fatalities
 - C-7: Number of motorcyclist fatalities
 - C-8: Number of un-helmeted motorcyclist fatalities
 - C-9: Number of drivers aged 20 or younger involved in fatal crashes
 - C-10: Number of pedestrian fatalities
 - C-11: Number of bicyclist fatalities
 - B-1: Observed seat belt use for passenger vehicles, front seat onboard occupants
- Grant Program Activity Reporting

FY2022 TRAFFIC SAFETY PERFORMANCE MEASURES & TARGETS

Georgia FY2022 Performance Measure Targets (5-Year Rolling Average)

Core Outcome Measures		Metric Type	Target	Base Years				
				2015	2016	2017	2018	2019
C-1	Traffic Fatalities	FARS Annual		1432	1556	1540	1505	1491
	To maintain traffic fatalities under the projected 1,696 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	1,671	1,239	1,305	1,374	1,439	1,505
C-2	Serious Injuries in Traffic Crashes	State Crash Data Annual		4,896	5,206	5,370	6,401	7,308
	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	8,443	4,743	4,825	4,922	5,264	5,836
C-3	Fatalities/100M VMT	FARS Annual		1.21	1.27	1.23	1.14	1.12
	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	1.21	1.12	1.15	1.17	1.18	1.19
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual		411	472	464	441	384
	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	446	388	398	417	430	434
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual		358	378	357	379	353
	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	399	300	321	334	350	365
C-6	Speeding-Related Fatalities	FARS Annual		268	266	248	268	260
	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	301	216	225	238	253	262

Core Outcome Measures		Metric Type	Target	Base Years				
				2015	2016	2017	2018	2019
C-7	Motorcyclist Fatalities	FARS Annual		152	172	139	154	170
	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	180	138	142	143	151	157
C-8	Un-helmeted Motorcyclist Fatalities	FARS Annual		10	9	18	16	15
	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	26	9	8	10	12	14
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual		168	188	194	192	172
	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	202	159	164	171	178	183
C-10	Pedestrian Fatalities	FARS Annual		194	232	253	262	236
	To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	281	166	186	204	221	235
C-11	Bicyclist Fatalities	FARS Annual		23	29	15	30	21
	To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	5-Year Rolling Avg.	25	20	23	23	23	24
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	State Annual	90%	97.3%	97.2%	97.1%	96.3%	95.9%

TARGET SETTING METHODOLOGY

GOHS, our state agency partners, and local organizations use the statewide five-year Rolling Average (2015-2019 FARS data) to determine the annual targets for each traffic safety performance measure. Specifically, GOHS plots the five most recent data points to determine the projected path using various regression models (linear, polynomial, power, exponential or logarithmic) that “best fit” the existing crash and fatal crash data. The best fit line shows the relationship between fatalities and time. The line with the highest R^2 value (reflective of a correlation between the time and fatalities) is used calculate the target values for FY2022.

OTHER CONSIDERATIONS

The FY2022 targets did not include the assessment of external or unforeseen circumstances that can impact traffic safety outcome measures, such as the Coronavirus (COVID-19) public health emergency response and changes in police monitoring, government responses, hospitalization rates, etc.

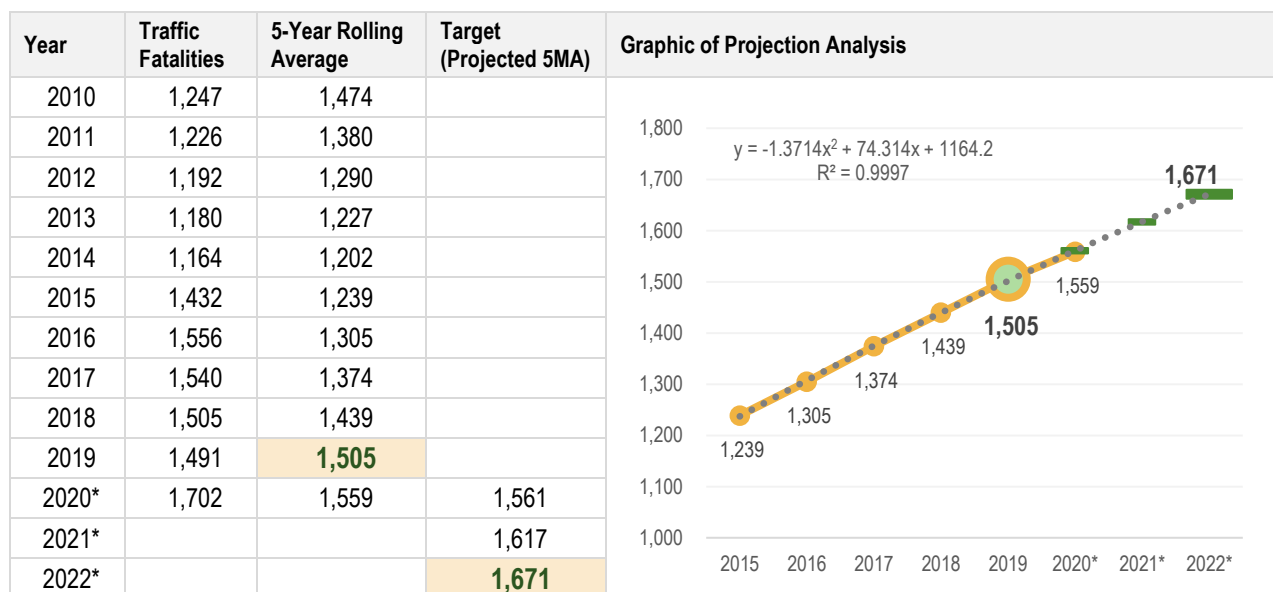
C-1: Number of Traffic Fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2018-2022
C-1	To maintain traffic fatalities under the projected 1,696 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	1,505	1,671

Performance Target Justification

During the period of 2015-2019, there was an increase in the unweighted 5-year rolling average number of traffic fatalities. Despite this increase in the averages, the actual number of traffic fatalities decreased in 2019 compared to 2018. Using the 5-year rolling average and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities in 2020 – 1,702 traffic fatalities.

While the FY2022 target is considered an “increasing target” (a value greater than the baseline), it is a lower number compared to the previous FY2021 HSP target of 1,715 traffic fatalities (2017-2021 rolling average).

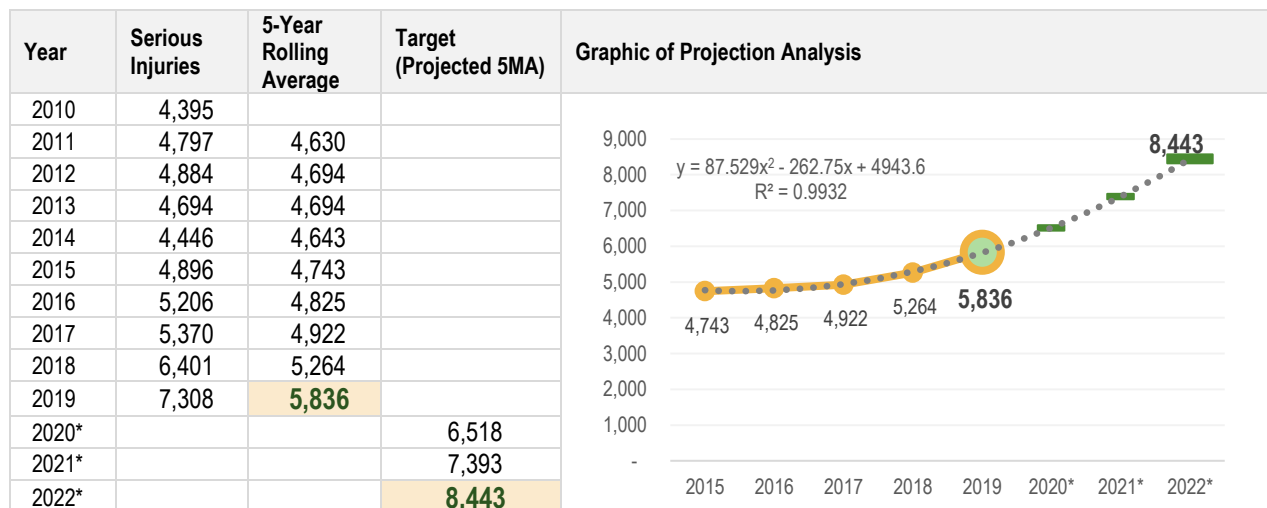


C-2a: Number of serious injuries in traffic crashes (State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2018-2022
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	5,836	8,443

Performance Target Justification

During the period of 2014-2019, there was an increase in the number of recorded traffic serious injuries. The number of serious injuries increased by 19% (+1,031 injuries) from 6,401 in 2018 to 7,308 in 2019. Using 5-year moving average and polynomial modeling (R² of 0.99), **GOHS set the target to maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.**



Serious Injury Data Considerations:

The Traffic Records Coordinating Committee (TRCC), Georgia Department of Transportation (GDOT), and Crash Outcomes Data Evaluation System (CODES) are making great strides in improving the quality of traffic serious injuries reporting in Georgia. After expanding the serious injury definitions (more detailed and specific for law enforcement) to meet the requirements of the Model Minimum Uniform Crash Criteria (MMUCC) KABCO⁷ scale in 2013, GDOT modified the Georgia Uniform Vehicle Accident Report and conducted a series of training for law enforcement. Part of the training emphasized how to properly report critical accident fields (such as the new 'suspected' serious injury definitions) and how to submit crash reports (electronic and/or paper) to GDOT. In addition to the police training, the data subcommittee is developing a process for checking police-reported serious injuries in the crash database by cross-referencing the queried values with Emergency Medical Services data and Hospital Records. Additionally, CODES is performing data linkages across all three data sources to assess the quality of recent crash reports and to recalibrate the values from serious injury values in previous years. In June 2020, the data subcommittee took the first step towards redefining and recalibrating the 'suspected serious injuries' from 2009 to 2019.

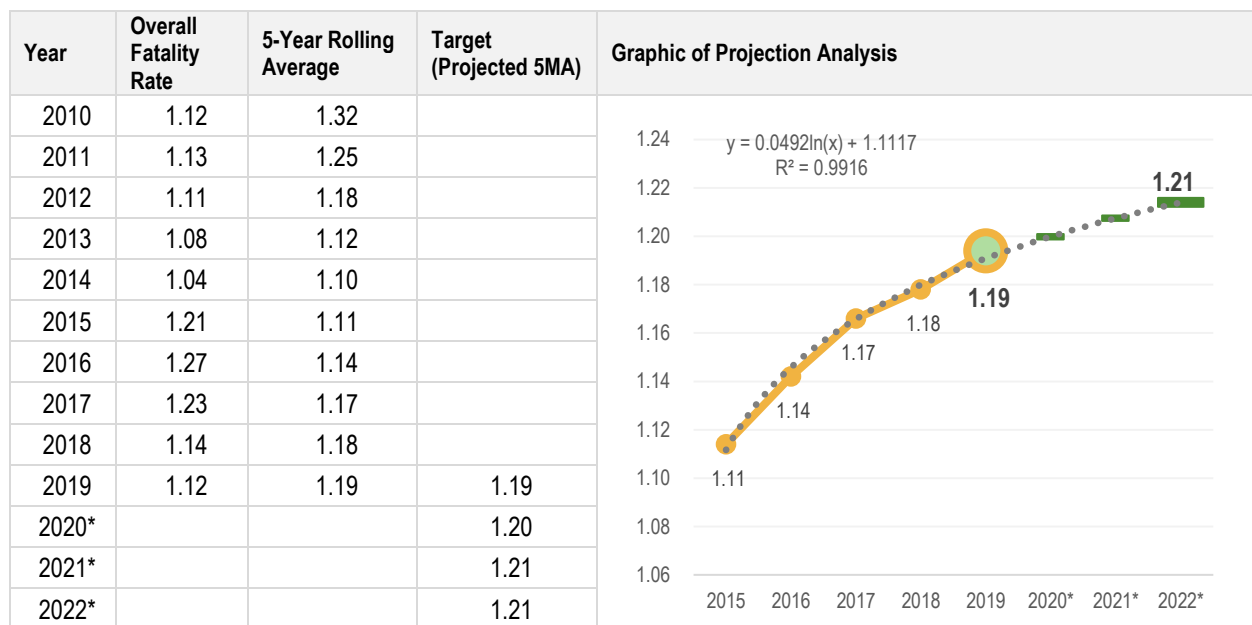
⁷ KABCO scale is a functional measure of the injury severity for any person involved in the crash. K-Fatal Injury, A-Suspected Serious Injury, B-Suspected Minor Injury, C-Possible Injury, and O-No Apparent Injury.

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

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2018-2022
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	1.19	1.21

Performance Target Justification

Since 2015, the 5-year rolling average traffic fatalities per 100M VMT has steadily increased. However, the rate decreased from 1.27 fatalities/100M VMT in 2016 to 1.12 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.** While the FY2022 target is considered an “increasing target” (a value greater than the baseline), it is a lower rate compared to the previous FY2021 HSP target of 1.23 fatalities/100M VMT (2017-2021 rolling average).

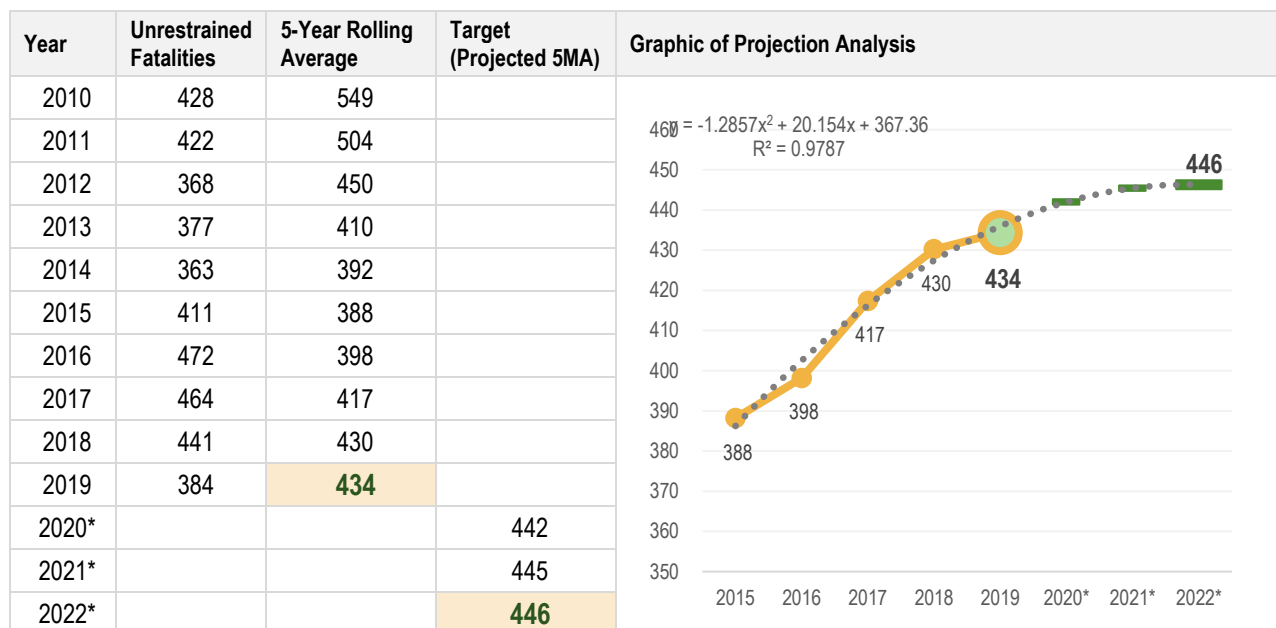


C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2018-2022
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	434	446

Performance Target Justification

Since 2015, the 5-year rolling average unrestrained traffic fatalities has steadily increased. However, the number of unrestrained fatalities steadily decreased by 19% from 472 in 2015 to 384 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.98), **GOHS set the target to maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.** While the FY2022 target is considered an “increasing target” (a value greater than the baseline), it is a lower number compared to the previous FY2021 HSP target of 527 unrestrained passenger vehicle occupant fatalities (2017-2021 rolling average).

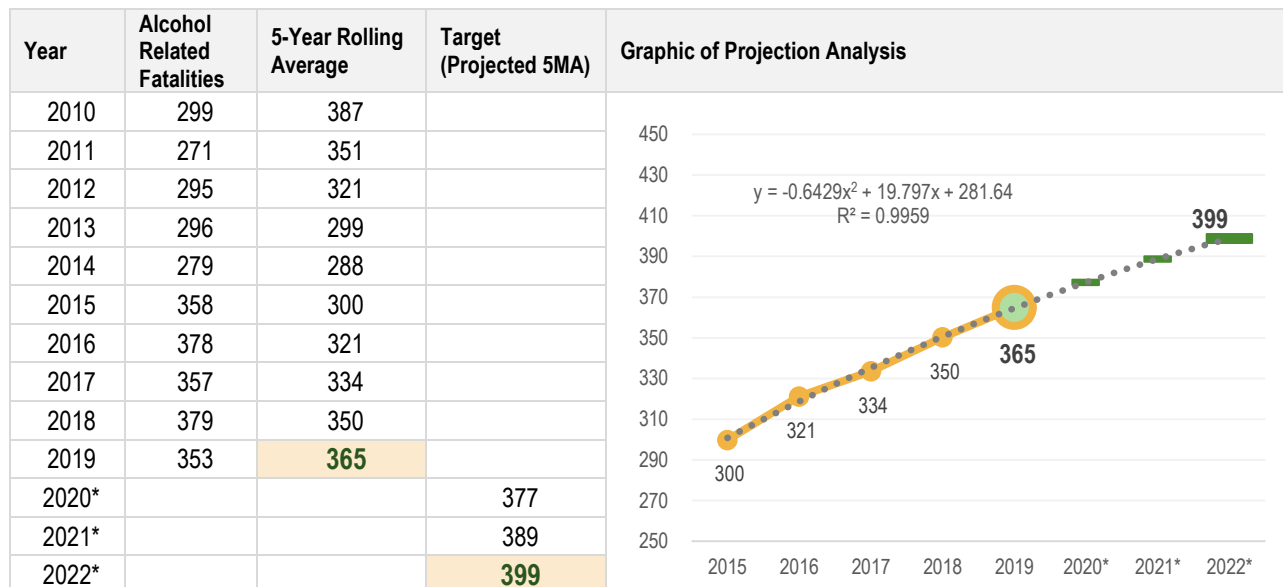


C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-5 To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	365	399

Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of alcohol-related fatalities decreased by 7% (26 fewer fatalities) from 379 in 2018 to 353 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.996), **GOHS set the target to maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.**

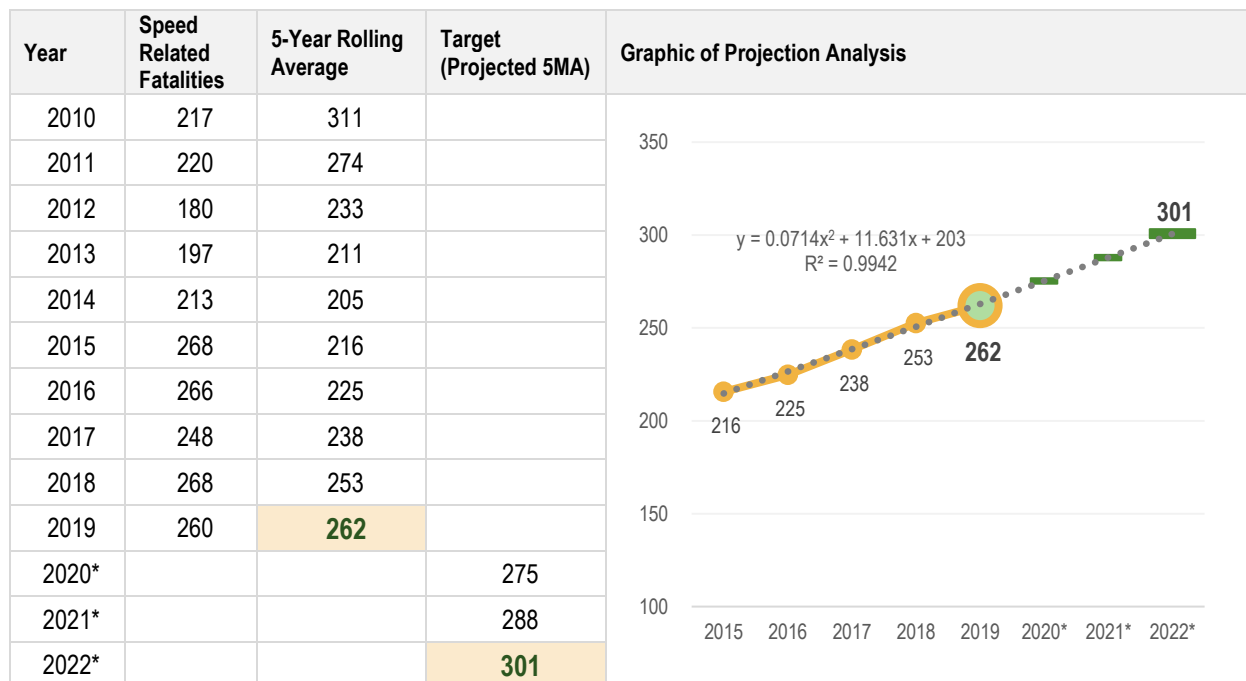


C-6: Number of speeding-related fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-6 To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	262	301

Performance Target Justification

Since 2015, the 5-year rolling average speeding-related fatalities has steadily increased. The number of speeding-related fatalities decreased by 3% (8 fewer fatalities) from 268 in 2018 to 260 in 2019. Using the 5-year rolling averaging method and a more conservative logarithmic modeling (R^2 of 0.65), **GOHS set the target to maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities and speeding-related fatalities in 2020.

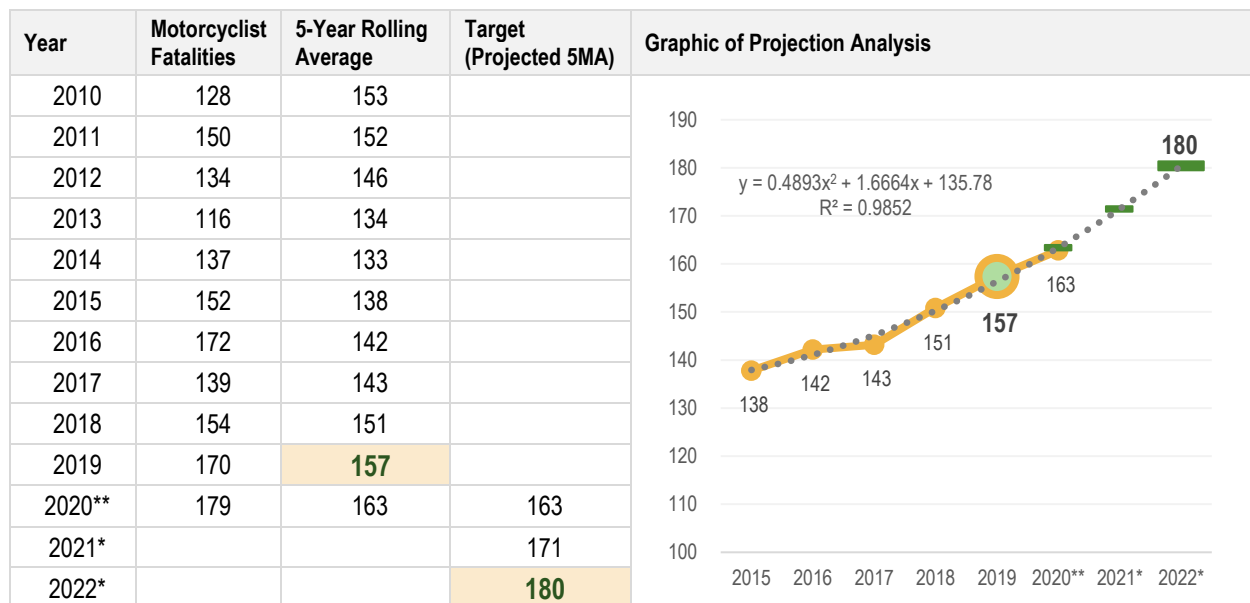


C-7: Number of motorcyclist fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-7 To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	157	180

Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of motorcyclist fatalities increased by 10% (16 more fatalities) from 154 in 2018 to 170 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.98), **GOHS set the target to maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.** This established target takes into consideration preliminary crash data that shows an increase in the number of motorcycle fatalities in 2020 – 179 motorcyclist fatalities.

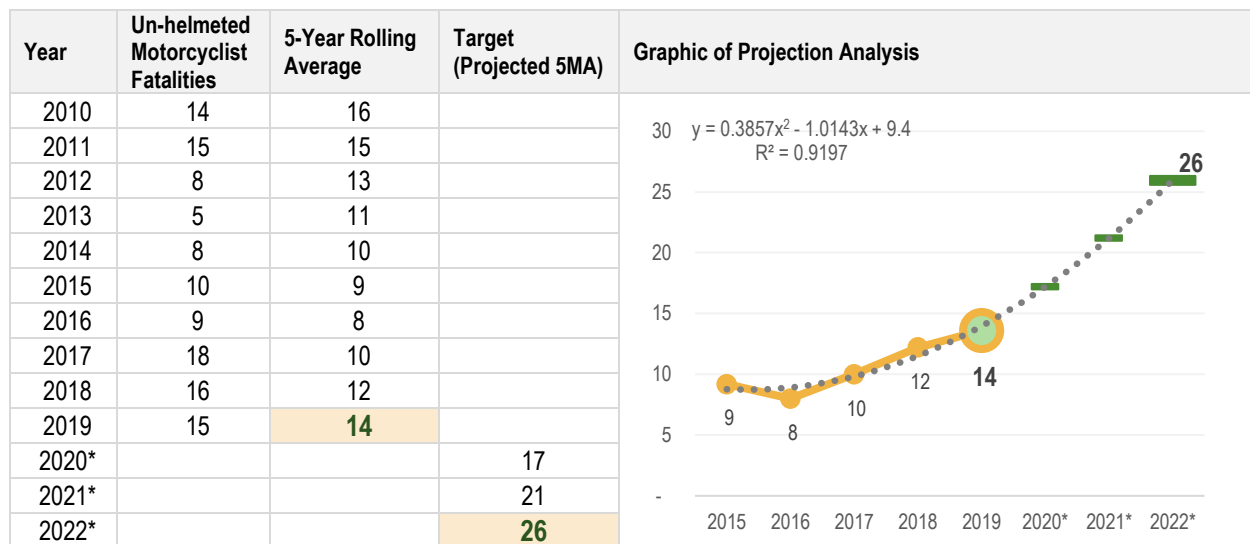


C-8: Number of un-helmeted motorcyclist fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-8 To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	14	26

Performance Target Justification

Since 2015, the 5-year rolling average of un-helmeted motorcyclist fatalities has steadily increased. In 2019, there were 15 un-helmeted motorcyclist fatalities – one less fatality compared to the previous year. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.92), **GOHS set the target to maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.**

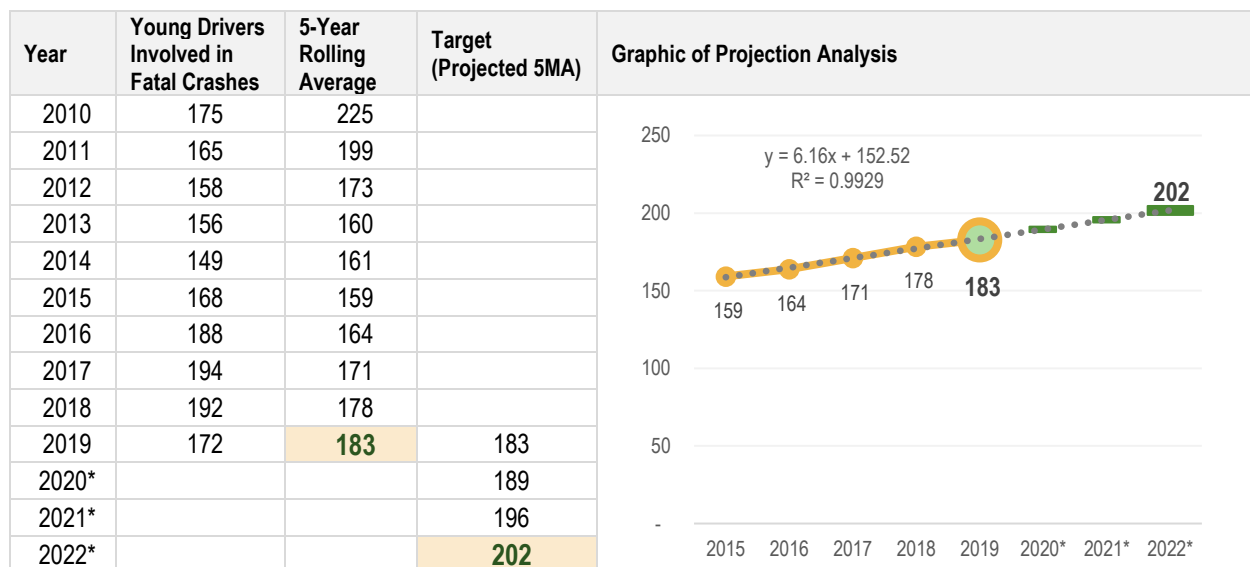


C-9: Number of drivers aged 20 or younger involved in fatal crashes (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-9 To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	183	202

Performance Target Justification

The 5-year rolling average number of young drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers involved in fatal crashes decreased by 10% (20 fewer young drivers) from 192 in 2018 to 172 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.** While the FY2022 target is considered an “increasing target” (a value greater than the baseline), it is a lower number compared to the previous FY2021 HSP target of 222 young drivers involved in fatal crashes (2017-2021 rolling average).



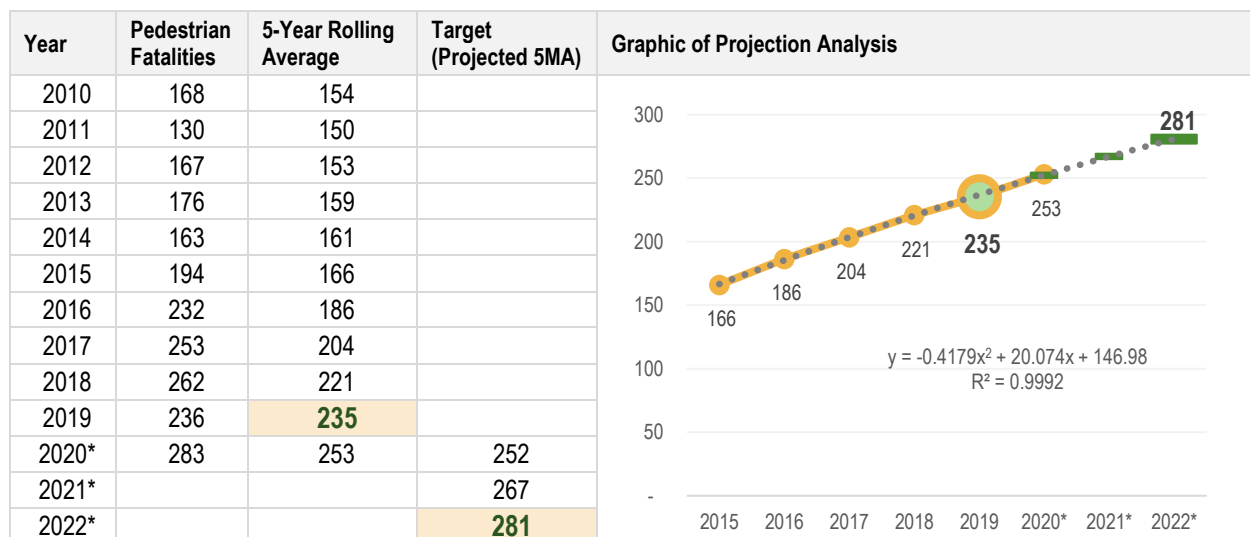
C-10: Number of pedestrian fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-10 To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	235	281

Performance Target Justification

Since 2015, the 5-year rolling average pedestrian fatalities has steadily increased over time. Despite the decrease in the number of pedestrian fatalities by 10% in 2019 compared to 2018 (26 fewer fatalities), preliminary data shows a substantial increase to 283 pedestrian fatalities in 2020.

Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.** While the FY2022 target is considered an “increasing target” (a value greater than the baseline), it is a lower number compared to the previous FY2021 HSP target of 300 pedestrian fatalities (2017-2021 rolling average).

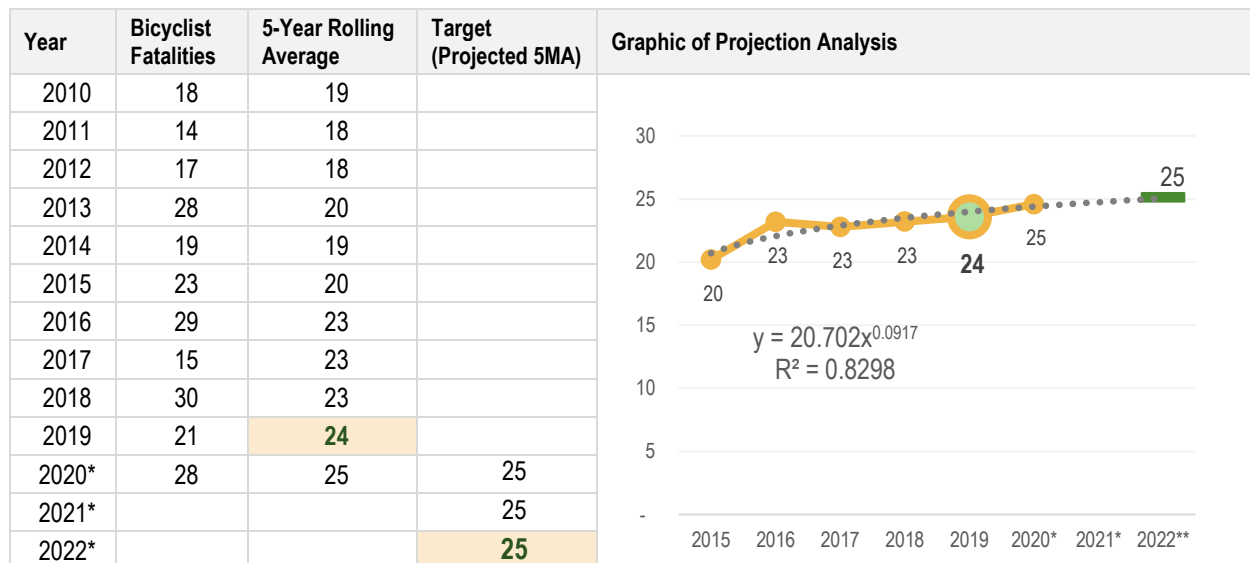


C-11: Number of bicyclists fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2018-2022
C-11 To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	Numeric, 5-Year Rolling Average	24	25

Performance Target Justification

Despite the fluctuations of bicyclist fatalities over the past decade, the 5-year rolling average bicyclists fatalities remained steadily around 23 since 2015. The number of bicyclist fatalities decreased by 9 fatalities from 30 in 2018 to 21 in 2019. Using the 5-year rolling averaging method conservative polynomial modeling (R^2 of 0.83), **GOHS set the target to maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.** This established target takes into consideration preliminary crash data that shows an increase in the number of bicyclist fatalities in 2020 – 28 bicyclist fatalities.



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

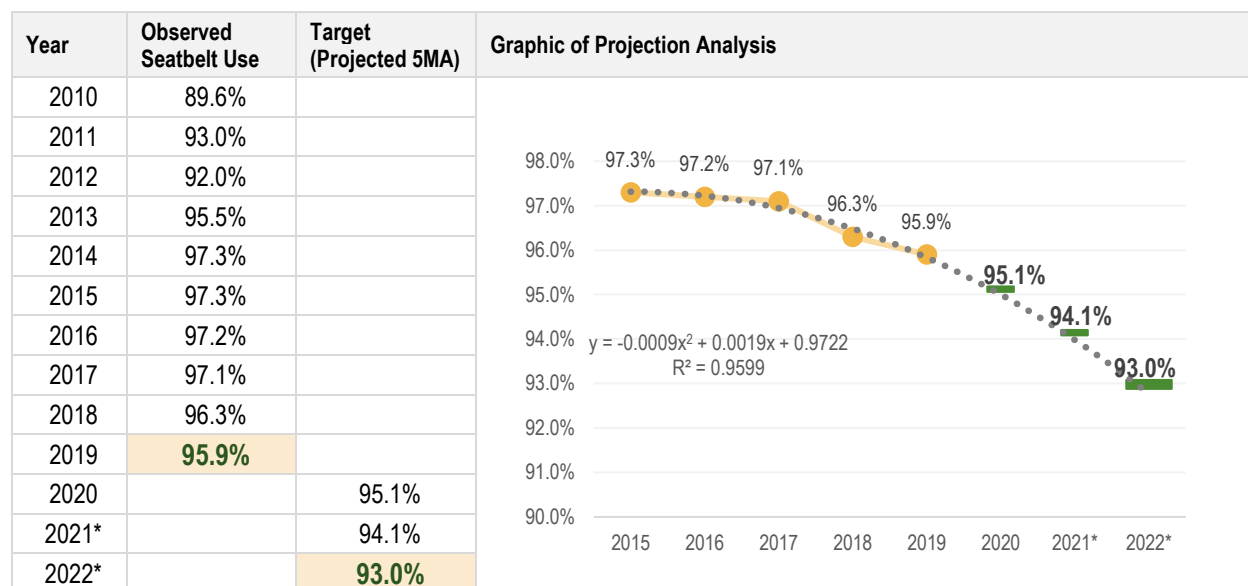
Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2018-2022
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	Numeric, Annual Value	95.9%	96.0%

Performance Target Justification

The statewide observed seatbelt usage rate has steadily declined since 2015. The statewide safety belt usage in 2019 for drivers and passengers of passenger cars, trucks, and vans was 95.9% — a 0.4% net decrease from 2018. According to the projection calculations, Georgia trends shows a continued decline in seat belt use.

GOHS and other stakeholders will be revising the methodology and approach used to conduct the seatbelt observational survey to obtain a more accurate picture of restraint use that better aligns with measures presented in other datasets. The observational survey was not conducted in 2020 due to the national and state response during the COVID-19 public health emergency. Stakeholders and other practitioners are aware of how this new methodology may impact the observed seatbelt usage trends and will exercise caution when interpreting historical and future trends.

GOHS set the target to increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants to 96.0% by 2022.



Observed Seatbelt Use Data Considerations:

GOHS will be working collaboratively with the newly awarded Emory University Injury Prevention Research Center to revise the methodology and approach used to conduct the seatbelt observational survey. GOHS and other stakeholders would like to obtain a more accurate picture of restraint use in the state that aligns with measures presented in other datasets (i.e., seatbelt citations, unrestrained daytime passenger vehicle occupant fatalities, unrestrained serious injuries, and other seatbelt misuse data). As such, GOHS and other stakeholders understand that the observed seatbelt values may decrease or not fall into the trendlines presented in this analysis.

GRANT PROGRAM ACTIVITY REPORTING

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

Seat belt citations: 14,573 (NOT including child restraint which was 3,190)

Fiscal Year A-1: FY 2020

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

Impaired Driving arrests: 8,696

Fiscal Year A-2: FY 2020

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

Speeding citations: 82,873

Fiscal Year A-3: FY 2020

Section 5:

PROGRAM AREAS

- 5.1** Planning & Administration
- 5.2** Communications (Media)
- 5.3** Community Traffic Safety Program
- 5.4** Distracted Driving
- 5.5** Impaired Driving (Drug & Alcohol)
- 5.6** Motorcycle Safety
- 5.7** Non-Motorized (Pedestrians & Bicyclists)
- 5.8** Occupant Protection
(Adult & Child Passenger Safety)
- 5.9** Police Traffic Services
- 5.10** Railroad Safety
- 5.11** Speed Management
- 5.12** Traffic Records
- 5.13** Young Driver (Teen Traffic Safety Programs)
- 5.14** Evidence-Based Traffic Safety Enforcement
Program (TSEP)
- 5.15** High Visibility Enforcement

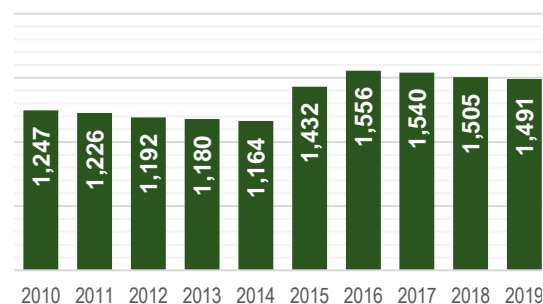
5.1 PLANNING & ADMINISTRATION

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

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

In 2019, Georgia experienced 1,491 traffic fatalities, 7,308 serious injuries, and 406,290 motor vehicle crashes on Georgia roadways. The figure to the right shows the 10-year trend of overall traffic fatalities from 2010 to 2019. In 2019, the total number of roadway fatalities decreased by 1% (14 fewer fatalities) in comparison to the previous year. The top five counties with the highest roadway fatalities were: Fulton (144 fatalities, +10% increase from the previous year), DeKalb (79, -27%), Cobb (67, +18%), Gwinnett (61, -2%), and Clayton (51, +13%).

Overall Traffic Fatalities, 2010-2019



Source: FARS 2010-2019 Annual Report File (ARF)

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

STRATEGIC HIGHWAY SAFETY PLANNING

The majority of activities undertaken by the Governor's Office of Highway Safety (GOHS) are oriented towards encouraging the use of passenger restraint systems, minimizing dangers associated with individuals driving under the influence of drugs and alcohol, reducing unlawful speeds and encouraging safe behavior while driving in general. While these activities are associated with behavioral aspects of transportation system usage, it is clear that the substantive safety issues these programs are seeking to address require further transportation planning efforts aimed at increasing transportation system safety. The relationship between the highway safety agency and the planning efforts of various transportation agencies is one that needs to be strengthened and strategies found to better integrate these processes.

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

• Planning	A process of collecting and maintaining a record of crashes, traffic, and highway data, analyzing available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.
• Implementation	A process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.
• Evaluation	A process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the crash experience before and after implementation, and a comparison of the pre- and post-project crash numbers, rates, and severity.
• Target Population	Planning, implementing, and evaluating highway safety programs and efforts that will benefit all of Georgia's citizens and visitors.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	1.19	1.21
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	14	26
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202
C-10	To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	235	281
C-11	To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	24	25
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PLANNED ACTIVITIES

Planning & Administration (P&A)

<i>Planned Activity Description:</i>	<p>This internal grant is responsible for the overall management of the Highway Safety Plan. The P&A grant supports eight (8) GOHS staff as follows: Director, Deputy Director, Executive Assistant, Finance Director, Grant Specialist III, Grant Specialist II, Financial Analyst III, and Network Administrator. P&A staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The goal of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.</p> <p>See Appendix C for GOHS Organizational Chart.</p>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PA-2022-GA-00-50	GAGOHS - Grantee	402PA: Planning and Administration	FAST Act 402PA	\$531,827.00
TOTAL				\$531,827.00

5.2 COMMUNICATIONS (MEDIA)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Communications Across Highway Safety Emphasis Areas

The communications and media initiative covers a variety of highway safety emphasis areas that include:

- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Distracted Driving
- Speeding
- Rural Roads

Impaired Driving: Drive Sober or Get Pulled Over

In 2019, Georgia suffered 1,491 fatalities in motor vehicle crashes. Alcohol-impaired driving accounted for 353 of those deaths, which means fatal alcohol-related crashes accounted for almost 24% of all crash deaths in Georgia in 2019. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is \$7.8 billion a year. Improvement is still needed for the state in as much as alcohol-related fatalities are anticipated to continue to be a prominent factor in Georgia's 2020 and 2021 crash data.

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

Motorcycle Safety: Share the Road

Based on FARS data from 2015 to 2019, the number of motorcyclist fatalities in Georgia increased by 12% over a five-year period from 152 motorcyclist fatalities in 2015 to 170 motorcyclist fatalities in 2019. As part of a speed and impaired driving countermeasure message strategy, GOHS uses paid media funds when available to target motorists in Georgia's secondary audience to enhance driver awareness of motorcyclists, to include using the "Share the Road" safety message. Funds are used to pay for a statewide radio/television campaign that airs in May when many motorcyclists are on the road due to warmer weather and NHTSA has designated the month as "Motorcycle Safety Awareness Month."

Occupant Protection: Click It Or Ticket

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data also shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly.

Although Georgia has had an observed seat belt use rate at 95 percent or higher from 2013-2019, 53 percent of the people killed in passenger vehicle crashes during this same seven-year period were either unrestrained or it was not known if they were restrained at the time of their crash.

In 2019, 38% of drivers who died in passenger vehicle crashes in 2019 were unrestrained at the time of their crash. This is a net 10% decrease from 2010 when 48% of the persons killed in passenger vehicles crashes were unrestrained. This is the first time in a decade that less than half of the person killed in passenger vehicle crashes were unrestrained or unknown restrained. While this decrease is so far just for one year, it is an indication that GOHS enforcement, education, and awareness efforts need to continue and expand where fatality data indicates.

Distracted Driving: Hands Free Georgia/Hands Free for Safety/Know When to Hit Send

Distracted driving, mainly caused by electronic devices, remains a major cause for fatal and serious injury traffic crashes across the nation and in Georgia. NHTSA data shows there were 3,152 people killed in crashes involving a distracted driver in 2019. This is a 10% increase from the number of distracted driving deaths reported in the United States in 2018. However, it is believed that the actual number of crashes, injuries and deaths caused by distracted driving is underreported.

Georgia's 'hands-free law' was enacted on July 1, 2018, and it may be one reason why the number of distracted driving deaths in Georgia decreased in 2019. According to FARS data, the 43 persons killed in crashes involving a distracted driver in 2019 is a 42% decrease from the 74 persons killed in crashes involving a distracted driver in 2015 and a 48% decrease from the 82 persons killed in crashes involving a distracted driver in 2017, which was the last calendar year before the 'hands-free' law took effect. While the downward trend in crash deaths is encouraging, more lives can be saved by increasing compliance with the hands-free law. GOHS' countermeasure message strategy is to target young adult drivers, including those between the ages 16-to-24, where cell phone use is the highest. This public information and education campaign will continue statewide with paid, earned, and owned media.

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

In 2019, the number of crash deaths in Georgia involving unsafe or illegal speed decreased by 3% from 2018. However, the percentage of crashes in Georgia that were speed-related in 2019 remained at 18% for a second consecutive year. For every 10 mph increase in speed, there is a doubling of energy released during a crash. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to

speed. Most drivers in those speed-related crashes fall within the demographics of Georgia's primary audience for paid media.

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

Operation Southern Shield

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

Target Population - Georgia's Primary Audience

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

As the nation continues to push for Transportation Equity in all highway safety programs, GOHS will continue to use media programs to reach Black, non-Hispanic and Hispanic populations of Georgia drivers with occupant protection and impaired driving highway safety messages. With NHTSA FARS data showing large increases in overall traffic deaths for both of these population groups from 2015-18, GOHS recognizes the critical need to increase highway safety messages and educational efforts. These populations are often hard to reach with media and other programs, but GOHS will use Hispanic radio and TV to reach the growing Hispanic population and will devote more resources to radio and television outlets with diverse audiences in paid media campaign planning.

Attitudinal Awareness Surveys

One of the major components in the grant process is to measure the effectiveness of all campaigns and projects. In 2020, GOHS and its partners at the Traffic Safety and Research Group at the University of Georgia's School of Public Health conducted a study to determine the effectiveness of the messaging to influence behavior in GOHS' "Drive Sober or Get Pulled Over", "Click It or Ticket", and "Hands-free" media campaigns. The results found that 92% of the 827 survey respondents were aware of the "Click It or Ticket" message, 78% were aware of "Drive Sober or Get Pulled Over", and 72% were aware of the "Hands-free4Safety/Know When to Hit Send" message.

The survey also found that more than 60% of the respondents heard GOHS Click It or Ticket, Drive Sober and Hands-free messages on television. On radio, 30% of respondents heard GOHS CIOT messaging, 26% heard Drive Sober messaging, and 38% percent heard hands-free messaging.

For questions regarding GOHS campaigns influencing driver behavior, 83% of the 827 respondents said the CIOT messaging did influence their driving behavior, 76% said Drive Sober messaging did influence their behavior, and 77% percent said the hands-free messaging did influence their driving behavior.

The results from this survey show GOHS the need to continue to use television/radio paid media for messaging that will continue to promote seat belt use, sober driving, and alert driving. The survey also shows GOHS needs to continue to develop effective radio, television, and digital media messaging to reach target audiences.

Paid/Earned Media

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

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

Paid Media campaigns and dates include:

Click it or Ticket:	Thanksgiving 2021
Drive Sober:	Christmas/New Year's 2021-2022
Click It or Ticket:	Memorial Day 2022
Drive Sober:	Independence Day 2022
Drive Sober:	Labor Day 2022

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

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	1.19	1.21
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	14	26
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202
C-10	To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	235	281
C-11	To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	24	25
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none">• Communication Campaign:<ul style="list-style-type: none">○ Impaired Driving○ Motorcycle Safety○ Occupant Protection• Communication Paid Media:<ul style="list-style-type: none">○ Impaired Driving○ Motorcycle Safety○ Occupant Protection○ Distracted Driving
--------------------------------	--

Communication Campaign

Impaired Driving

Project Safety Impacts

GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices of the four Region IV states. GOHS will conduct earned media events prior to holidays and occasions that are normally associated with the consumption of alcohol such as the Super Bowl, St. Patrick's Day, July 4th, and the Christmas/New Year's holidays. GOHS will also support enforcement efforts during the July 4th, Labor Day and Christmas/New Year's holidays with paid radio and television message campaigns. GOHS will also use social media to promote sober driving and discourage those who are impaired from getting behind the wheel using graphics, videos and other material created by GOHS and provided by NHTSA.

Linkage Between Program Area

With alcohol-related traffic deaths in Georgia decreasing by only 1% from 2015-2019, enforcement efforts with "Drive Sober or Get Pulled Over" and "Operation Zero Tolerance" will continue. The only way to prevent alcohol-impaired crashes is to keep impaired drivers from getting behind the wheel. The earned media, paid media and social media projects will be aimed at influencing behavior and promoting sober driving with concentrated messaging on the enhanced enforcement, risks to public health and the consequences of being arrested for a DUI. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television PSA's use one or a combination of these messages.

Rationale for Selection

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

Motorcycle Safety

Project Safety Impacts

GOHS will use paid and social media during Motorcycle Safety Awareness Month in May to enhance driver awareness of motorcyclists, to include the “Share the Road” safety message. GOHS will also use social media to promote sober motorcycle operation and “Share the Road” and “Be Seen” messages to reduce all types of motorcycle-related crashes, deaths, and injuries. The “Look Twice” paid media campaign in May will promote the increase of motorcycles on the roads as the weather gets warmer.

Linkage Between Program Area

The number of motorcycle fatalities in Georgia (170) in 2019 is an 10% increase from the previous year and is a 12 percent increase over a five-year period (2015-2019). The total number of motorcycle fatalities for the year was just above the five-year moving average of 157 for 2019 which is below the goal of 159 for 2020.

Rationale for Selection

The Motorcycle Communications Outreach countermeasure goal is to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May, which NHTSA has designated as Motorcycle Safety Awareness Month. With the five-year moving average set even higher at 164 motorcycle fatalities for 2020, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Occupant Protection

Project Safety Impacts

GOHS will use paid, earned and social media to promote seat belt and child passenger seat use for all drivers and passengers. We will work with partners in state agencies and other groups to hold earned media events prior to major travel holidays such as Memorial Day and Thanksgiving. Paid media and social media messages will support Click It or Ticket seat belt enforcement efforts prior to these holidays. GOHS will also continue existing campaigns to

promote seat belt use in teen and younger drivers with Buckle Up Georgia and child passenger safety seats with outdoor messaging at popular family attractions. GOHS will also have earned media events and interviews to promote the use and assistance available with the inspection and installation of child passenger safety seats.

Linkage Between Program Area

Even though Georgia had one of the highest seat belt use rates in the nation at 95.9% in 2019, 48% of person killed in vehicle crashes in Georgia were not wearing or it could not be determined if they were wearing seat belts. This is the first time in a decade when less than half of the persons killed in passenger vehicle crashes were not restrained or it was unknown if they were restrained. This data is encouraging but more educational messaging and enforcement mobilizations are needed to make the decrease in unrestrained/unknown restrained passenger vehicle fatalities a trend. In 2019, there were 3 children under the age of four who were killed in crashes that were not restrained and one child under the age of four who was killed where it was unknown if they were restrained at the time of the crash. GOHS will continue efforts to influence behavior with messaging and data that shows the benefits of seat belt use and proper safety restraints for younger passengers on every trip. The Buckle Up Georgia campaign will continue its message of seat belt use on every trip for teen and young adult drivers. Traffic crashes are one of the leading causes of death for this age group and a significant number of persons in this age group were not restrained at the time of their crash.

Rationale for Selection

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

Communication Paid Media

Impaired Driving

Project Safety Impacts

With alcohol remaining a factor in roughly one out of four traffic deaths in Georgia according to the latest FARS data, the paid media campaigns for the three NHTSA holiday enforcement mobilizations, GAB campaign, All South Highway Safety Team, Atlanta Hawks basketball and Georgia and Georgia Tech athletics will continue to point out the risky behavior for impaired driving in terms of the risk to health and the consequences of being arrested/convicted for DUI. These messages remind drivers to 1) not get behind the wheel when impaired, 2) plan for alternate transportation when they know they will be consuming alcohol, and 3) encourage

others who are impaired to not get behind the wheel and drive. With the success of the Atlanta Hawks in the 2020-21 NBA season and playoffs, attendance and ratings for Atlanta Hawks television broadcasts are expected to increase for the 2021-22 season that is scheduled to begin in October of 2021. One of the largest demographics for live sports television is males ages 18-34 and GOHS will target this group with impaired driving prevention messages during the regular season. With the University of Georgia and Georgia Institute of Technology recently approving the in-game sales of alcoholic beverages during athletic contests and with both schools expecting to have full capacity for all home games, GOHS will work with the marketing partners at both institutions for a new radio and stadium messaging campaign to promote impaired driving prevention during the 2021 college football season. The campaign will feature impaired driving prevention messages for all home games on the video scoreboards on both stadiums and messaging before, during and after the game on the radio broadcasts for both schools. With an overwhelming majority of fans consuming alcoholic beverages during tailgate parties and the games, it is important for everyone to be reminded not to get behind the wheel when they are too impaired to operate a motor vehicle.

Linkage Between Program Area

According to FARS Data, the five-year moving average for alcohol-related deaths in traffic crashes in Georgia from 2015-2019 was 365. This is a 27 percent increase from the five-year average from 2010-2014 of 288 alcohol-related deaths in traffic crashes. Nearly one out of four traffic deaths in Georgia in 2019 was alcohol related. Drive Sober or Get Pulled Over and Operation Zero Tolerance enforcement mobilizations are needed lower these numbers. Paid media television and radio campaigns will support the enforcement efforts by dissuading impaired persons from getting behind the wheel to avoid the risk of being arrested for DUI. The other media campaigns will continue to remind drivers the importance of making smart decisions by planning for a sober ride and keeping others from getting behind the wheel if they are legally too impaired to drive.

Rationale for Selection

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

Motorcycle Safety

Project Safety Impacts

A statewide paid media campaign using radio and television during National Motorcycle Awareness Month in May will continue with “Share the Road” safety messaging. With the number of motorcycles on the road increasing as the weather warms in spring, the goal of

radio/tv campaign is to remind vehicle operators, who may have grown accustomed to not seeing motorcycles on the road during the cold weather months, to watch for motorcycles on the road and yield to them when motorcycles have the legal right of way. The radio/tv spots will have the same “Share the Road” safety messages on outdoor billboards that are posted as public service by the Outdoor Advertising Association of Georgia. GOHS will partner with the Georgia Department of Driver Services which administers training, testing, and licensing to motorcycle operators in the state.

Linkage Between Program Area

Motorcycle fatalities (170) accounted for 11% of the traffic deaths (1,491) in Georgia in 2019 and have risen by 12% over the last five years. Many crashes involving vehicles vs motorcycles unfortunately result in either death or permanent injury for the motorcyclist. The trend for motorcycle fatalities is expected to increase in 2020 and 2021 according to the GOHS Strategic Highway Safety Plan.

Rationale for Selection

With many vehicle operators stating they did not see a motorcyclist prior to a crash, the countermeasure Motorcycle Communications Outreach countermeasure to encourage the motoring public to watch for motorcycles (Share the Road) is appropriate in the effort to reduce vehicle vs motorcycle crashes. The time to bring this message to all motorists is during the warmer months of the year when motorcyclist use is highest. One of those times is in the month of May which NHTSA has designated as Motorcycle Safety Awareness Month.

Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. In addition to airing seat belt messages on high school football games on Georgia Public Broadcasting, GOHS will also run the same messages during high school football regular season and playoff games that will be broadcast by ScoreAtlanta on WPCH Television in Atlanta in the 2021 and 2022 seasons. The All-South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. GOHS will continue to promote occupant protection for passengers of all ages the campaign with Herschend Entertainment to post seat belt and child passenger safety messages at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle

up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90% for nine consecutive years, 48% of the people killed in passenger vehicle fatalities in Georgia in 2019 were not restrained or it could not be determined if they were restrained at the time of the crash. This is the first time in more than 10 years that a majority of people killed in passenger vehicle fatalities in Georgia were restrained. While it is a good sign that there was a decrease in the number unrestrained/unknown if restrained persons killed in passenger vehicle crashes in Georgia in 2019, the preliminary data for 2020 and 2021 is showing that the percentage of unrestrained/unknown if restrained persons killed in passenger vehicle crashes is likely back over the 50% threshold. It is important for GOHS to continue to develop and implement educational programs, safety messaging and enforcement mobilizations that helped to reduce the number of unrestrained/unknown if restrained passenger vehicle fatalities in 2019. The messaging will include NHTSA data that shows 73% on passenger vehicle occupants involved in serious crashes in the United States survive when wearing seat belts correctly and that seat belts have been proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

Distracted Driving

Project Safety Impacts

With the data showing a two percent drop in traffic deaths in the first full year of Georgia's hands-free law, GOHS distracted driving paid media campaign is focusing on increasing compliance from all drivers with the new law. GOHS will have two paid media campaigns to air on television and radio during the Distracted Driving Enforcement campaigns in October of 2021 and in April 2022. GOHS will also air distracted driving messages on GAB radio and television member stations in April 2022. GOHS will target teen and young adult drivers on the dangers of distracted driving and phone use while driving with its HeadsUPGeorgia campaign on GPB during the beginning of the 2021-2022 school year.

Linkage Between Program Area

With traffic deaths rising by more than 35% in a two-year period from 2014-2016 in Georgia, the state enacted a law in July of 2018 that banned drivers from having a phone in their hand or supported by their body when they were on the road. In the first full year of FARS data since the hands-free law was enacted, traffic deaths in Georgia have dropped by two percent.

Rationale for Selection

While surveys show virtually all drivers know about the state's hands-free law, they also show that many are still not complying with it. The goal of paid media campaigns to support enforcement mobilizations, is to increase compliance which could lead to a further decrease in crashes, injuries, and deaths.

FY 2021 Paid Media Campaigns

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Click It or Ticket	402 PM OP	November 15-28 2021	TV/Radio	\$245,000.00	Existing
Drive Sober or Get Pulled Over	405 d	December 14, 2021 -January 2, 2022	TV/Radio	\$245,000.00	Existing
Click It or Ticket	402 PM OP	May 19-30, 2022	TV/Radio	\$245,000.00	Existing
Drive Sober or Get Pulled Over	405 d	June 23-July 4, 2022	TV/Radio	\$245,000.00	Existing
Drive Sober or Get Pulled Over	405 d	August 25 – September 5, 2022	TV/Radio	\$245,000.00	Existing
Georgia Association of Broadcasters OP	405 b M1*CP	November 2021; January, July, September 2022	TV/Radio	\$64,000.00	Existing
Georgia Association of Broadcasters DD	405 b M1*DD	April 2022	TV/Radio	\$16,000.00	Existing
Georgia Association of Broadcasters Drive Sober	405 d	October, December 2021; February, March, June, August 2022	TV/Radio	\$96,000.00	Existing
Hunt Billboard	402 PM OP	October 2021-September 2022	Outdoor Billboards	\$7,200.00	Existing
Insite Billboards	402 PM OP	October 2021-September 2022	Outdoor Billboards	\$30,000.00	Existing
Ga/Florida Driver Sober	405 b	October 2021	TV	\$25,000.00	Existing
Huddle	405 b	October 2021-December 2021; January-May 2022; August-September 2022	Print	\$175,000.00	Existing
Marquee Broadcasting	405 b	October-November 2021; August-September 2022	TV	\$12,500.00	Existing
GACA Radio	405 b	October-November 2021; August-September 2022	Radio	\$6,000.00	Existing
Herschend Parks	405 b	October 2021-September 2022	Print	\$328,000.00	Existing
ASHT OP	405 b	April, May, July, September 2022	TV	\$241,000.00	Existing
ASHT Drive Sober	405 d	June, August 2022	TV	\$123,550.00	Existing
GPB Buckle Up Georgia	405 b	October-December 2021; January-May; August-September 2022	TV	\$450,000	Existing
Distracted Driving Awareness Month	405 b M1*DD	April 2022	TV/Radio/Internet	\$175,000.00	Existing
Georgia Football	405 d	October-December 2021; January, August-September 2022	Radio/ Billboards/ Video Message	\$180,000.00	Existing
Georgia Tech Football	405 d	October-December 2021; January, August-September 2022	Radio/ Billboards/ Video Message	\$120,000.00	Existing
Be Seen Motorcycle Safety	405 f	May 2022	TV/Radio	\$20,000	Existing
Pedestrian/Bicycle Safety	405 h	April-June 2022	Billboards	\$500,000	Existing

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Atlanta Braves	405b M1*DD	April – September 2022	Signs/Billboards/Radio/PA Announcements	\$250,000	NEW
SCOREAtlanta High School Football	405b M1*CP	October-December 2021; August-September 2022	TV spots/signs/segments	\$120,000	NEW
Cumulus Radio Atlanta/Savannah	405b M1*DD	October-November 2021; March-April 2022	Radio spots	\$130,000	NEW
Bally's Sports South/Southeast Atlanta Hawks Basketball	405d	October-May 2022	Television	\$200,000	NEW

PLANNED ACTIVITIES

GOHS Communications – Distracted Driving Paid Media

<i>Planned Activity Description:</i>	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving on Georgia roads. GOHS will spend \$571,000 to run hands free compliance messaging to coincide with NHTSA's Distracted Driving Awareness Month campaign in April 2022 and radio messages in fall of 2021 and spring of 2022. GOHS will spend \$16,000 for radio/tv spots through Georgia Association of Broadcasters in April 2022. GOHS will also run distracted driving messaging with the Atlanta Braves home games at Truist Park with signs around the ballpark, Battery and inside the park, and messages on radio.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving

<i>Planned Activity Description:</i>	To use paid media to support ongoing OZT/Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. This paid media campaign will cost \$735,000 for NHTSA-designated national campaigns for Christmas/New Year's, July 4 th , and Labor Day.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications- Huddle Tickets Occupant Protection Awareness

<i>Planned Activity Description:</i>	Partner with Huddle Inc. Ticket Program to continue to promote seat belt use on ticket backs for high school sporting and extracurricular via CIOT and Buckle Up programs at a cost of \$175,000.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving Media

<i>Planned Activity Description:</i>	GOHS will spend \$123,500 to run impaired driving prevention messages during Atlanta Braves baseball telecasts on Fox Sports South regional cable network. This project is a combined effort with highway safety offices in Tennessee, South Carolina, and North Carolina. GOHS will spend \$96,000 to air radio and television impaired driving messages on Georgia Association of Broadcaster member stations for six months of the FFY 2022. The months these messages will air coincide with holiday or celebratory occasions that are associated with the consumption of alcoholic beverages and increased number of impaired drivers on the road. GOHS will spend \$200,000 to air impaired driving prevention messages during regular season broadcasts for Atlanta Hawks basketball games on Bally's Sports South and Southeast Networks. Television ratings are expected to increase, especially in the male 18-34 graphic for the coming season after the team's success in the 2020-2021 season. GOHS will spend \$300,000 to run impaired driving prevention messages on radio broadcasts and in the stadiums for University of Georgia and Georgia Tech athletic events. Both institutions are now selling alcoholic beverages at events and these messages will seek to prevent attendees from getting behind the wheel they are legally too impaired to drive.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications – Paid Media Click It or Ticket

<i>Planned Activity Description:</i>	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving and unbelted drivers on Georgia's highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving. Georgia GOHS will spend \$490,000 for CIOT paid media messaging in November 2021 and \$245,000 for messaging in May 2022.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications-BuckleUP Occupant Protection Awareness

<i>Planned Activity Description:</i>	To continue the HeadsUPGeorgia marketing partnership and public service with Georgia Public Broadcasting for high school football, basketball, cheerleading championships, GPB kids, and weekly rotation spots for a cost of \$450,000. Campaign will include other segments, testimonials, and student videos to promote seat belt use. GOHS will also spend \$115,000 with SCOREAtlanta to air seat belt awareness messages aimed at teen and young adult drivers during high school football regular season and playoff games from October - December 2021 and August - September 2022. There will also be opportunities to use GOHS staff and equipment to promote seat belt usage.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications- Occupant Protection Awareness

<i>Planned Activity Description:</i>	GOHS will spend \$244,500 to promote occupant protection with highway safety offices in Tennessee, South Carolina, and North Carolina to promote seat belt use and restraining small children in appropriate safety seats during Fox Sports coverage of Atlanta Braves baseball games. GOHS will spend \$12,500 to run CIOT television messages during 25 high school football games aired by Marquee Broadcasting's WSST-TV in middle and south Georgia. GOHS will spend \$6,000 to air CIOT messaging on high school football games aired by Georgia Carolina Broadcasting stations in Lavonia, Toccoa and Clayton. GOHS will spend \$7,200 to run OP seat billboard messages on Interstate 75 in Turner County and \$30,000 for outdoor billboard messages along Interstate 75 in Houston County. GOHS will also spend \$328,000 to run seat belt and CPSS messaging at Herschend Entertainment managed family attractions in Atlanta, Valdosta, and Pine Mountain.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

GOHS Communications-Motorcycle Safety

<i>Planned Activity Description:</i>	GOHS will spend \$4,000 to produce radio and television messages to enhance driver awareness of motorcyclists, to include the “Share the Road” safety message. GOHS will spend \$16,000 with GAB to run these radio and television spots during National Motorcycle Awareness month in May 2022.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Governor's Office of Highway Safety 405h – Non-Motorized Safety Grant Program

<i>Planned Activity Description:</i>	GOHS will develop a “Share the Road” pedestrian/bicycle safety message campaign that will run in select areas around the state where data shows an increase fatality crashes involving pedalcyclists. GOHS will spend \$500,000 to run “Share the Road” and “Everyone is a Pedestrian” messages on outdoor billboards. GOHS will promote Georgia state laws regarding pedestrian and bicycle safety.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication Campaign • Communication Paid Media
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

PROJECTS

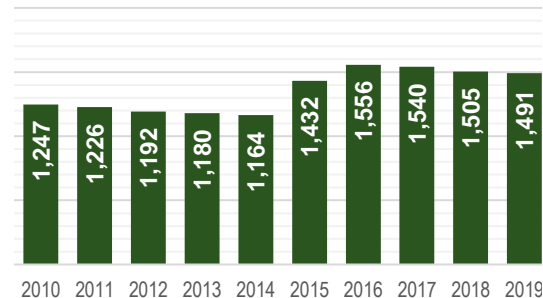
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2022-GA-01-64	GAGOHS - Grantee	405h: Pedestrian and Bicycle: Paid Media	FAST Act 405h	\$500,000.00
M9X-2022-GA-01-35	GAGOHS - Grantee	405f: Motorcycle Safety: Paid Media	FAST Act 405f	\$20,000.00
PM-2022-GA-00-68	GAGOHS - Grantee	402PM: Paid Media	FAST Act 402 PM	\$552,200.00
M6X-2022-GA-00-69	GAGOHS - Grantee	405d M6X	FAST Act 405d M6X	\$1,451,550.00
M1*CP-2022-GA-00-71	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	FAST Act 405b M1*CP	\$1,218,950.00
M1*DD-2022-GA-01-34	GAGOHS - Grantee	405b M1*DD: Distracted Driving	FAST Act 405b M1*DD	\$571,000.00
TOTAL				\$4,313,700.00

5.3 COMMUNITY TRAFFIC SAFETY PROGRAM

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2019, Georgia experienced 1,491 traffic fatalities, 7,308 serious injuries, and 406,290 motor vehicle crashes on Georgia roadways. The figure to the right shows the 10-year trend of overall traffic fatalities from 2010 to 2019. In 2019, the total number of roadway fatalities decreased by 1% (14 fewer fatalities) in comparison to the previous year. The top five counties with the highest roadway fatalities were: Fulton (144 fatalities, +10% increase from the previous year), DeKalb (79, -27%), Cobb (67, +18%), Gwinnett (61, -2%), and Clayton (51, +13%).

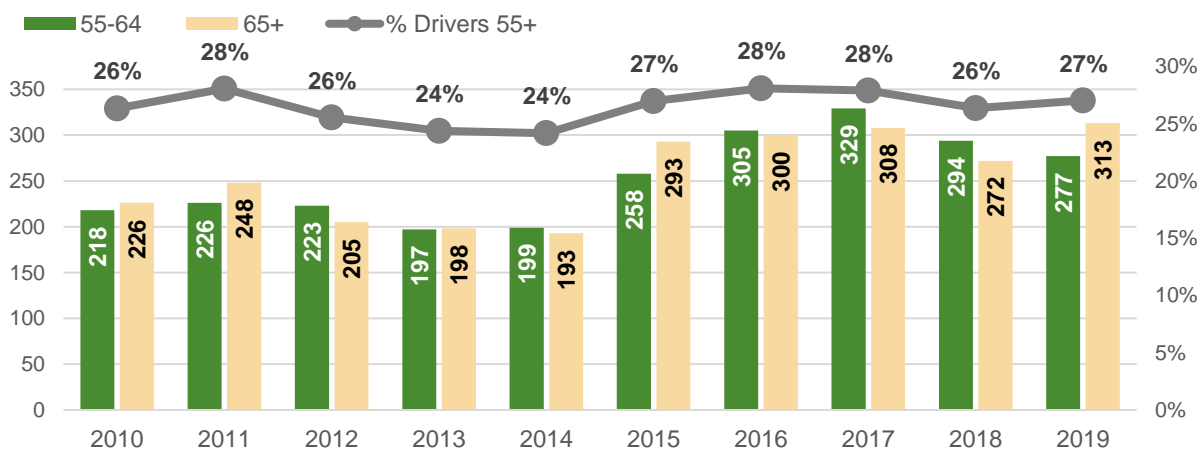
Overall Traffic Fatalities, 2010-2019



Source: FARS 2010-2019 Annual Report File (ARF)

In 2019 there were 277 drivers ages 55-to-64 years and 313 drivers ages 65 and older that were involved in fatal crashes. Older drivers made up 27 percent of all drivers involved in fatal crashes in 2019. Compared to the previous year (2018), there was a net 1-percent increase in the proportion of drivers involved in fatal crashes that were in the older age group. The figure below shows the 10-year trend of number older drivers involved in fatal crashes by age group and the proportion of all drivers involved in fatal crashes that were age 55+ years.

Older Drivers Involved in Fatal Crashes by Age (55-64 Years and 65+ Years), 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010-2019 Final File, 2019 Annual Report File (ARF)

The table below shows the rate drivers involved in fatal crashes by age group. The rates of drivers involved in fatal crashes (per 100,000 licenses and per 100,000 population) decreases after 21 years of age. In 2019, approximately 21 drivers aged 55-to-64 were fatally injured for every 100,000 licenses or population were involved in a fatal crash. The rate per 100,000 license and rate per population for persons aged 65 and older was 22.4 and 20.6, respectively.

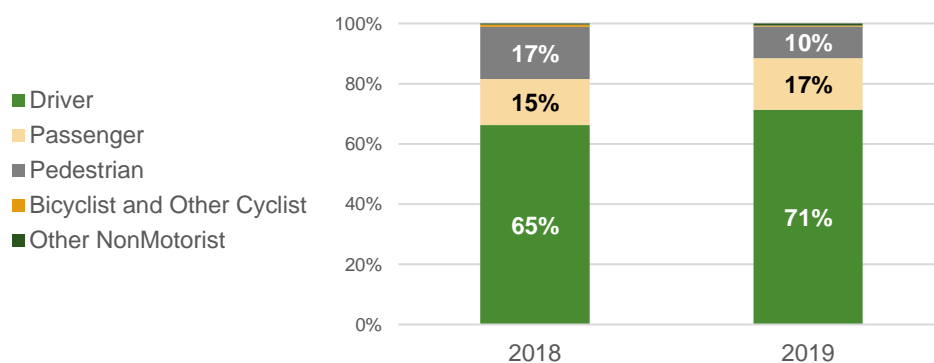
Rates of Drivers Involved in Fatal Crashes, by Age Group, 2019

Age Group (Years)	# Drivers Involved Fatal Crashes	Licensed Drivers	2019 Est. Population	Rate	
				Per 100,000 Licenses	Per 100,000 Population
15-20	169	631,790	884,941	26.7	19.1
21-24	194	550,507	564,559	35.2	34.4
25-34	459	1,462,360	1,493,261	31.4	30.7
35-44	370	1,340,428	1,380,954	27.6	26.8
45-54	341	1,365,924	1,399,652	25.0	24.4
55-64	277	1,281,902	1,307,533	21.6	21.2
65+	313	1,395,016	1,516,954	22.4	20.6
UNKNOWN	57	--	--	--	--
TOTAL	2,180	8,027,927	8547854	27.2	25.5

Source: Fatality Analysis Reporting System (FARS) 2019; Drivers licenses information obtained from the Department of Driver Service (Dec 2019); Estimated 2019 population obtained from Georgia's Online Analytical Statistical Information System (OASIS)

The figure below shows the percentage of fatalities in crashes involving older persons by person type and year. In 2019, 71 percent of all older person fatalities were the driver themselves, 17 percent were motor vehicle passengers, and 10 percent were pedestrians. The proportion of older person fatalities that were pedestrians decreased from 17 percent in 2018 to 10 percent in 2019. Out of the 257 non-motorist fatalities that occurred in 2019, 92 (36 percent) were over the age of 55 years.

Involvement of the Older Population in Traffic Fatalities, 2018 and 2019



Source: Fatality Analysis Reporting System (FARS) 2018 & 2019

CarFit Program

Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed; however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. As people age, they are more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them. The CarFit Program partners with Carfit technicians, event coordinators, and Occupational Therapists to check how well an individual's vehicle "fits" them. The Carfit technician reviews vehicle safety features with the participant, including how to correctly adjust their mirrors. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers and increase their mobility in the community.

Yellow Dot Program

First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders' ability to obtain information on medical conditions, medications, or medical allergies. It also makes it difficult to retrieve other medical and contact information in which the medical professionals can use in making the best decision regarding emergency medical treatment. Individuals complete the Yellow Dot Packet and record their medical conditions and medications. The individual then places the decal on their vehicle. The decal then alerts first responders that vital medical information is stored in the glove compartment of their vehicle.

Resource Information Center and Clearing House

The general public is often uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way to determine the needs and/or what types of resources would be most useful. The Governor's Office of Highway Safety (GOHS) reviews and updates its website frequently (www.gahighwaysafety.org), to increase the general public and stakeholder's ability to have access to highway safety data and resources. The GOHS website also provides access to an online store which is a clearinghouse for brochures and resource materials related to traffic safety.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	1.19	1.21
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Older Driver: General Communications and Education Public Education and Outreach
--------------------------------	---

Older Driver: General Communications and Education

Project Safety Impacts

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

Since 2006, the 55+ Driver Safety program has engaged in leading and building sustainability for the 55+ Driver Safety Task Team (TT), a collaboration of more than 70 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2021-2022), the project will convene 55+ Driver Safety TT meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (MVCs) are the second leading cause of unintentional injury deaths among Georgia’s older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. This audience is reached by collaborating with Georgia’s aging network and other organizations. This supports the program’s goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

Linkage Between Program Area

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

EMS: The Yellow Dot program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The 55+ Driver Safety program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program is currently active in 20 Yellow Dot sites and eight other groups are working toward launching the program. Participants in the program have positive remarks about Yellow Dot and other communities around the state have expressed interest in implementing the program. The state-wide Yellow Dot program saw a documented save with the Dunwoody partners. After a request for a wellness check and getting no response, a Dunwoody Police Officer observed the Yellow Dot sticker. He accessed the information which led him to believe the citizen was in danger. He eventually found the citizen unconscious due to a medical condition. He alerted EMS which saved the person's life.

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

The 55+ Driver Safety program will work to stabilize and expand the reach of the CarFit program with the assistance of a full-time program associate, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. In the 2018-2019 grant year, the 55+ Drive Safety program hosted four events and served 50 people. CarFit events were limited in the 2019-2020 and 2020-2021 grant years due to COVID-19.

The 55+ Driver Safety program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues. This will be done through the SHSP, the importance of transportation options, mobility beyond driving, and GOHS's support of older driver safety. The 55+ program will collaborate with community partners in healthcare-related industries, transportation safety agencies, and regional

transportation planning coalitions. Partnerships with national coalitions such as the Aging Road User National Coalition and Federal Highway Administration have allowed the program to share resources and learn about innovations in transportation.

Rationale for Selection

Funding for the 55+ Driver Safety program will go to the Department of Public Health, and they will handle communication and outreach across Georgia.

Public Education and Outreach

Project Safety Impacts

According to FARS data in 2019, Georgia suffered 1,491 fatalities from motor vehicle crashes. This is a slight decrease from the calendar year 2018. The data for 2019 shows unrestrained fatalities were responsible for the deaths of 384 persons and alcohol-impaired were responsible for 353. Although Georgia has one of the highest seatbelt usage rates at 95.9%, known unrestrained fatalities was 44%. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the State of Georgia. To educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge. The 55+ Driver Safety program also distributes these educational materials at CarFit Events, Yellow Dot Presentations, and other venues.

Rationale for Selection

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

PLANNED ACTIVITIES

Georgia Governor's Office of Highway Safety - 402CP

<i>Planned Activity Description:</i>	Fund GOHS personnel and outreach, including the GOHS resource center, focused on public information, education, and outreach, statewide to reduce the number of crashes, injuries, and fatalities attributed to unsafe driving.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Public Education and Outreach
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Department of Public Health- 55+ Driver Safety Program

<i>Planned Activity Description:</i>	The 55+ Driver Safety program works with partners throughout Georgia to identify and foster the implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers aged 55+ with other road users.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Older Driver- General Communication and Education
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
CP-2022-GA-00-30	Public Health, Georgia Department of	Road Safety for Drivers 55+ (GA's older driver safety project)	FAST Act 402 CP	\$172,526.24
CP-2022-GA-01-72	GA Governor's Office of Highway Safety	402CP: Community Traffic Safety Project	FAST Act 402 CP	\$1,032,772.11
TOTAL				\$1,205,298.35

5.4 DISTRACTED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2019 Distracted Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of distraction-related fatalities.

To access the full report, visit: [↓](#)

In 2019, more than half (56 percent) of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. Of the 761,915 drivers involved in motor vehicle traffic crashes on Georgia roadways, 4 percent were confirmed to be distracted seconds before the crashes and 52 percent of drivers were suspected of distraction. Among all drivers involved in motor vehicle traffic crashes, distraction-related drivers represented:

- **68 percent** of all drivers involved in single vehicle crashes;
- **55 percent** of all passenger vehicle⁸ drivers involved in crashes; and
- **54 percent** of all drivers involved in crashes with no passenger occupants.

There were 43 fatal crashes that involved confirmed distraction (3 percent of all fatal crashes).⁹ These crashes involved 44 distracted drivers – 2 percent (44 of 2,183) of the drivers involved in fatal crashes.

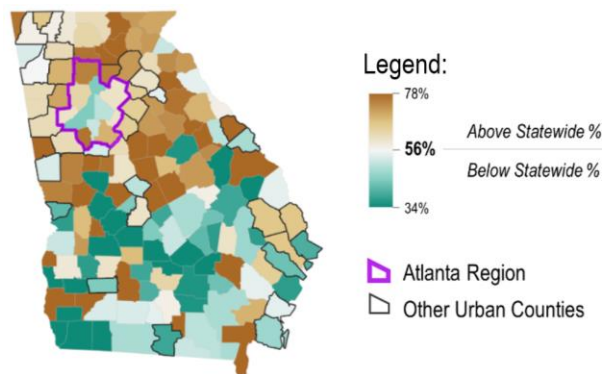
The map below shows the percent of all motor vehicle crashes that were distraction-related by county and their deviation from the statewide percent of distraction-related crashes (56 percent). Generally, there are lower proportions of distraction-related crashes among all crashes in the coastal plain and South Georgia region.

Seven out of the ten counties within the Atlanta Region had a greater percent of distraction-related crashes compared to the statewide percent.

The counties with the highest proportion of distraction-related crashes are Fayette (64 percent), Cherokee (63 percent), and Henry (61 percent).

Eighteen out of 31 other urban counties and 64 out of 118 rural counties had a greater percent of distraction-related crashes compared to the statewide percent.

Percent of Distraction-Related Traffic Crashes and Deviation from the Statewide Percent by County, 2019



Source: Crash data revised by CODES 2019

Note: Counties that are light to dark green have a lower percentage of distraction-related crashes compared to the statewide percent. Counties that are light to dark brown have a higher percentage of distraction-related crashes compared to the statewide percent.

⁸ Vehicle types include passenger vehicles, large trucks, and other vehicles (not shown). Large trucks are truck tractors, tractors with trailers, tractors with twin trailers, logging trucks, logging trucks with trailers, single-unit trucks, panel trucks, and trucks towing house trailers. Passenger vehicles are passenger cars, pickup trucks, vans, and sport utility vehicles.

⁹ Although it is challenging for law enforcement to determine whether distraction is a contributing factor in a fatal crash, the police crash report may be the only source available for this information. Therefore, the number of confirmed distraction-related fatal crashes is underreported.

While the number of distracted driving convictions increased steadily over the 5-year period, the number of convictions reported to DDS more than doubled from 2017 to 2018 (2.2 times) and from 2018 to 2019 (2.6 times).

The rate of convictions also increased 2.5 times – from 340.7 convictions for every 100,000 drivers in 2018 to 861.7 in 2019.

On July 1, 2018, Georgia's Hands-Free Law¹⁰ furthered the “no texting while driving” law and made it illegal for drivers (including young drivers) to physically hold or support a wireless communications device while driving. Under this law, drivers can be cited and convicted for distracted driving that may or may not have resulted in a motor vehicle traffic crash.

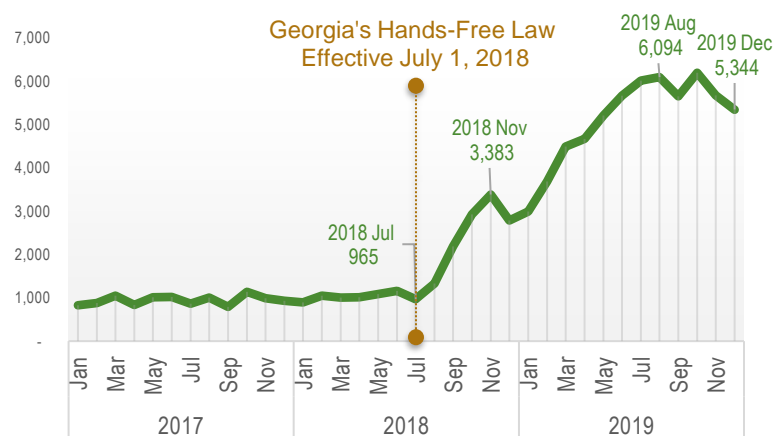
The figure to the right shows the number of distracted driver convictions processed by DDS from January 2017 to December 2019. Since the law took effect, the number of convictions processed by DDS increased by 5.5 times, from 965 distracted driver convictions in July 2018 to 5,344 in December 2019.

Distracted Driver Convictions, Licensed Drivers, and Distracted Driver Conviction Rate, 2015-2019

Year	Distracted Driver Convictions	Licensed Drivers	Distracted Driver Conviction Rate per 100,000 Licensed Drivers
2015	6,883	7,263,758	94.8
2016	9,148	7,337,619	124.7
2017	11,505	7,414,323	155.2
2018	25,593	7,512,197	340.7
2019	65,625	7,616,176	861.7

Note: Distracted driver convictions may or may not have resulted in a motor vehicle traffic crash. The distracted driver convictions are summarized by the year of the violation occurred. License totals include individuals with permits/provisional licenses and unexpired, suspended licenses. Source: Department of Driver Services 2010-2019.

Distracted Driver Convictions, Jan 2017 – Dec 2019



Note: Distracted driver convictions may or may not have resulted in a motor vehicle traffic crash. The distracted driver convictions are summarized by the year of DDS processed the conviction. Source: DDS 2017-2019 Distracted Driver Report by Process Month

While drivers aged 25-to-34 years represent 18 percent of all licensed drivers in 2019, they received more distracted driving citations after a crash, more distracted driving convictions, and were more involved in distraction-related motor vehicle crashes compared to any other age group. Compared to drivers in other age groups, drivers aged 25-to-34 years represented:

- **24 percent** of all suspected or confirmed distracted drivers involved in crashes;
- **23 percent** of all confirmed distracted drivers involved in fatal crashes;
- **27 percent** of all drivers issued a distracted driver citation after a crash; and
- **33 percent** of all distracted driving convictions.

¹⁰ House Bill 673 (O.C.G.A. § 40-6-241)

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Distracted Driving: Communications and Outreach
-------------------------	---

Distracted Driving: Communications and Outreach

Project Safety Impacts

The countermeasure for this performance measure will be “Distracted: Communications and Outreach on Distracted Driving.” The main aspect of this performance measure will be the NHTSA designated “Distracted Driving Awareness” month for April 2022. The Communications and Outreach effort will include a statewide paid media radio and television during the NHTSA enforcement mobilization in April 2022 and earned media events to coincide with NHTSA’s national enforcement week for FY 2022. The earned media events will take place throughout Georgia and will include neighboring states. Paid media, earned media, and social media efforts will continue to focus on increasing compliance with Georgia’s ‘hands-free’ law that went into effect in July 2018. According to FARS Data, the number of persons killed in crashes in Georgia decreased 48 percent from the year before the law took effect in 2017 to the first full year it was in effect in 2019. Specifically, there 82 people killed in crashes involving a distracted driver in Georgia in 2017 and 43 persons killed in crashes involving a distracted driver in Georgia in 2019. The new hands-free law has also allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations. While this data is encouraging, the overall number of traffic deaths and the number of people killed in traffic crashes involving a distracted driver are still too high and communication efforts to boost education and enforcement mobilizations need to continue.

Linkage Between Program Area

The Governor’s Office of Highway Safety’s countermeasure message strategy is to target young adult drivers including those between the ages 16-to-24 where cell phone use is the highest with

a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of “Hands Free for Safety”, “Know When to Hit Send”. The campaign will look to reach this age group with paid media messaging on television, radio, digital and social media platforms they utilize the most. GOHS will also continue its public education and outreach campaign for Georgia’s hands-free law that has outlawed all hand-held cellphone use for all drivers. This PI&E campaign will continue statewide in 2022 with paid, earned, and social media.

Rationale for Selection

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

GOHS chose this countermeasure strategy because “Communications and Outreach on Distracted Driving” is listed as a NHTSA countermeasure that works (Countermeasures That Work, April 2018). This countermeasure involves educating the public on the dangers of distracted driving through communications campaigns.

PLANNED ACTIVITIES

Distracted driving communications and outreach planned activities are listed on page 74 in Section **5.2 Communications (Media)**, project title “405b M1*DD: Distracted Driving”.

PROJECTS

Distracted driving communications and outreach projects are listed on page 77 in Section **5.2 Communications (Media)**, project title “405b M1*DD: Distracted Driving”.

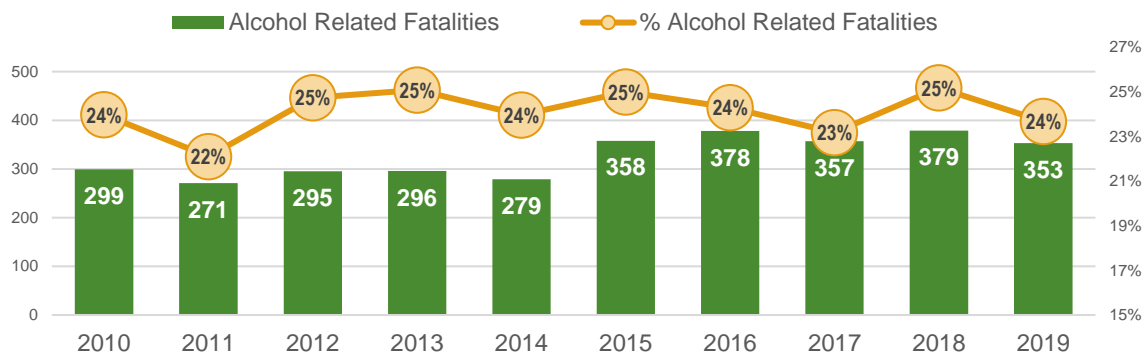
5.5 IMPAIRED DRIVING (DRUG & ALCOHOL)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Drivers and motorcycle operators are considered to be alcohol-impaired when their blood alcohol concentration (BAC) is 0.08 grams per deciliter (g/dL) or higher. In 2019 there were 353 people fatally injured in alcohol-impaired driving crashes in Georgia. These alcohol-impaired driving fatalities accounted for 24 percent of all motor vehicle traffic fatalities.

The figure below shows the total number of traffic fatalities, and the number and percentage of fatalities by alcohol-impaired driving fatalities, for a 10-year period. The number of alcohol-impaired driving fatalities decreased by 7 percent (26 fewer fatalities) from 379 fatalities in 2018 to 353 fatalities in 2019.

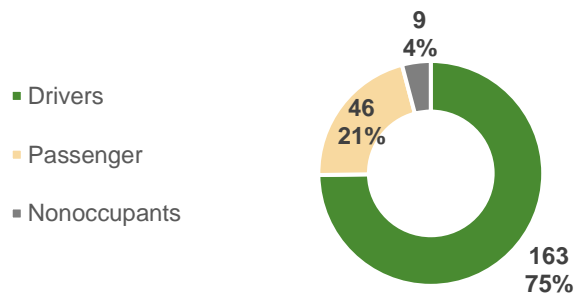
Number and Proportion of Alcohol-Impaired Driving Fatalities, 2010-2019, Georgia



Source: Fatality Analysis Reporting System (FARS) 2010-2019 Final File, 2019 Annual Report File (ARF)

Of the 218 fatalities identified to have at least one driver with a positive BAC test result¹¹ in the FARS 2019 Annual Report File (June 2021), 163 (75%) were drivers, 46 (21%) were motor vehicle passengers, and 9 (4%) were nonoccupants (pedestrians, bicyclists, or other persons). The figure on the right shows the distribution of 2019 traffic fatalities by role in crashes that involved at least one alcohol-impaired driver.

Georgia Fatalities, by Role, in Crashes Involving at Least One Alcohol-Impaired Driver, 2019

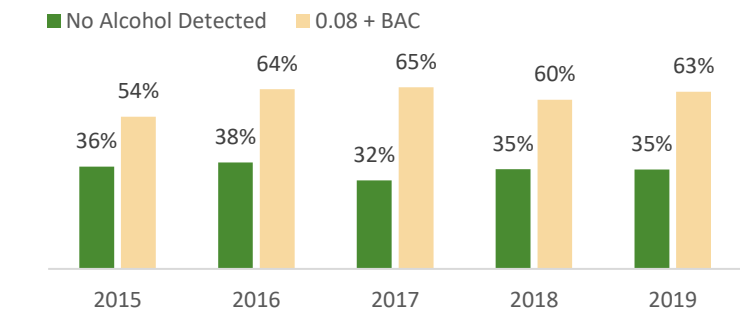


Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF)

¹¹ Estimates of alcohol-impaired driving are generated using BAC values reported to the Fatality Analysis Reporting System (FARS) and BAC values imputed when they are not reported. The variable used to determine alcohol-impaired driving fatalities is "A_POSBAC" Involving a Driver with a Positive BAC Test Result in the Auxiliary Data Files.

The figure on the right shows the percent of unrestrained drivers by their known BAC at the time of the fatal crash from 2015 to 2019. In 2019, 63 percent of all alcohol-impaired drivers were unrestrained, compared to 35 percent of other non-impaired drivers who were unrestrained. The percent of unrestrained, alcohol-impaired drivers involved in fatal crashes increased by net 9 percent compared from 54 percent in 2015.

Percent of Unrestrained Drivers involved in Fatal Crashes by Known BAC of Driver, 2015-2019, Georgia



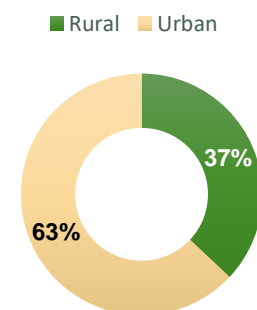
Source: Fatality Analysis Reporting System (FARS); 2015-2019 Annual Report File (ARF)

In 2019, 114 counties experienced at least one alcohol-related traffic fatality. The top five counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are: Fulton (42 fatalities), DeKalb (22 fatalities), Gwinnett (18 fatalities), Clayton (18 fatalities), and Cobb (16 fatalities). Thirty-three percent (33%) of all alcohol-related fatalities occurred in these top five counties.

The number and percent of fatalities involving alcohol-impaired drivers by roadway function class and by rural/urban regions are shown in the table below. Fourteen percent of the 31 drivers involved in fatal crashes on the local roads had a known BAC of 0.08 g/dL or higher. In 2019, 63 percent of the alcohol-impaired traffic fatalities occurred in urban regions and 37 percent occurred in rural regions.

Alcohol Impaired Drivers involved in Fatal Crashes by Roadway Function Class and Rural/Urban Regions, 2019

Roadway Function Class	Number of Alcohol Impaired Drivers	Percent of all Drivers involved in a Crash
Interstate, principal arterial	21	6%
Freeway and expressway, principal arterial	1	7%
Principal arterial, other	30	5%
Minor arterial	37	6%
Collector	34	11%
Local	31	14%



Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF)

The table below provides information on alcohol-impaired drivers involved (fatally injured or surviving) in fatal crashes by the age and gender of driver. In 2019, the highest percentage of alcohol-impaired drivers was for 21 to 24-year-old drivers (10%) and 35 to 45-year-old drivers (10%). The 5-year comparison of the proportion of alcohol-impaired drivers involved in fatal crashes decreased for all drivers except those in the 65 to 74 years age group. The percentages of alcohol-impaired drivers involved in fatal crashes in 2019 were 8 percent among males and 5 percent among females.

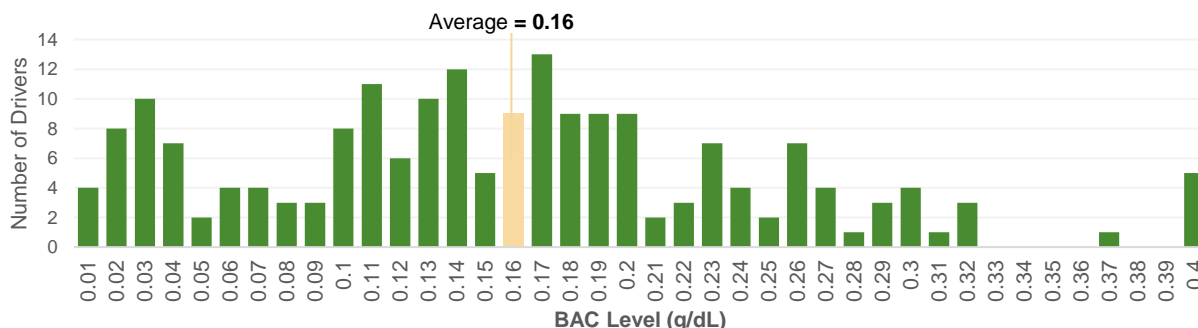
Known Alcohol-Impaired Drivers (15+ Year with Known Age or Sex) Involved in Fatal Crashes, by Age Group, Gender 2015 and 2019

Age Group and Gender	2015			2019			Change in Percentage with BAC=.08+ g/dL 2015 and 2018
	Total Drivers	BAC=.08+ g/dL		Total Drivers	BAC=.08+ g/dL		
		Number	Percent		Number	Percent	
15-20	165	9	5%	169	6	4%	-1%
21-24	209	37	15%	194	15	8%	-8%
25-34	403	79	17%	459	46	10%	-7%
35-44	321	53	14%	370	38	10%	-3%
45-54	354	40	9%	341	24	7%	-2%
55-64	258	22	7%	277	18	6%	0%
65-74	183	4	2%	190	6	3%	1%
75+	110	2	1%	123	1	1%	0%
Male	1,463	164	11%	1,535	123	8%	-3%
Female	544	45	8%	605	31	5%	-3%

Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF)

A BAC of 0.08 g/dL is considered to be impaired in the state of Georgia. Majority of drivers in fatal crashes with any measurable alcohol had BAC higher than 0.08 g/dL. The figure below presents the distribution of BACs for those drivers with any alcohol in their systems. The average BAC across all drivers with alcohol in their system was 0.16 g/dL. The most frequently recorded BACs among drinking drivers in fatal crashes was at 0.17 g/dL.

Distribution of BACs for Drivers With BACs of .01 g/dL or Higher Involved in Fatal Crashes, 2019



Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF)

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> • Impaired Driving: Enforcement • Impaired Driving: Education and Outreach
--------------------------------	---

Impaired Driving Enforcement

Project Safety Impacts

In 2019, there were 1,491 fatalities in Georgia. Of those fatalities, 353 (24%) were caused by alcohol/drugs. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes and fatalities. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. NHTSA's findings show that the highest percentage of alcohol-impaired drivers was for drivers in the 21 to 24-year age group (10% of all drivers involved in a fatal crash within this age group) and 35 to 45-year age group (10% of all drivers involved in a fatal crash within this age group).

Linkage Between Program Area

The Governor's Office of Highway Safety's (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the highest within the State of Georgia.

Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. This includes but is not limited to overseeing in-house grants and contracts, seeking, and managing grants that foster the agency's mission, collecting and analyzing data, seeking

partnerships in the communities, and to provide training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2021 and FY 2022. The plan includes the following:

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

Georgia law enforcement agencies, including The Georgia State Patrol Nighthawks, will participate in four impaired driving mobilizations, including Thunder Task Force, by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2022.

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

1. December 2021/January 2022
2. Thunder Task Force (Three Dates TBD)
3. July Fourth, 2022
4. Labor Day 2022

Statewide Impaired Driving Mobilization

Georgia participates in four annual statewide mobilizations, including the Thunder Task Force, to combat impaired driving. These campaigns occur during the December holiday, Fourth of July, Labor Day, and at least three (3) local deployments of the Thunder Task Force. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators, and others. The 16 regional networks are instrumental in carrying out this statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia State Patrol.



FFY2022 Georgia Mobilizations*

Click it or Ticket Mobilization
November 15 – November 28, 2021

Drive Sober or Get Pulled Over
December 15, 2021 - January 1, 2022
(National Mobilization)

Click it or Ticket Mobilization
May 16 – June 4, 2022
(National Mobilization)

One Hundred Days of Summer HEAT
May 16 - September 6, 2022

CIOT Border to Border
May 16, 2022

Operation Zero Tolerance
June 27 - July 5, 2022

Operation Southern Shield
July 18 - 23, 2022

Hands Across the Border
August 29 – September 2, 2022

Drive Sober or Get Pulled Over
August 22 - September 6, 2022
(National Mobilization)

**Estimated Dates*

Strategic Thunder Mobilizations

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

Rationale for Selection

Impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2021, the Governor's Office of Highway Safety (GOHS) funded twenty-one (21) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units, including the Georgia State Patrol Nighthawks, in communities where impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2022. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. The Georgia State Patrol Nighthawks will continue to focus on impaired driving in the Fulton Co, Gwinnett Co, and Chatham Co areas. This will be accomplished through enforcement and education. Georgia will continue to fund the H.E.A.T. projects in 2022.

Impaired Driving: Education and Outreach

Project Safety Impacts

Education and Outreach will be used throughout FFY 2022 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engage in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

Linkage Between Program Area

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways regarding impaired driving. GOHS's law enforcement partners remain innovative in their education efforts and to communicate both successes and failures.

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

Mothers Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff will engage volunteers at colleges and universities and community organizations in drunk driving prevention advocacy. MADD attends local health fairs, community events, school rallies, coalition meetings, and the impaired driving task team. MADD is also the presenter for the annual Golden Shield Honors, to recognize law enforcement and prosecutors across the state in their enforcement and adjudication of the impaired driving laws.

GOHS and The Prosecuting Attorney's Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and

community awareness. To meet these needs, Georgia's Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

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

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

Rationale for Selection

Impaired driving is one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2021, the Governor's Office of Highway Safety (GOHS) funded education and outreach projects across the state with a focus on deterring impaired driving. Including the Planned Activities listed in this Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2022. Each of these projects contain an educational component to educate local drivers on the dangers of impaired driving.

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

PLANNED ACTIVITIES

Alcohol and Drug Awareness Program

<i>Planned Activity Description:</i>	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Impaired Driving: Education and Outreach
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

Georgia Governor's Office of Highway Safety – 402 Alcohol and other Drugs

<i>Planned Activity Description:</i>	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Impaired Driving: Education and Outreach
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Mothers Against Drunk Driving - Georgia

<i>Planned Activity Description:</i>	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes, and prevent underage drinking. MADD does this through community activations, delivering MADD's signature Power of You(th) and Power of Parents programs, supporting law enforcement agencies; participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over, and serving as a member of the state's Impaired Driving Task Force.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Impaired Driving: Education and Outreach
<i>Intended Subrecipients:</i>	Mothers Against Drunk Driving-Georgia

HEAT/Nighthawk DUI Task Force-North/South

<i>Planned Activity Description:</i>	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Impaired Driving: Enforcement
<i>Intended Subrecipients:</i>	Georgia Department of Public Safety

Traffic Safety Adjudication Program

<i>Planned Activity Description:</i>	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Impaired Driving: Education and Outreach
<i>Intended Subrecipients:</i>	Prosecuting Attorney's Council

Impaired Driving Training Programs/SFST & DRE

<i>Planned Activity Description:</i>	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Impaired Driving: Education and Outreach
<i>Intended Subrecipients:</i>	Georgia Public Safety Training Center

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M6X-2022-GA-00-16	Georgia Department of Driver Services	Alcohol and Drug Awareness Program	FAST ACT 405d	\$42,182.88
AL-2022-GA-01-71	GAGOHS- Grantee	402AL: Alcohol and other Drugs	FAST ACT 402 AL	\$49,249.96
M6X-2022-GA-00-07	Mothers Against Drunk Driving-Georgia	Mothers Against Drunk Driving Georgia	FAST ACT 405d	\$158,933.74
M6X-2022-GA-00-75	Prosecuting Attorney's Council	Traffic Safety Adjudication Program	FAST ACT 405d	\$502,173.00
M6X-2022-GA-00-25	Georgia Public Safety Training Center	Impaired Driving Training Programs/ SFST & DRE	FAST ACT 405d	\$559,307.86
M6X-2022-GA-00-66	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	FAST ACT 405d	\$2,471,328.98
			TOTAL	\$3,783,176.42

5.6 MOTORCYCLE SAFETY

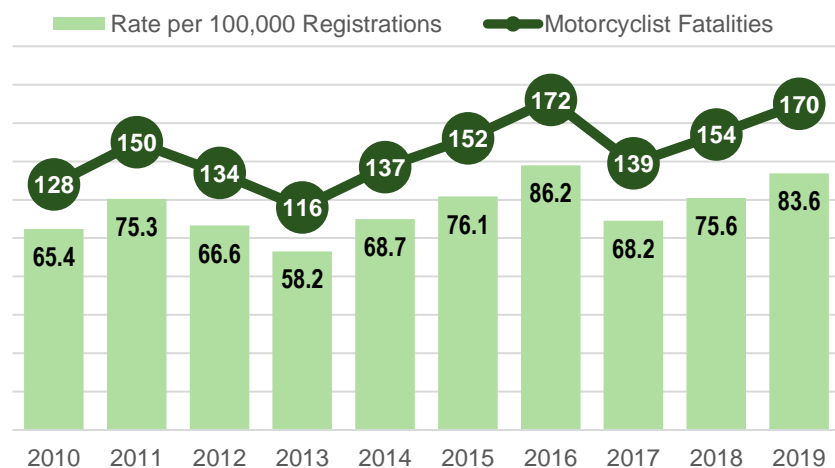
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2019 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities.

To access the full report, visit: <https://www.gahighwaysafety.org/highway-safety/shsp/>

In 2019, there were 170 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia (Figure 1). The number of motorcyclist fatalities in traffic crashes increased by 22 percent, from 139 motorcyclist fatalities in 2017 to 170 in 2019. There were approximately 84 motorcyclist fatalities for every 100,000 motorcycle registrations in 2019. Figure 2 shows the rate and number of motorcyclist fatalities for the past decade.

Rate and Percent of Motorcyclist Fatalities, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019; FY2014-FY2020 Department of Revenue Annual Reports

From 2010 to 2019 the number of:

- Total traffic fatalities increased by 20 percent from 1,247 to 1,491.
- Motorcyclist fatalities increased by 33 percent from 128 to 170.
- Motorcycle operator fatalities increased by 34 percent from 122 to 164.
- Motorcycle crashes increased by 6 percent from 3,708 to 3,948.
- Motorcyclists with a valid license increased by 20 percent from 421,016 to 505,068.
- Registered motorcycles increased by 4 percent from 195,647 to 203,343.

Motorcycle crashes are more frequent in the urban areas than rural areas (residential population less than 50,000 people). The Atlanta Region accounted for 42 percent (1,655 out of 3,948) of all motorcycle crashes and 33 percent of all motorcycle registrations. Other urban counties accounted for 39 percent (1,530 out of 3,948) of all motorcycle crashes and 41 percent of all motorcycle registrations.

The figure to the motorcycle crash rate for counties with more than ten motorcycle crashes in 2019 and their deviation from the statewide percent of motorcycle crash rate (1,941.5 motorcycle crashes for every 100,000 motorcycle registrations).

Generally, there are higher motorcycle crash rates in metro-Atlanta and in the rural counties in the northeast Georgia-Tennessee border. Nine percent of all motorcycle operators involved in Georgia traffic crashes, had a license from another state – five percent were licensed from a bordering state (Alabama, Florida, South Carolina, or Tennessee).

Four out of the ten counties within the Atlanta Region had a higher motorcycle crash rate compared to the statewide rate. Combined, Fulton and DeKalb represent 19 percent of all motorcycle crashes statewide:

Fulton (510 crashes and 4,918 crash rate)

DeKalb (250 crashes and 3,578 crash rate)

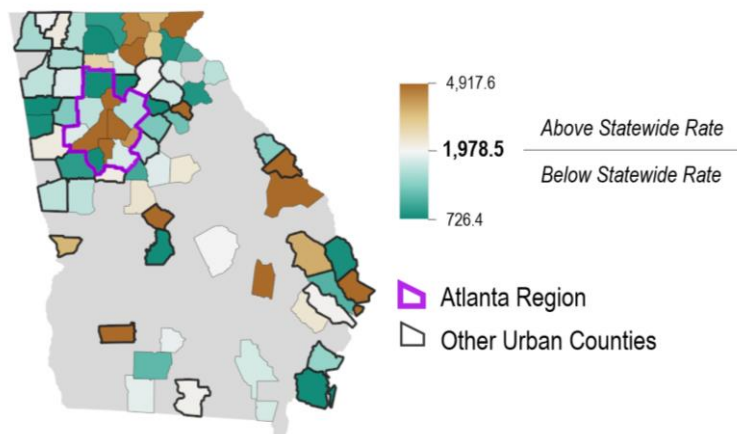
Ten out of the 20 rural counties that experience more than ten motorcycle crashes had a higher crash rate compared to the statewide rate. The top three rural counties with the highest crash rate are:

Lumpkin (52 crashes and 4,270 crash rate)

Union (35 crashes and 2,754 crash rate)

In 2019, the counties with the highest number of motorcyclist fatalities were: Fulton (22 motorcyclist fatalities), DeKalb (12), Gwinnett (10), Cobb (8), and Bibb (8). Table 3 shows the motorcycle crashes, motorcyclist suspected serious injuries and fatalities in these five counties. One-third of all motorcycle crashes (1,301 out of 3,948) and 32 percent of all motorcyclist serious injuries and fatalities (279 out of 875) occurred within these five counties alone.

Motorcycle Crashes (MC) per 100,000 Motorcycle Registrations and Deviation from the Statewide MC Crash Rate for Counties with 10+ MC Crashes, 2019



Source: Crash data revised by CODES 2019

Note: The map only shows counties with 10 or more motorcycle crashes in 2019. Counties that are light to dark green have a lower motorcycle crash rate compared to the statewide rate. Counties that are light to dark brown have a higher motorcycle crash rate compared to the statewide rate.

Motorcycle Crashes and Motorcyclists Suspected Serious Injuries and Fatalities by Top Counties with Highest Fatalities, 2019

Counties with at Least One Motorcycle Crash	Motorcycle Crashes		Motorcyclist Suspected Serious Injuries and Fatalities	
	Number	Percent of all Crashes	Number	Percent of all Serious Injuries and Fatalities
Top Counties	1,301	33%	279	32%
<i>Fulton</i>	510	13%	115	13%
<i>DeKalb</i>	250	6%	42	5%
<i>Gwinnett</i>	230	6%	52	6%
<i>Cobb</i>	237	6%	50	6%
<i>Bibb</i>	74	2%	20	2%
Other Counties (136 Counties)	2,642	67%	595	68%
Total (142 Counties)	3,948	100%	875	100%

The table below shows the number of motorcycle crashes that were multi-vehicle and single vehicle by county. In 2019, there were a total of 2,481 multi-vehicle and 1,462 single-vehicle motorcycle crashes in the state of Georgia.

Multi-Vehicle vs. Single Vehicle Motorcycle Crashes (2019)

Source: GDOT, DOR, FARS

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
STATEWIDE	2,481	1,462
Fulton	410	100
DeKalb	192	58
Cobb	172	65
Gwinnett	162	68
Chatham	105	62
Clayton	80	33
Henry	66	31
Hall	61	38
Cherokee	51	28
Richmond	51	43
Bibb	49	25
Muscogee	48	27
Paulding	41	24
Douglas	38	20
Rockdale	38	12
Lowndes	36	13
Coweta	35	15
Clarke	34	9
Bartow	31	27
Forsyth	30	26
Carroll	29	32
Columbia	29	28
Houston	28	13
Newton	26	17
Whitfield	26	20
Fayette	22	9
Walton	22	18
Liberty	21	13
Floyd	21	19
Lumpkin	20	32
Dougherty	20	12
Bulloch	18	16
Pickens	17	14
Glynn	17	11
Effingham	16	9
Catoosa	15	17
Spalding	15	19

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
White	15	6
Gordon	14	12
Troup	14	9
Union	14	21
Barrow	13	5
Jackson	12	23
Laurens	12	4
Dawson	12	7
Camden	11	8
Bryan	10	9
Walker	10	22
Burke	9	15
Monroe	9	9
Oconee	8	4
Habersham	8	6
Haralson	8	2
Tift	8	5
Thomas	7	9
Toombs	7	6
Banks	6	5
Murray	6	12
Putnam	6	4
Rabun	6	21
Hart	6	4
Towns	6	4
Ware	6	5
Coffee	5	3
Colquitt	5	4
Madison	5	5
Grady	5	1
Upson	5	4
Butts	4	5
Jasper	4	4
Long	4	5
Peach	4	2
Polk	4	8
Elbert	4	1
Fannin	4	8

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Gilmer	4	4
Stephens	4	5
Mcintosh	3	1
Mitchell	3	1
Morgan	3	6
Pierce	3	-
Crisp	3	3
Decatur	3	5
Harris	3	5
Sumter	3	5
Turner	3	1
Wayne	3	-
Atkinson	2	2
Baldwin	2	6
Ben Hill	2	-
Brooks	2	2
Chattooga	2	6
Cook	2	1
Jeff Davis	2	1
Lanier	2	4
Lee	2	2
Meriwether	2	7
Montgomery	2	-
Dade	2	3
Franklin	2	4
Taliaferro	2	2
Tattnall	2	-
Wilkinson	2	3
Appling	1	1
Berrien	1	-
Calhoun	1	-
Candler	1	1
Chattahoochee	1	-
Irwin	1	2
Jones	1	4
Lamar	1	1
Macon	1	2
Marion	1	1
McDuffie	1	2
Pike	1	3
Crawford	1	7
Dodge	1	2
Emanuel	1	-
Hancock	1	-
Heard	1	4

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Talbot	1	2
Telfair	1	2
Twiggs	1	4
Washington	1	-
Wilcox	1	1
Worth	1	6
Bacon	-	-
Baker	-	-
Bleckley	-	-
Brantley	-	5
Charlton	-	1
Clay	-	-
Clinch	-	-
Jefferson	-	2
Jenkins	-	-
Johnson	-	-
Lincoln	-	-
Miller	-	-
Oglethorpe	-	2
Pulaski	-	-
Quitman	-	1
Randolph	-	-
Dooly	-	-
Early	-	1
Echols	-	-
Evans	-	1
Glascock	-	-
Greene	-	4
Schley	-	1
Screven	-	2
Seminole	-	-
Stewart	-	-
Taylor	-	-
Terrell	-	2
Treutlen	-	1
Unknown	-	-
Warren	-	-
Webster	-	2
Wheeler	-	1
Wilkes	-	2

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	14	26

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Communication and Outreach: Other Driver Awareness of Motorcyclists Communication and Outreach: Alcohol-Impaired Motorcyclists
--------------------------------	---

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards to enhance driver awareness of motorcyclists, to include the "Share the Road" safety messages. GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month, and "Ride to Work." These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that enhance driver awareness of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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

1. The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible

training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).

2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

Linkage Between Program Area

In 2019, there were 170 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The counties with the highest number of motorcyclists fatalities were Fulton (22 motorcyclist fatalities), DeKalb (12), Gwinnett (10), Bibb (8), and Cobb (8). One-third of all motorcycle crashes (1,301 out of 3,948) and 32 percent of all motorcyclist serious injuries and fatalities (279 out of 875) occurred within these five counties alone. With the five-year rolling average (2018-2022) target set to stay below the projected 180 motorcycle fatalities in 2022, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

Rationale for Selection

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as "Ride to Work Day" that supports the

countermeasures to provide motorcycles a platform to reach the public about Share the Road, and Seen and be Seen messaging used for motorcycles, bicycles and pedestrians. Despite the slight decrease in Georgia's motorcyclist fatalities between 2018 and 2019, preliminary crash data shows an increase in motorcyclist fatalities in 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign "Drive Sober or Get Pulled Over."

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occurred in 2019. The chart below describes the proposed FFY 2022 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

2022 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2015	2016	2017	2018	2019	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Bibb	DPS-NightHawks	21	28	34	33	35	6	4	7	7	10	4	1	1	1	8
	Bibb County SO															
Bulloch	DPS-NightHawks	15	18	14	8	14	4	2	6	1	2	0	0	3	1	1
Burke	Burke County SO	3	8	12	10	10	0	4	5	3	4	0	0	1	0	0
Carroll	Carroll County SO	27	20	28	22	25	7	2	6	6	4	4	4	2	2	1
Chatham	DPS-NightHawks	54	44	29	37	30	14	14	7	8	9	7	2	3	3	5
	Savannah PD															
Clayton	Clayton Co PD	26	48	32	45	51	6	11	9	9	17	2	11	3	6	4
Cobb	Cobb County PD	49	59	53	57	67	12	19	15	14	16	4	13	9	8	8
Dawson	Dawson County SO	12	5	7	7	3	2	1	2	1	2	2	1	1	0	0
Dekalb	DeKalb County PD	83	80	95	108	79	25	23	27	33	22	8	11	12	12	12
Douglas	Douglas County SO	22	21	17	18	23	4	4	3	4	5	5	3	1	3	1
Floyd	Floyd County PD	14	18	12	24	15	2	3	3	6	3	2	2	0	0	2
Forsyth	Forsyth County SO	13	11	15	16	13	4	1	2	4	3	1	1	3	1	1
Fulton	DPS-NightHawks	104	130	115	130	144	31	36	27	36	42	13	15	14	21	22
	Atlanta PD															
Glynn	Glynn County PD	9	7	16	11	21	1	1	5	2	9	0	2	0	0	2
Gwinnett	DPS-NightHawks	67	61	66	62	61	20	22	23	16	18	12	12	4	10	10
	Snellville PD															
Habersham	Habersham Co SO	9	12	7	3	11	4	4	1	0	3	1	1	0	0	1
Henry	Henry County PD	29	26	27	24	23	5	7	6	7	2	3	1	7	3	0
Laurens	Dublin PD	11	9	13	10	11	3	3	2	0	1	1	0	1	0	1
Liberty	Liberty County SO	8	8	14	7	8	2	1	1	6	4	1	0	1	0	0
Muscogee	DPS-NightHawks	14	27	26	21	20	5	8	11	4	4	1	6	3	3	3
Rockdale	Rockdale County SO	7	13	14	8	16	2	1	7	3	5	1	4	1	0	3

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.

Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team

Muscogee/Bibb – Middle GA Team

Linkage Between Program Area

In 2019, there were 98 confirmed alcohol-impaired motorcyclist operators involved in crashes and 122 operators suspected of alcohol-impairment. This accounts for 6 percent of all motorcycle crashes. GOHS and their partner continues to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2019 which involved an impaired operator (220 operators confirmed or suspected of alcohol-impairment).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2019)

Source: GDOT

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
*DeKalb	7	2
*Cobb	6	5
*Richmond	5	3
*Fulton	5	3
*Bartow	4	4
*Catoosa	4	-
*Cherokee	4	-
*Whitfield	3	1
*Henry	3	3
*Hall	3	3
Hart	2	1
Spalding	2	4
Walton	2	4
*Habersham	2	-
*Walker	2	2
*Glynn	2	1
Pickens	2	1
*Jackson	2	1
Coweta	2	2
*Forsyth	2	1
*Douglas	2	1
*Chatham	2	6
*Gwinnett	2	3
Emanuel	1	-
Candler	1	-
Wayne	1	-
Baldwin	1	1
Chattooga	1	1
Lee	1	-
Lanier	1	-
Tift	1	1
White	1	2
Butts	1	-
Bryan	1	1
Fannin	1	-
Effingham	1	1
Floyd	1	2
Clarke	1	2
Dougherty	1	1
Lowndes	1	2
Union	1	1
Monroe	1	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Bibb	1	3
Columbia	1	2
Dawson	1	-
Muscogee	1	2
Rabun	1	-
Fayette	1	-
Liberty	1	-
Newton	1	-
Clayton	1	1
Macon	-	3
Atkinson	-	2
Screven	-	1
Wilkinson	-	2
Grady	-	2
Telfair	-	1
Decatur	-	2
Mcintosh	-	1
Upson	-	2
Putnam	-	2
Crisp	-	1
Peach	-	1
Worth	-	1
Crawford	-	1
Jasper	-	1
Coffee	-	1
Meriwether	-	1
Madison	-	1
Houston	-	4
Banks	-	1
Bulloch	-	3
Polk	-	1
Gordon	-	2
Laurens	-	1
Thomas	-	1
Rockdale	-	3
Barrow	-	1
Murray	-	1
Camden	-	1
Troup	-	1
Burke	-	1
Paulding	-	1

GOHS' planned awareness activities will target the 18 counties above highlighted in yellow, which represent 61% of all confirmed impaired motorcyclists involved in crashes in 2019. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month, and outreach opportunities like "Ride to Work Day." Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

PLANNED ACTIVITIES

2022 Motorcycle Programs	
<i>Planned Activity Description:</i>	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the “Share the Road with Motorcycles,” rider coach professional development and training.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M9X-2022-GA-00-17	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	\$122,572.52
TOTAL				\$122,572.52

5.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

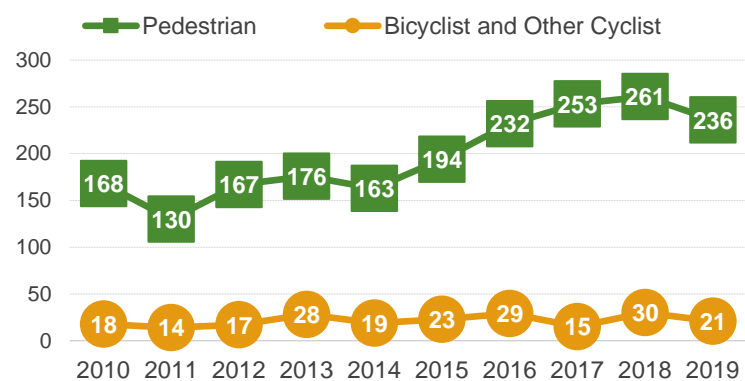
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2019 Pedestrians and Bicyclists Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of non-motorist fatalities.

To access the full report, visit: <https://www.gahighwaysafety.org/highway-safety/shsp/>

In 2019, there were 236 pedestrians and 21 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The number of pedestrian fatalities in traffic crashes increased by 22 percent from 194 pedestrian fatalities in 2015 to 236 in 2019. There was an average of 24 bicyclist fatalities in traffic crashes between 2015-2019.

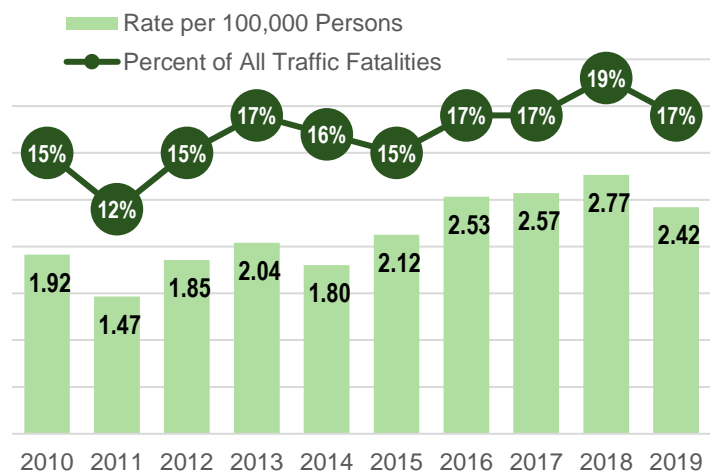
Pedestrian and Bicyclist Fatalities in Traffic Crashes, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019

Although non-motorists represented less than one percent of all persons involved in motor vehicle crashes (0.4 percent), they accounted for 17 percent of all traffic fatalities. This a net two percent decrease from the previous year. There were approximately 2 pedestrian and bicyclist fatalities for every 100,000 population¹² in 2019. The figure to the right shows the rate and percent of non-motorist traffic fatalities for the past decade.

Rate and Percent of Non-Motorist Traffic Fatalities, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019; OASIS 2010-2019 population estimates

¹² Although the calculated rate uses the Georgia residential population, the pedestrian and bicyclist fatalities on Georgia roadways may not be residents of Georgia.

Urban vs. Rural¹³ Non-Motorist Crashes

In 2019, 62 out of 159 Georgia counties experienced at least one non-motorist traffic fatality. There were 29.86 pedestrians per 100,000 population and 7.58 bicyclists per 100,000 population involved in motor vehicle traffic crashes across the state of Georgia.

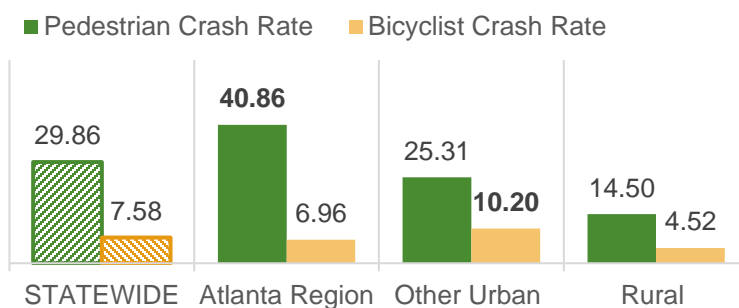
In Georgia, non-motorist crashes are more frequent in the urban areas than rural areas (residential population less than 50,000 people).

- Pedestrian crashes and crash rate are highest within the ten counties of the Atlanta Region¹⁴ – 40.86 pedestrians per 100,000 population.
- Bicyclist crashes and crash rate are highest within the 31 other urban counties – 10.20 bicyclists per 100,000 population.

Pedestrians and Bicyclists Involved in Traffic Crashes and Population by Region Type, 2019

Region	Pedestrian Crashes	Bicyclist Crashes	Region Population
Atlanta Region (10 counties)	1,903	324	4,656,875
Other Urban (31 counties)	943	380	3,725,651
Rural Counties (118 counties)	324	101	2,234,897
Statewide (GA)	3,170	805	10,617,423

Pedestrian and Bicyclist Crash Rate by Region Type, 2019



Source: Crash data revised by CODES 2019; OASIS 2019 population estimates

The counties with the highest number of pedestrian fatalities in were Fulton (38 pedestrian fatalities), DeKalb (28), Clayton (20), Cobb (20), and Gwinnett (15). Within the Atlanta region, 20 percent of pedestrian fatalities (27 out of 133) occurred on the interstate and 29 percent of pedestrian fatalities (39 out of 133) occurred on the other principal arterials that include freeways and multilane highways.

Statewide:

- One of every four non-motorists fatally injured (25 percent) were struck in crashes that involved hit-and-run drivers – majority were pedestrians (66 out of 68).
- More non-motorist fatalities occurred in the dark (86 percent) than in daylight (12 percent).
- Twenty-six percent of pedestrian and bicyclist fatalities occurred in the fall months (September to November) during the nighttime hours.

¹³ Rural counties are counties that have a residential population less than 50,000 persons. This is different than roadway classifications where urban road systems can be located in urban clusters (or metropolitan areas) of at least 2,500 persons within the rural counties.

¹⁴ The Atlanta Region includes the ten counties that are defined by the Atlanta Regional Commission (ARC): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties.

Demographics

The table to the right contains the number of pedestrians and bicyclists fatally injured in 2019 by age group. Within each age group, the percentages are calculated as the total number of pedestrian or bicyclist fatalities divided by the total number of people fatally injured in motor vehicle crashes within the age group.

Twenty-five percent of all motor vehicle traffic fatalities within the 55-to-64 age group were pedestrians (54 out of 212).

The 55-to-64 age group also represents the largest number of pedestrian and bicyclist fatalities, 54 out of 236 and 7 out of 21, respectively.

In 2019, Black/African American, Non-Hispanics represented half (50 percent) of pedestrians fatally injured in motor vehicle traffic crashes and 32 percent of the Georgia residential population – compared to White, Non-Hispanics that represent 31 percent of pedestrian fatalities and 52 percent of the population.

The Black/African American, Non-Hispanic pedestrian fatality rate was higher than any other race – 3.48 per 100,000 population. Black/African American, Non-Hispanics are more than twice (2.7 times) as likely to be fatally injured compared to White, Non-Hispanics.

Total Traffic Fatalities, Pedestrian Fatalities, and Bicyclist Fatalities by Age Group, 2019

Age Group (Years)	Total Traffic Fatalities	Pedestrian Fatalities		Bicyclist Fatalities	
		Number	Percent	Number	Percent
Children (≤ 14)	51	6	12%	1	2%
15-20	110	12	11%	4	4%
21-24	121	18	15%	1	1%
25-34	281	48	17%	3	1%
35-44	216	33	15%	4	2%
45-54	214	35	16%	--	--
55-64	212	54	25%	7	3%
65-74	160	24	15%	1	1%
75-84	87	4	5%	--	--
85+	39	2	5%	--	--
TOTAL	1,491	236	16%	21	1%

Source: Fatality Analysis Reporting System (FARS) 2019

Pedestrian Fatalities by Race/Hispanic Origin, 2019

Race / Hispanic Origin	Percent of Georgia Population	Number	Percent	Rate per 100,000 Population
Hispanic	10%	16	7%	1.53
White, Non-Hispanic	52%	72	31%	1.30
Black/African American, Non-Hispanic	32%	117	50%	3.48
American Indian, Non-Hispanic/Unknown	0.2%	--	--	--
Asian, Non-Hispanic	4%	2	1%	0.44
All Other Non-Hispanic or Race	2%	--	--	--
Unknown Race and Unknown Hispanic	0%	29	12%	--
TOTAL	100%	236	100%	2.22

Note: Race and Hispanic origin is not available in crash records.

Source: Fatality Analysis Reporting System (FARS) 2019; OASIS 2019

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-10	To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	235	281
C-11	To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	24	25

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> • Bicycle Safety – Education and Awareness • Pedestrian Safety – Education and Enforcement
--------------------------------	---

Bicycle Safety – Education and Awareness

Project Safety Impacts

Georgia plans to provide funds to agencies to increase bicycle education and awareness regarding training the driver in how to correctly share the road with bicyclists. Grantees will increase bicycle education and awareness to encourage the ability for vehicles to safely “share the road”. This will increase the sensitivity of drivers to the presence of bicycles and their shared responsibility as drivers to prevent crashes to enhance the safety of all road users. The active approach to driver training will allow projects to correctly inform the drivers in impacted areas to spot the bicyclists, and how to successfully navigate the road with these groups.

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

Additionally, GOHS will host a bicycle safety caravan for Bicycle Safety Month. GOHS will partner with grantees and local bike advocates to host this caravan. GOHS hosted the first bicycle safety caravan in 2021 called, Capital to Coast in which GOHS traveled to Atlanta, Athens, Macon, Savannah, and Brunswick sharing bicycle education and group rides at each stop. The hope is that this event will become a staple in the GOHS schedule of programmatic events.

Linkage Between Program Area

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

Bicycling is encouraged as an alternate mode of transportation to motor vehicle travel. Education will allow bicyclists a safer environment because there is a heightened sense of awareness from the drivers. It is within Georgia's bicycle education programs that allow the driver to become a more knowledgeable driver, as well as a bicyclist.

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

Rationale for Selection

Georgia wants to help combat the issue of growing data, by working within the bicycling fields. By educating the drivers, walkers, and bicyclists on Georgia's roadways through our innovative programs, there is a better chance that the bicyclists will have the right of way and continue in their travels. This education would allow an increased sensitivity of drivers to the presence of bicyclists, and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

The purpose of education programs is to increase obedience with bicycle and motorist traffic. This compliance will enhance the safety of bicyclists in areas where crashes are happening or most likely to happen due to increased bicycle and motorist exposure. With the implementation of education and awareness, Georgia's bicycle and motorist population will see a behavior change and an increased awareness for all those on Georgia's roadways.

Pedestrian Safety – Education and Enforcement

Project Safety Impacts

Georgia plans to fund projects to educate and enforce the Georgia pedestrian laws. Grantees will increase enforcement and education to encourage the ability for vehicles and pedestrians to safely "share the road". GOHS will coordinate with the SHSP Pedestrian Task Force to implement projects and provide education in the areas where data indicates a problem. Educational efforts are best-practice and targeted for school-aged children, older adults, and the public. Partners include fire departments, local county governments, police departments, non-profits, engineers, and public health educators. The impact of these projects will increase education to the motoring public and the non-motorized public.

Linkage Between Program Area

Walking is encouraged as an alternate mode of transportation to motor vehicle travel. The metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state.

- **Education:** The Brookhaven Police Department leads an educational workshop for local elementary schools on how to be a safe pedestrian. The Brookhaven Police Department and the Macon-Bibb County Commissioners also attend community events to provide education with reflective armbands to the public regarding different safety tips. Due to the increase in pedestrian fatalities, GOHS is supporting two more educational grants in the 2021-2022 grant year. DeKalb Fire will be hosting educational workshops in local schools, senior centers, and community events. Bike-Walk Macon will lead inclusive community walks, provide pedestrian safety resources, and educate the community on the safest practices.
- **Enforcement:** The Brookhaven Police Department has a pedestrian safety officer that conducts pedestrian safety enforcement in their jurisdiction. The pedestrian safety officer makes monthly contacts for citizens failing to use the crosswalks and for vehicles failing to yield to pedestrians at the crosswalk.

Rationale for Selection

According to the May 2021 Governor's Highway Safety Association report, the 2020 Georgia preliminary pedestrian fatalities are 273 individuals. This is a 14 percent increase from the 239 individuals who were killed as a pedestrian in motor vehicle crashes in Georgia in 2019. GHSA reports that Georgia is ranked fourth in the country for pedestrian safety fatalities. GOHS has actively been recruiting new grantees and partnering with new organizations to address this alarming traffic trend. With the implementation of enforcement and education strategies, Georgia's pedestrian and motorist population will begin to see a positive behavior change and an increased awareness for all on Georgia's roadways. The purpose of these education projects is to increase compliance and awareness with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians.

PLANNED ACTIVITIES

2022 Bicycle Safety Programs

<i>Planned Activity Description:</i>	Bicycle safety outreach programs to communities and schools; classes to the public on bicycle and helmet safety in the overall state, and within six different communities. GOHS will fund bicycle projects focused on community programs and outreach on bicycle safety. These projects will focus on training the public regarding bicycle safety information and will include social media campaigns.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Bicycle Safety – Education and Awareness
<i>Intended Subrecipients:</i>	Atlanta Bicycle Coalition, Bike Athens, Bike-Walk Macon (50%), Fulton County Sheriff, Georgia Bikes and Savannah Bicycle Coalition

2022 Pedestrian Safety Programs

<i>Planned Activity Description:</i>	To fund pedestrian projects focused on community programs and outreach on pedestrian safety. These projects will focus on training the public regarding pedestrian safety information and targeting school-aged youth and older adults. Enforcement of crosswalk violations will be included.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Pedestrian Safety – Education and Enforcement
<i>Intended Subrecipients:</i>	Bike-Walk Macon (50%), Brookhaven Police Department, DeKalb Fire Department, and Macon-Bibb County Commissioners

Georgia Governor's Office of Highway Safety – 402PS

<i>Planned Activity Description:</i>	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Pedestrian Safety – Education and Enforcement
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

PROJECTS

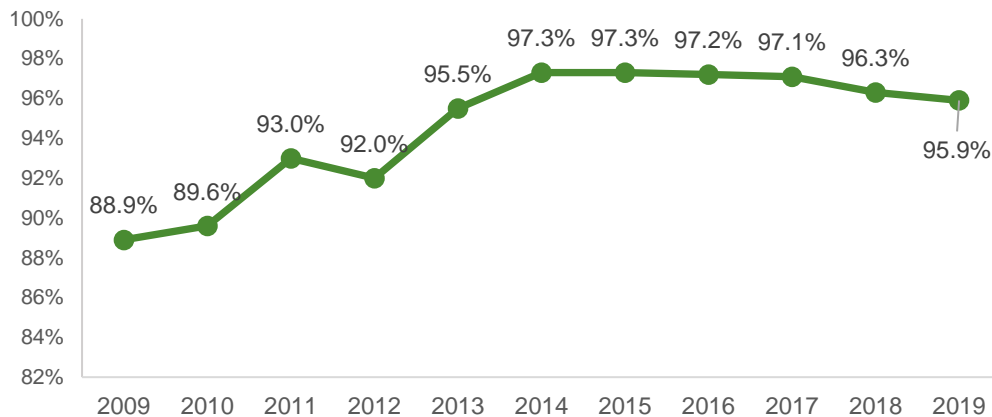
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2022-GA-00-90	Atlanta Bicycle Coalition	Atlanta Bicycle Safety	FAST Act 405h	\$68,576.59
FHX-2022-GA-00-95	BikeAthens	Athens Area Bicycle Education Program	FAST Act 405h	\$45,085.92
FHX-2022-GA-01-49	BikeWalk Macon	Reducing bicycle injuries and fatalities in Macon-Bibb County, Georgia	FAST Act 405h	\$40,795.21
FHX-2022-GA-01-05	Brookhaven Police Department	Brookhaven Police Pedestrian Safety Project: Encouraging Pedestrian Safety Through Education and Enforcement.	FAST Act 405h	\$32,009.41
FHX-2022-GA-01-19	Dekalb County Fire Rescue	DeKalb County Pedestrian Education for Injury Prevention Project	FAST Act 405h	\$25,880.69
FHX-2022-GA-00-31	Fulton County Sheriff's Office	Be Visible Pedestrian Safety	FAST Act 405h	\$7,723.00
PS-2022-GA-01-77	GAGOHS - Grantee	402PS	FAST Act 402PS	\$68,578.38
FHX-2022-GA-00-35	Georgia Bikes	Promoting Safe Bicycling in GA	FAST Act 405h	\$69,125.91
FHX-2022-GA-01-07	Macon-Bibb County Commissioners (Macon-Bibb County Pedestrian Safety Review Board)	Pedestrian "On The Move"	FAST Act 405h	\$18,200.00
FHX-2022-GA-00-08	Savannah Bicycle Campaign	Reducing Bicycle and Pedestrian Injuries and Fatalities in Chatham County	FAST Act 405h	\$39,004.70
			TOTAL	\$414,979.81

5.8 OCCUPANT PROTECTION (ADULT & CHILD PASSENGER SAFETY)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated belt use decreased from 96.3 percent in 2018 to 95.9 percent in 2019. Due to COVID-19, NHTSA offered a waiver to states for the 2020 occupant protection survey and Georgia accepted the waiver. Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt.

Observed Safety Belt Use (2009-2019)



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2019 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (96.8%), followed by non-Atlanta MSAs (95.0%), and rural areas (95.0%).
- Safety belt usage for white occupants was higher (96.1%) than for non-white occupants (95.0%).
- Safety belt usage was higher for women (98.1%) than for men (94.2%).
- Safety belts usage was 97.3% in passenger cars, 97.2% in vans, and 92.6% in trucks.

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2010-2019)

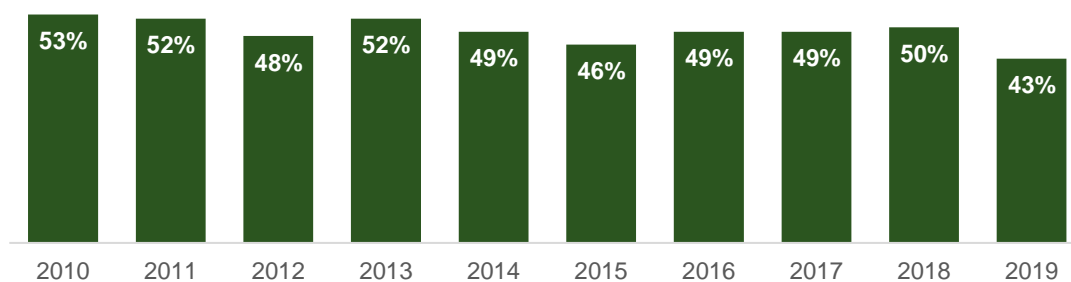
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Overall Safety Belt Use:		89.6	93.0	91.5	95.5	97.3	97.3	97.2	97.1	96.3	95.9
Location:	Atlanta MSA	88.4	94.8	88.3	98.7	97.5	97.7	97.3	97.4	96.0	96.8
	Non-Atlanta MSA	86.5	89.7	92.6	91.2	95.6	95.7	96.6	96.4	96.0	95.0
	Rural	79.9	88.2	93.1	91.8	95.2	96.5	96.0	94.8	96.8	95.0
Driver Ethnicity:	White	89.7	92.7	90.8	96.3	97.6	97.3	97.0	96.1	94.0	96.1
	Non-White	89.4	93.3	83.2	97.0	96.7	97.4	97.3	96.3	96.6	95.0
Driver Gender:	Male	86.5	89.8	89.5	94.9	96.1	95.9	95.2	94.4	94.3	94.2
	Female	96.3	96.7	95.7	98.5	98.9	99.4	99.4	99.2	99.0	98.1
Vehicle Type:	Car	91.0	94.8	95.0	97.9	98.7	98.6	98.5	98.3	97.3	97.3
	Truck	85.0	84.1	85.8	90.7	95.3	95.1	94.5	95.5	94.7	92.6
	Van	90.3	95.0	94.7	98.1	96.6	96.6	96.3	97.3	97.0	97.2

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

In 2019 there were 1,491 traffic fatalities in Georgia, of which 989 (66%) were occupants of passenger vehicles. Of the 989 passenger vehicle occupants who were fatally injured in 2019, some 514 (52%) were restrained and 384 (39%) were unrestrained at the time of the crash. Restraint use was not known for the remaining 91 (9%) of the occupants. Looking only at those passenger vehicle occupants who were fatally injured, and their restraint use known, 57 percent were restrained, and 43 percent were unrestrained.

The percentage of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes is graphed below. Among passenger vehicle occupants fatally injured, when restraint use was known, the percentage of unrestrained deaths decreased by 7 percentage points, from 50 percent in 2018 to 43 percent in 2019.

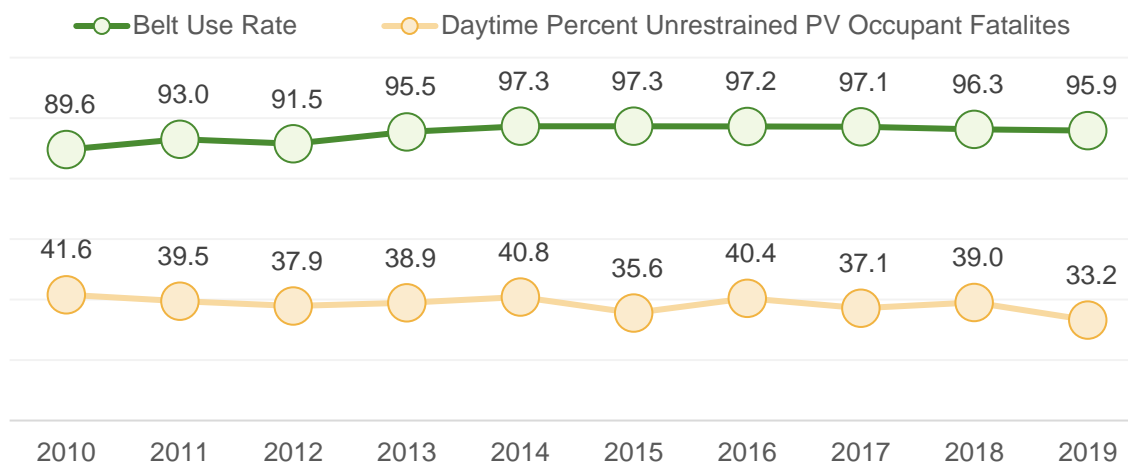
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2010–2019



Source: Fatality Analysis Reporting System (FARS) 2010-2019

While the seat belt usage rate decreased steadily since 2014, the number of daytime passenger vehicle occupant fatalities was the lowest in 2019 — 33% of all daytime passenger vehicle occupants were fatally injured.

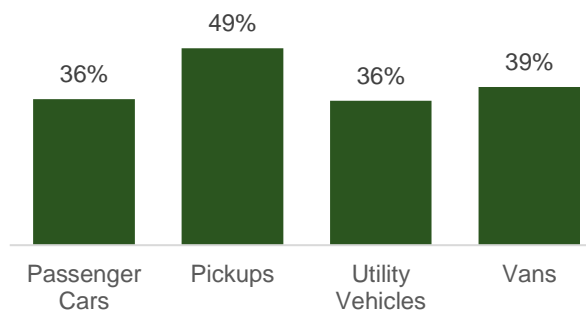
Seat Belt Use Rate and Daytime Percentage of Unrestrained Passenger Vehicle Occupant Fatalities, 2010–2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019

Restraint use varied by vehicle type. Forty-nine percent of the passengers fatally injured in pickup trucks were unrestrained, compared to 36 percent in SUVs and passenger cars. The figure to the right compares the percent known unrestrained use of drivers fatally injured versus passengers fatally injured for each passenger vehicle type.

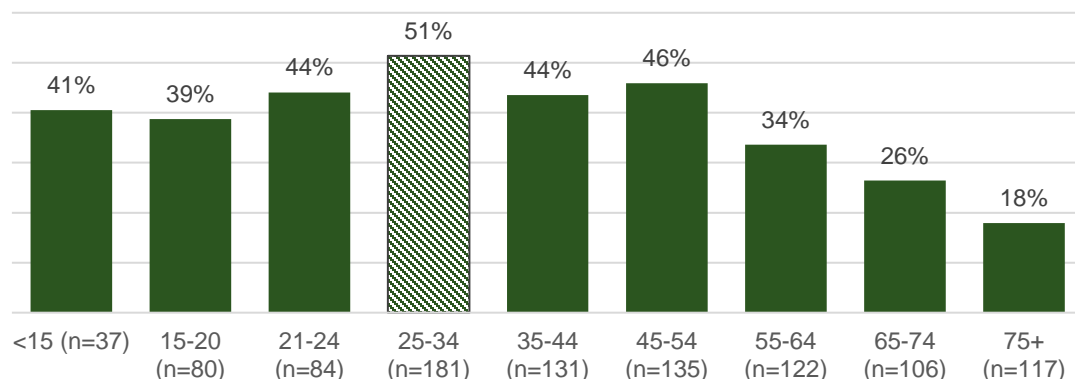
Unrestrained PV Occupant Fatalities by Vehicle Type, 2019



Source: Fatality Analysis Reporting System (FARS)—2019

Information on restraint use by age group for passenger vehicle occupants who were fatally injured in 2019 is shown below. Among passenger vehicle occupant fatalities where restraint use was known, the 25-to-34 age group had the highest percentage of unrestrained occupants (51%), followed by the 45-to-54 age group at 46 percent unrestrained. In 2019, there were 13 passenger vehicle occupant fatalities among children younger than five years of age — 25 percent were unrestrained (based on known restraint use). In the 5-to-9 age group, there were 7 fatalities; 42 percent were unrestrained (based on known restraint use).

Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained, by Age Group and Gender, 2019

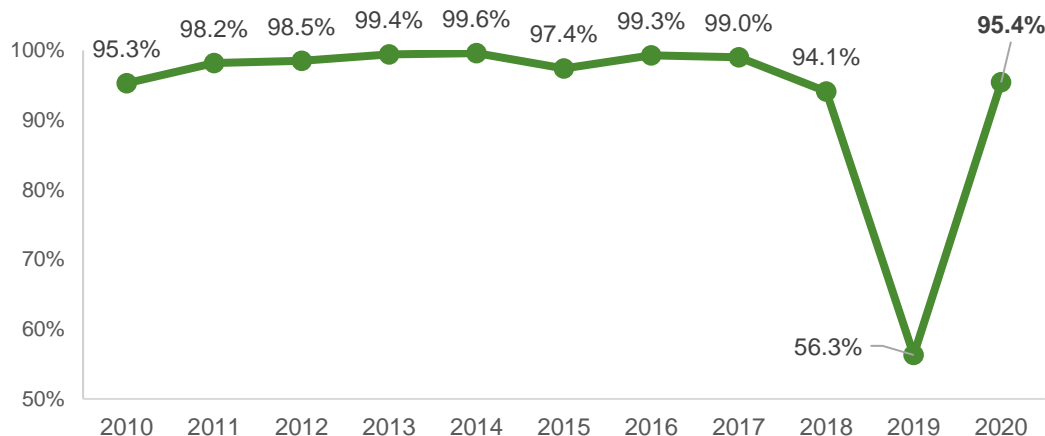


Source: Fatality Analysis Reporting System (FARS) – 2019

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated child safety seat use increased from 94.1 percent in 2018 to 95.4 percent in 2020. Among children under five years of age within the state of Georgia, an estimated 16 lives were saved in 2017 by restraint use.

The observed child safety seat usage rate in 2020 was 95.4 percent. Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Child Safety Seat Usage in Georgia, 2010 – 2020



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2020)

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PLANNED PARTICIPATION IN CLICK-IT-OR-TICKET

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 42,520 sworn law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket mobilizations each fiscal year. During FFY 2022, GOHS will also participate in the Click-It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 800 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click it or Ticket enforcement initiatives across the entire state.

Jurisdictions that are overrepresented with unbelted fatalities are targeted with extra efforts and stepped-up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two-week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2022, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

1. November 2021, which covers the Thanksgiving holiday period
2. May 2022, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.



FFY2022 Georgia Mobilizations*

Click it or Ticket Mobilization
November 15 – November 28, 2021

Drive Sober or Get Pulled Over
December 15, 2021 - January 1, 2022
(National Mobilization)

Click it or Ticket Mobilization
May 16 – June 4, 2022
(National Mobilization)

One Hundred Days of Summer HEAT
May 16 - September 6, 2022

CIOT Border to Border
May 16, 2022

Operation Zero Tolerance
June 27 - July 5, 2022

Operation Southern Shield
July 18 - 23, 2022

Hands Across the Border
August 29 – September 2, 2022

Drive Sober or Get Pulled Over
August 22 - September 6, 2022
(National Mobilization)

**Estimated Dates*

The chart below contains a list of 207 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2022 Click It Or Ticket Participating Agencies			
Abbeville PD	Coweta County SO	Houston County SO	Rossville PD
Adairsville PD	Crisp County SO	Irwin County SO	Royston PD
Adel PD	Dade County SO	Jeff Davis County SO	Sandersville PD
Albany State Univ.	Dalton PD	Jefferson PD	Sandy Springs PD
Alpharetta PD	Dalton State College PD	Jesup PD	Sardis PD
Alto PD	Danielsville PD	Jonesboro PD	Screven County SO
Americus PD	Darien PD	Kingston PD	Shiloh PD
Appling County SO	Decatur County SO	LaFayette PD	Smyrna PD
Aragon PD	Dekalb County PD	Lake Park PD	Snellville PD
Ashburn PD	Demorest PD	Lakeland PD	Social Circle PD
Atkinson County SO	Dillard PD	Lamar County SO	Spalding County SO
Avondale Estates PD	Dodge County SO	Lanier County SO	Stapleton PD
Baldwin PD	Dooly County SO	Lavonia PD	Stephens County SO
Banks County SO	Douglas PD	Leesburg PD	Stewart County SO
Barnesville PD	Douglas County SO	Lincoln County SO	Stone Mountain PD
Bartow County SO	Dublin PD	Lookout Mountain PD	Sumter County SO
Baxley PD	Duluth PD	Lowndes County SO	Sycamore PD
Blue Ridge PD	Dunwoody PD	Lumpkin PD	Talbot County SO
Boston PD	Eatonton PD	Lyons PD	Tallapoosa PD
Bremen PD	Echols County SO	Macon County SO	Tattnall County SO
Brookhaven PD	Effingham County SO	Marion County SO	Temple PD
Buchanan PD	Emerson PD	McCaysville PD	Tift County SO
Byron PD	Eton PD	Milledgeville PD	Tifton PD
Cairo PD	Euharlee PD	Milner PD	Toombs County SO
Calhoun PD	Fannin County SO	Milton PD	Treutlen County SO
Calhoun County SO	Fayette County SO	Monroe PD	Trion PD
Camden County SO	Fayetteville PD	Montgomery County SO	Troop A
Candler County SO	Flowery Branch PD	Morven PD	Tunnel Hill PD
Canton PD	Floyd County PD	Murray County SO	Turner County SO
Carroll County SO	Fort Oglethorpe PD	Nashville PD	Twiggs County SO
Carrollton PD	Fort Stewart PD	Newton County SO	Tybee Island PD
Cartersville PD	Fort Valley PD	Ocilla PD	Union City PD
Catoosa County SO	Gainesville PD	Oglethorpe PD	Union County SO
Cave Spring PD	Glynn County PD	Oglethorpe County SO	Uvalda PD
Cecil PD	Gordon PD	Omega PD	Valdosta PD
Cedartown PD	Gordon County SO	Peach County SO	Varnell PD

Centerville PD	Graham PD	Peachtree City PD	Vienna PD
Charlton County SO	Greene County SO	Pelham PD	Villa Rica PD
Chatsworth PD	Greensboro PD	Pembroke PD	Wadley PD
Chattooga County SO	Gwinnett County PD	Perry PD	Walton County SO
Cherokee County SO	Habersham County SO	Polk County PD	Warner Robins PD
Chickamauga PD	Hall County SO	Polk County Sheriff	Warrenton PD
Clarkesville PD	Hapeville PD	Pooler PD	Warwick PD
Clay County SO	Harris County SO	Poulan PD	Washington County SO
Clayton PD	Hazlehurst PD	Pulaski County SO	Waverly Hall PD
Cleveland PD	Henry County PD	Ray City PD	Waynesboro PD
Clinch County SO	Henry County SO	Remerton PD	White PD
Cochran PD	Hinesville PD	Richland PD	Whitfield County SO
Cohutta PD	Hiram PD	Rochelle PD	Wilcox County SO
Commerce PD	Holly Springs PD	Rockdale County SO	Zebulon PD
Cook County SO	Homeland PD	Rockmart PD	
Covington PD	Homerville PD	Rome PD	

CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and Child Passenger Safety educational programs and seat inspections are making a difference. In 2019, the total number of restrained persons killed in passenger vehicle crashes outnumbered the total number of unrestrained persons and unknown restrained persons killed in passenger vehicle crashes for the first time in more than a decade. According to the FARS data, 48% (475) of the total 989 passenger vehicle fatalities in 2019 in Georgia were either unrestrained or unknown restrained. Between 2010-18, 54% of the persons killed in passenger vehicle crashes in the state were either unrestrained or unknown restrained.

While the 2019 data is encouraging news, there were still 475 unrestrained and unknown restrained persons killed in passenger vehicle fatalities in Georgia. With preliminary NHTSA data showing a 15% increase in unrestrained passenger occupants in passenger vehicle fatalities in the United States in 2020, these paid media campaigns need to continue to boost CIOT enforcement mobilizations and other educations programs with the goal to further reduced

the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The seven percent decrease in the number of unrestrained persons killed in passenger vehicles fatalities from 2015 (411) to 2019 (375) shows the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide Occupant Protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none">• Child Restraint Inspection stations• Child Passenger Safety Technicians• Project Evaluation and Annual Seatbelt Survey• Communications: Occupant Protection
--------------------------------	--

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2021, Georgia has a total of 92 registered inspection stations readily available to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-one (41) of the fitting stations are in rural communities, fifty-one (51) of the fitting stations are in urban communities, and 68 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a living document that is updated regularly and subject to change. The locations served include urban and rural as well as high-risk areas such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Schotter	alicia.schotter@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer Esquina White	ewhite@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Sam Wilson	safekidssav@gmail.com or samuel.wilson@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department	Amy Jusak	amanda.jusak@dph.ga.gov	770-345-7371	1219 Univeter Road, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department	Amy Jusak	amanda.jusak@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Clarke	Athens-Clarke County Fire & Emergency Services	Rachel Roberts (for GOHS) and Kathy Wood (for public)	Rachel.roberts@accgov.com & Kathy.wood@accgov.com	706-613-3365	700 College Ave, Athens, GA, 30601	Appointment		Urban
Clarke	Clarke County Sheriff's Office	Christopher Haag	christopher_haag@ athensclarkecounty.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	229-768-2355	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health/WellStar Health System	Melissa Chan- Leiba and Bre Metoxen	safekidscobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2 nd Wednesday of every month – By appointment		Urban
Decatur	Bainbridge Public Safety	Julie Harris	julieh@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Lt. David Snively/Sergeant Bayshawn Fleming (POC for public)	David.Snively@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	3518 Broad Street, Chamblee, GA 30341	Appointment		Urban
DeKalb	DeKalb Fire Rescue	Kelly Sizemore	eksizemore@dekalbcountyga.gov	678-249-5722	1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County	Lin Snowe	Lin.Snowe@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Hays	jkepler@alpharetta.ga.us, ahays@alpharetta.ga.us	678-297-6272	2970 Webb Bridge Road, Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2911 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964- 2244EXT500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964- 2244EXT500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Amanda Jackson	amanda.jackson@gohs.ga.gov	404-463-0364	7 Martin Luther King Junior Drive, Suite	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	643, Atlanta, GA 30334 10265 Medlock Bridge Parkway, Johns Creek GA, 30097	Appointment		Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	10925 Rogers Circle, Johns Creek, GA 30097	Appointment		Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	3165 Old Alabama Road, Johns Creek, GA 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Lt. Ed Botts	ebotts@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon	rmcclendon@sandyspringsga.gov	770-206-2047	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Sgt. Jamie Lightsey	jlightsey@glynncounty-ga.gov	912-554-7820	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Monday to Friday 8 AM to 5 PM, excluding holidays		Rural
Gordon	Fairmount Police Department	Scott Roper	sroper14@gmail.com	706-337-5306	2661 Highway 411, Fairmount, GA 30139	Appointment		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Cpl. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Department/Safe Kids Houston County	Jason Jones	jjones@cfcd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Monday thru Friday 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Monday to Thursday 8 AM to 4 PM & Friday 8 AM to 1 PM	Yes	Urban
Macon	Literacy Council of Macon County	Spring Rosati	Spring.Rosati@mwarep.org	478-472-2777	130 North Sumter Street, Oglethorpe, GA 31068	Appointment	Yes	Rural
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19 th Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonyia Wallace- Burchett	swallace@oconeesherriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Monday to Friday 7AM to 7PM)		Rural
Paulding	Hiram Police Department	Sgt. Stephen Johnston	sjohnston@hram-ga.gov	770-943- 3087EXT2034	217 Main Street, Hiram, GA 30141	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	229-334-3697	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	229-732-2414	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural
Tattnell	UGA Extension – Tattnell County	Rachel Stewart	restewar@uga.edu	912-557- 6724Ext1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Joceyln Warren	joceyln.warren@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours due to COVID-19	High-Risk Population	Rural or Urban
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylors	dsaylors@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Kari Brown	brown.kari@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provider), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	October 2021	October 2021	March 2022	March 2022
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2022	April 2022	May 2022	July 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Lead	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2022			
Location	DeKalb/Decatur			
Lead	Rainbow Park Baptist Church			
Population	Urban			
At Risk	Low Income/MO			

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

133

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

76

Populations Served – Rural

57

Populations Served – At-Risk

108

Linkage Between Program Area

There are approximately 92 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state population. In the City of Atlanta, the fire department consistently operates 13 inspection

stations located in high-risk areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

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

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 1,572 certified Child Passenger Safety Technicians (CPST) and 73 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 21 Child Passenger Safety Technician courses in the calendar year 2020. The number of CPST Classes declined in 2020 due to COVID-19. Of these, there were 18 certification courses and 3 renewal courses. Despite COVID-19, Georgia certified a total of 186 new technicians. Safe Kids Worldwide has not released its 2020 report. Georgia's recertification rate will be reported once the data becomes available to CPS coordinators. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST Instructors reminding them to renew their CPST certification. The regional coordinators at DPH send reminder CPST certification emails to the CPSTs in their area.

Linkage Between Program Area

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the 2020 child safety restraint survey showed child safety restraint use at 95.4%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems, and childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health				
	Dalton	Athens	Atlanta	Macon
Date	March 2022	TBD	October 2021	TBD
Location	Whitfield	Oconee	South Fulton	Wilkinson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low-Income	N/A	Low Income/MO	Low Income
Date	May 2022	TBD	November 2021	TBD
Location	Fannin	Lumpkin	South Fulton	Houston
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low-Income	Low-Income	Low Income/MO	Low Income
Date	September 2022	TBD	TBD	TBD
Location	Bartow	Forsyth	Troup	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Urban	Urban	Rural	Urban
At Risk	Low-Income	Low-Income	Low Income	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	October 2021	TBD	TBD	October 2021
Location	Columbia	Harris	Baker	Liberty
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income/MO
Date	January 2022	TBD	TBD	November 2021
Location	Effingham	Schley	Calhoun	Toombs
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income / MO	Low Income	Low Income	Low Income
Date	March 2022	TBD	TBD	December 2021
Location	Jefferson	Muscogee	Mitchell	Charlton
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department				
Date	October 2021	October 2021	November 2021	November 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	December 2021	December 2021	January 2022	January 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

CPST CEU and/or Renewal Courses- Georgia Department of Public Health				
	Dalton	Athens	Atlanta	Macon
Date	October 2021	TBD	TBD	TBD
Location	Polk	Clarke	DeKalb	Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Forsyth	Clayton	Laurens
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Oconee	Spalding	Wilkinson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Urban	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	October 2021	TBD	TBD	TBD
Location	Burke	Muscogee	Dougherty	Chatham
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income	Low Income / MO
Date	January 2022	TBD	TBD	TBD
Location	McDuffie	Sumter	Lowndes	Coffee
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Richmond	Randolph	Tift	Toombs
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2021	November 2021	December 2021	January 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2022			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban			
At Risk	Low Income / MO			

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

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	Athens	Atlanta	Macon
Date	Quarterly	TBD	Quarterly	TBD
Location	Floyd Medical	NGHS Gainesville	Northside-ATL	Navicent - Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	May 2022	TBD	TBD
Location	Gordon Hospital	Northside-Forsyth	Northside-Gwinnett	Navicent – Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	Twice A Year	TBD	TBD
Location	Hamilton Medical	NGHS Braselton	Emory- DeKalb	Atrium Health Navicent
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD		TBD	
Location	Cartersville Medical		Piedmont- Henry	
Lead	Thomas Smith		Alex McKeithan	
Population	Rural		Urban	
At Risk	Low Income		Low Income/MO	
	Augusta	Columbus	Valdosta	Jesup
Date	February 2022	TBD	TBD	TBD
Location	East GA Regional	Crisp Regional	SGMC Valdosta	Memorial - Savannah
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Urban
At Risk	Low Income	Low Income / MO	Low Income / MO	Low Income
Date	April 2022			
Location	CHOG			
Lead	Nadira Bolden			
Population	Urban			
At Risk	Low Income			
Date	June 2022			
Location	Doctor's Hospital			
Lead	Nadira Bolden			
Population	Urban			
At Risk	Low Income			

Transporting Children with Special Healthcare Needs			
<i>*All locations are tentative, pending training staff and room confirmation</i>			
Location	Date	Population	At Risk
Metro Atlanta	November 2021	Urban	Low Income / Minority
Metro Atlanta	April 2022	Urban	Low Income / Minority

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes.

61

Estimated total number of technicians.

480

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

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

Rationale for Selection

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

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

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

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

GOHS will also produce the federally required occupant protection survey. Georgia has been able to increase seatbelt usage to over 95%.

Linkage Between Program Area

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

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

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly

identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2022, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

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

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90 percent for ten consecutive years, more than 50 percent of the people killed in passenger vehicle fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

PLANNED ACTIVITIES

Department of Public Health-Occupant Protection

<i>Planned Activity Description:</i>	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

City of Atlanta Fire Rescue Department

<i>Planned Activity Description:</i>	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	City of Atlanta Fire Rescue Department

Law Enforcement Occupant Protection Education

<i>Planned Activity Description:</i>	Agency will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host a fitting station and have officers trained to properly educate caregivers.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Americus Police Department

Georgia Governor's Office of Highway Safety – 402 Occupant Protection

<i>Planned Activity Description:</i>	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Child Passenger Safety Technicians Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Evaluation and Seatbelt Survey

<i>Planned Activity Description:</i>	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Project Evaluation and Annual Seatbelt Survey
<i>Intended Subrecipients:</i>	University of Georgia, Emory University

PROJECTS

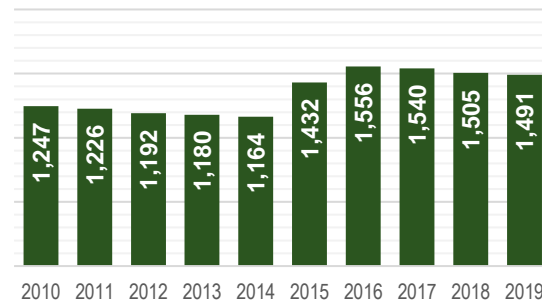
GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2022-GA-00-39	Americus Police Department	Child Restraint Usage	FAST ACT 402 OP	\$10,476.00
OP-2022-GA-00-11	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	FAST ACT 402 OP	\$189,898.00
M1*OP-2022-GA-00-47	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	\$289,271.00
OP-2022-GA-01-73	GAGOHS- Grantee	402OP: Occupant Protection	FAST ACT 402 OP	\$123,383.89
OP-2022-GA-00-10	Georgia Department of Public Health	Child Occupant Safety Project	FAST ACT 402 OP	\$1,257,375.39
M1*OP-2022-GA-01-18	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	\$175,005.27
TOTAL				\$2,045,409.55

5.9 POLICE TRAFFIC SERVICES

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2019, Georgia experienced 1,491 traffic fatalities, 7,308 serious injuries, and 406,290 motor vehicle crashes on Georgia roadways. The figure to the right shows the 10-year trend of overall traffic fatalities from 2010 to 2019. In 2019, the total number of roadway fatalities decreased by 1% (14 fewer fatalities) in comparison to the previous year. The top five counties with the highest roadway fatalities were: Fulton (144 fatalities, +10% increase from the previous year), DeKalb (79, -27%), Cobb (67, +18%), Gwinnett (61, -2%), and Clayton (51, +13%).

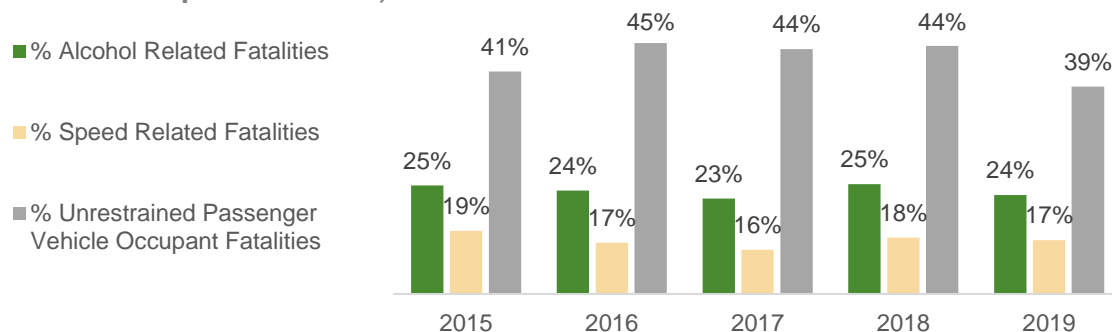
Overall Traffic Fatalities, 2010-2019



Source: FARS 2010-2019 Annual Report File (ARF)

In 2019, 24 percent of all traffic fatalities were related to alcohol-impaired drivers, 17 percent was related to speeding drivers, and 39 percent were unrestrained occupants in passenger vehicles. The figure below shows the 5-year trend of alcohol-related, speeding-related, and unrestrained passenger vehicle fatalities. During the 5-year period alcohol-related fatalities consistently represented 24 to 25 percent of all fatalities. Speeding-related fatalities fluctuated between 16 percent in 2017 to 19 percent in 2015.

Proportion of Alcohol-Impaired, Speeding-Related, and Unrestrained Passenger Vehicle Occupant Fatalities, 2015-2019



Source: Fatality Analysis Reporting System (FARS) 2015-2019 Final File, 2018 Annual Report File (ARF)

The table below shows drivers involved in fatal crashes by age group and their known BACs. Drivers who were driving impaired at the time of the fatal crashes (BAC of 0.08+ g/dL) in 2019 were more likely to have been speeding (15 percent vs. 6 percent). For drivers involved in fatal crashes who were under 21 and were speeding, 10 percent had BACs of .01 g/dL or higher (alcohol-involved but prohibited for this age group). In contrast, 4 percent of the drivers of the same age group who were not speeding had BACs of .01 g/dL or higher. For every age group

from the 25-to-34 group to those in the 55- to-64 group, speeding drivers involved in fatal crashes in 2019 were alcohol-impaired more than or nearly twice as often as those who were not.

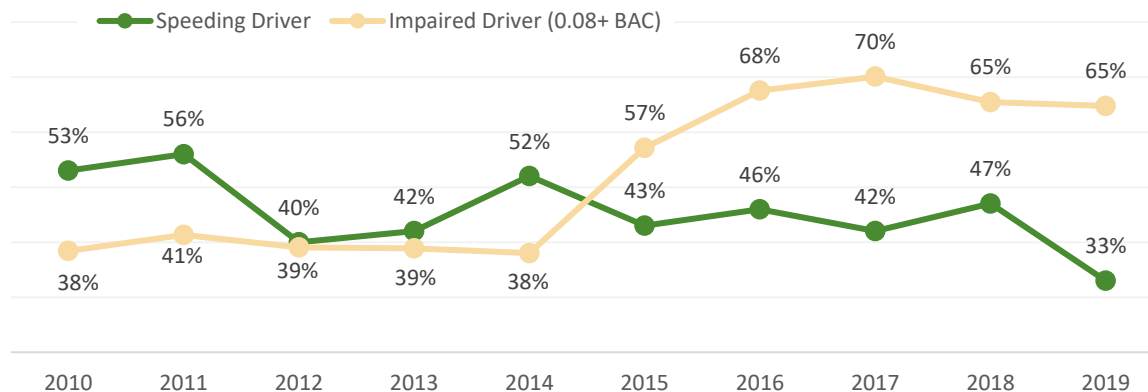
Drivers Involved in Fatal Traffic Crashes, by Age Group, Speeding Involvement, and their BACs, 2019

Age Group	Speeding Involved Crash								Other Crashes							
	BAC .00 G/DL		BAC .01-.07 G/DL		BAC .08+ G/DL		TOTAL		BAC .00 G/DL		BAC .01-.07 G/DL		BAC .08+ G/DL		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
15-20	12	29	2	5	3	7	41	100	51	33	2	1	5	3	153	100
21-24	10	26	1	3	10	26	39	100	40	24	3	2	8	5	169	100
25-34	18	21	4	5	17	20	87	100	100	24	10	2	37	9	414	100
35-44	15	23	1	2	10	15	65	100	86	25	7	2	31	9	344	100
45-54	9	23	2	5	3	8	40	100	70	21	3	1	21	6	328	100
55-64	2	8	-	-	4	16	25	100	74	28	6	2	15	6	269	100
65-74	3	20	-	-	1	7	15	100	49	26	2	1	6	3	189	100
75+	1	11	-	-	-	-	9	100	30	25	-	-	1	1	122	100
Unknown	12	-	2	-	3	-	5	100	51	-	-	-	-	-	55	100
Total	70	21	10	1	48	15	326	100	501	24	33	2	124	6	2,046	100

Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF)

The figure below shows the percent of unrestrained drivers involved in speed-related and alcohol-related fatal crashes from 2010 to 2019. In 2019, 33 percent of all drivers involved in speed-related fatal crashes were unrestrained and 65 percent of alcohol-impaired drivers (with a BAC of 0.08+) involved in fatal crashes were unrestrained.

Percent of Unrestrained Drivers involved in Fatal Crashes by Type of Fatal Crash, 2010-2019



Source: Fatality Analysis Reporting System (FARS); 2010-2019 Annual Report File (ARF)

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	1.19	1.21
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Integrated Enforcement
-------------------------	--

Integrated Enforcement

Project Safety Impacts

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

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

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

high visibility enforcement, corridor safety programs, and neighborhood speed watch.

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

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

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

It is anticipated that performance of the chosen countermeasure strategy will provide a beneficial traffic safety impact in the area of occupant protection in FFY 2022.

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

Major police traffic services include the following:

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

Linkage Between Program Area

Based on the analysis of the problem identification data, by allocating funds to high-visibility enforcement of the state's primary seatbelt law will facilitate the state's achievement of the outlined Occupant Protection performance targets. Achievement of these performance targets will serve to reduce crashes, injuries, and fatalities in the state.

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

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

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

Rationale for Selection

The state currently complies with countermeasures deemed highly effective by the Countermeasures that Work 9th edition, such as Integrated Enforcement. According to NHTSA, impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired-driving checkpoints and saturation patrols. Integration of impaired driving enforcement with other special enforcement activities, such as

speed or seatbelt enforcement can be effective, including when used at nighttime.

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

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

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

PLANNED ACTIVITIES

Fund 20 Highway Enforcement of Aggressive Traffic (H.E.A.T.) Projects

<i>Planned Activity Description:</i>	H.E.A.T. enforcement/activity hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Integrated Enforcement
<i>Intended Subrecipients:</i>	Atlanta Police Department, Bibb County Government, Burke County Sheriff's Office, Carroll County Sheriff's Office, Clayton County PD, Cobb Co Board of Commissioners - Police Dept., Dawson County SO, DeKalb County PD, Douglas County SO, Dublin Police Department, Floyd County PD, Forsyth County Sheriff's Office, GA Department of Public Safety – Middle GA Nighthawks, Glynn County PD, Habersham County SO, Henry County PD/Henry Co BOC, Liberty County Sheriff's Office, Rockdale County SO, Savannah Police Department, Snellville Police Department

Fund 16 Traffic Enforcement Network Projects

<i>Planned Activity Description:</i>	Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Integrated Enforcement
<i>Intended Subrecipients:</i>	Burke County Sheriff's Office, Calhoun Police Department, Charlton County Sheriff's Office, Clay County Sheriff's Office, Demorest Police Department, Douglasville Police Department, Effingham County Sheriff's Office, Fayetteville Police Department, Grady County Sheriff's Office, Holly Springs Police Department, Oglethorpe County Sheriff's Office, Social Circle Police Department, Valdosta PD, Washington County Sheriff's Office, Wilcox County Sheriff's Office, Zebulon Police Department

Fund 18 High Visibility Enforcement Projects

<i>Planned Activity Description:</i>	Projects will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturation patrols in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Integrated Enforcement
<i>Intended Subrecipients:</i>	Appling County SO, Banks Co SO, Berrien County Sheriff's Office, Bremen Police Department, Byron Police Department, Camden County SO, Charlton County SO, Clinch County Sheriff's Office, Crisp County Sheriff's Office, Franklin County SO, Haralson Co SO, Montgomery County SO, Pooler Police Department, Rabun County Sheriff's Office, Telfair County Sheriff's Office, Treutlen County SO, Wilcox County Sheriff's Office, Worth County Sheriff's Office

Fund GA Governor's Office of Highway Safety

<i>Planned Activity Description:</i>	Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related crashes, injuries, and fatalities. This includes one Law Enforcement Challenge event and participation in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Distracted Driving Awareness Month, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Integrated Enforcement
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2022-GA-00-77	Appling County Sheriff's Office	Appling County High Visibility Enforcement Project	FAST ACT 402 PT	\$48,850.00
PT-2022-GA-00-72	Atlanta Police Department, City of	H.E.A.T (Highway Enforcement of Aggressive Traffic)	FAST ACT 402 PT	\$170,779.81
PT-2022-GA-01-06	Banks County Sheriff's Office	Banks County Speed Deterrent and Education	FAST ACT 402 PT	\$42,432.00
PT-2022-GA-01-63	Berrien County Sheriff's Office	Berrien County Sheriff's Office High Visibility Enforcement Project	FAST ACT 402 PT	\$27,075.00
PT-2022-GA-00-54	Bibb County Government	HEAT Bibb County Sheriff's Office	FAST ACT 402 PT	\$109,295.01
PT-2022-GA-00-92	Bremen Police Department	BREMEN SAFE STREETS	FAST ACT 402 PT	\$16,689.60
PT-2022-GA-00-36	Burke County Sheriff's Office	HEAT - Burke County Sheriff's Office	FAST ACT 402 PT	\$72,002.06
PT-2022-GA-00-86	Byron Police Department	Byron High Visibility Enforcement	FAST ACT 402 PT	\$33,713.60
PT-2022-GA-00-53	Camden County Sheriff's Office	High Visibility Enforcement Grant	FAST ACT 402 PT	\$71,190.00
PT-2022-GA-00-81	Carroll County Sheriff's Office	Carroll County Sheriff's Office HEAT Unit	FAST ACT 402 PT	\$151,359.35
PT-2022-GA-01-58	Charlton County Sheriff's Office	High Visibility Enforcement Project	FAST ACT 402 PT	\$46,960.00
PT-2022-GA-00-87	Clayton County Police Department	HEAT - Clayton County	FAST ACT 402 PT	\$300,000.00
PT-2022-GA-01-55	Clinch County Sheriff's Office	High Visibility Enforcement Project	FAST ACT 402 PT	\$23,066.00
PT-2022-GA-00-09	Cobb County Board of Commissioners – Police Department	H.E.A.T. Cobb County Police Department	FAST ACT 402 PT	\$111,451.68
PT-2022-GA-01-42	Crisp County Sheriff's Office	High Visibility Traffic Enforcement	FAST ACT 402 PT	\$23,483.20
PT-2022-GA-00-21	Dawson County Sheriff's Office	Dawson County Sheriff's Office HEAT	FAST ACT 402 PT	\$107,765.34
PT-2022-GA-00-23	DeKalb County Police Department	HEAT DeKalb County Police Department	FAST ACT 402 PT	\$43,012.00
PT-2022-GA-00-05	Douglas County Sheriff's Office	HEAT Douglas County Sheriff's Office	FAST ACT 402 PT	\$200,412.44

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2022-GA-00-13	Dublin Police Department	H.E.A.T. Dublin Police Department	FAST ACT 402 PT	\$73,376.66
PT-2022-GA-00-55	Floyd County Police Department	Floyd County Police Department HEAT Grant	FAST ACT 402 PT	\$300,000.00
PT-2022-GA-00-62	Forsyth County Sheriff's Office	HEAT Forsyth County Sheriff's Office	FAST ACT 402 PT	\$77,680.64
PT-2022-GA-01-21	Franklin County Sheriff's Office	2022 Impaired Driving and Speed Awareness	FAST ACT 402 PT	\$43,283.60
PT-2022-GA-00-04	GAGOHS – Grantee (in-house grant)	402PT: Police Traffic Services	FAST ACT 402 PT	\$950,950.00
PT-2022-GA-00-37	Glynn County Police Department	"Eyes on the Road" Glynn County HEAT Program	FAST ACT 402 PT	\$138,235.44
PT-2022-GA-00-80	Habersham County Sheriff's Office	HEAT Habersham County Sheriff's Office	FAST ACT 402 PT	\$20,465.33
PT-2022-GA-01-51	Haralson County Sheriff's Office	Haralson County High Visibility Enforcement	FAST ACT 402 PT	\$48,600.00
PT-2022-GA-00-22	Henry County PD/ Henry Co BOC	HEAT Henry County Police Department	FAST ACT 402 PT	\$134,066.72
PT-2022-GA-00-74	Liberty County Sheriff's Office	H.E.A.T. Liberty County	FAST ACT 402 PT	\$299,999.76
PT-2022-GA-00-27	Montgomery County Sheriff's Office	Montgomery County High Visibility Enforcement Project	FAST ACT 402 PT	\$39,320.00
PT-2022-GA-00-44	Pooler Police Department	Speed Related Crashes from Following too closely	FAST ACT 402 PT	\$93,903.80
PT-2022-GA-00-65	Public Safety, Georgia Department of	HEAT/Nighthawks - Middle-GA	FAST ACT 402 PT	\$950,595.37
PT-2022-GA-01-13	Rabun County Sheriff's Office	Rabun County Sheriff's Office High Visibility Enforcement Program	FAST ACT 402 PT	\$60,270.00
PT-2022-GA-00-78	Rockdale County Sheriff's Office	HEAT Rockdale County Sheriff's Office	FAST ACT 402 PT	\$132,082.24
PT-2022-GA-00-88	Savannah Police Department	HEAT Savannah Police Department	FAST ACT 402 PT	\$37,795.90
PT-2022-GA-00-82	Snellville Police Department	HEAT Snellville Police Department	FAST ACT 402 PT	\$112,167.52
PT-2022-GA-01-57	Telfair County Sheriff's Office	Telfair County Sheriff's Office High Visibility Enforcement Project	FAST ACT 402 PT	\$36,520.00
PT-2022-GA-00-28	Treutlen County Sheriff's Office	Treutlen County High Visibility Enforcement Project	FAST ACT 402 PT	\$48,410.00

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2022-GA-00-93	Wilcox County Sheriff's Office	Speed Limit Obedience and Wisdom (SLOW)	FAST ACT 402 PT	\$30,400.00
PT-2022-GA-00-29	Worth County Sheriff's Office	Worth County Sheriff's High Visibility Enforcement	FAST ACT 402 PT	\$48,880.00
PT-2022-TE-00-18	Burke County Sheriff's Office	TEN- East Central	FAST ACT 402 PT	\$20,614.72
PT-2022-TE-00-08	Calhoun Police Department	TEN Mountain Area (MNTEN)	FAST ACT 402 PT	\$20,970.40
PT-2022-TE-00-17	Charlton County Sheriff's Office	TEN - Coastal Area (CATEN)	FAST ACT 402 PT	\$26,754.56
PT-2022-TE-00-04	Clay County Sheriff's Office	TEN - West Central (WCTEN)	FAST ACT 402 PT	\$19,509.76
PT-2022-TE-00-10	Demorest Police Department	TEN- Northeast Georgia	FAST ACT 402 PT	\$21,023.12
PT-2022-TE-00-29	Douglasville Police Department	TEN- Western Region	FAST ACT 402 PT	\$19,360.80
PT-2022-TE-00-16	Effingham County Sheriff's Office	TEN - Southeast Area	FAST ACT 402 PT	\$23,694.92
PT-2022-TE-00-30	Fayetteville Police Department	TEN Metro Atlanta (MATEN)	FAST ACT 402 PT	\$21,926.56
PT-2022-TE-00-12	Grady County Sheriff's Office	TEN - Southwest (SWTEN)	FAST ACT 402 PT	\$17,860.00
PT-2022-TE-00-19	Holly Springs Police Department	TEN - Appalachian Trail	FAST ACT 402 PT	\$21,989.60
PT-2022-TE-00-28	Oglethorpe County Sheriff's Office	TEN - Piedmont Area (PATEN)	FAST ACT 402 PT	\$19,589.44
PT-2022-TE-00-07	Social Circle Police Department	TEN - Central Region (CRTEN)	FAST ACT 402 PT	\$18,459.84
PT-2022-TE-00-11	Valdosta Police Department, City of	TEN- Southern Region	FAST ACT 402 PT	\$19,721.80
PT-2022-TE-00-22	Washington County Sheriff's Office	TEN - South Central Traffic Enforcement Network (SCTEN)	FAST ACT 402 PT	\$19,861.92
PT-2022-TE-00-21	Wilcox County Sheriff's Office	TEN Middle Georgia (MGTEN)	FAST ACT 402 PT	\$19,251.68
PT-2022-TE-00-20	Zebulon Police Department	TEN- Central Georgia	FAST ACT 402 PT	\$17,974.56
TOTAL				\$5,605,103.75

Equipment Request over \$5000

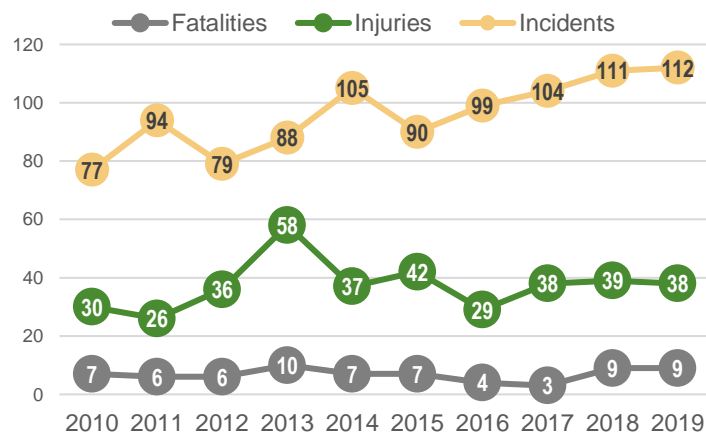
Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
PT-2022-GA-00-86	Byron Police Department	Speed Trailer	Texas	1	\$8,000.00	\$8,000.00
PT-2022-GA-00-87	Clayton County Police Department	Chevrolet Tahoe	Texas	3	\$52,372.00	\$157,116.00
PT-2022-GA-00-55	Floyd County Police Department	In-Car Camera System	Texas	3	\$6,500.00	\$19,500.00
PT-2022-GA-00-55	Floyd County Police Department	Ford Explorer	Illinois	3	\$47,757.20	\$143,271.60
PT-2022-GA-00-04	GAGOHS - Grantee	Speed Trailer	Texas	1	\$8,000.00	\$8,000.00
PT-2022-GA-00-74	Liberty County Sheriff's Office	In-Car Camera System	California	3	\$5,000.00	\$15,000.00
PT-2022-GA-00-74	Liberty County Sheriff's Office	Chevrolet Tahoe	Texas	3	\$50,680.00	\$152,040.00
PT-2022-GA-00-44	Pooler Police Department	Stalker MC360 Speed Trailer w/strobes	Texas	1	\$21,303.00	\$21,303.00
PT-2022-GA-01-13	Rabun County Sheriff's Office	Speed Detection trailer with Top Display	Texas	1	\$8,000.00	\$8,000.00
TOTAL						\$532,230.60

5.10 RAILROAD SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the Federal Railroad Administration, there were 112 incidents involving Georgia railways and highways in 2019. Those 112 incidents resulted in 38 injuries and 9 fatalities. The number of railway and motor vehicle incidents, injuries, and fatalities have steadily increased since 2015. The figure to the right shows the trend of highway-rail incidents, injuries, and fatal injuries between 2010 and 2019.

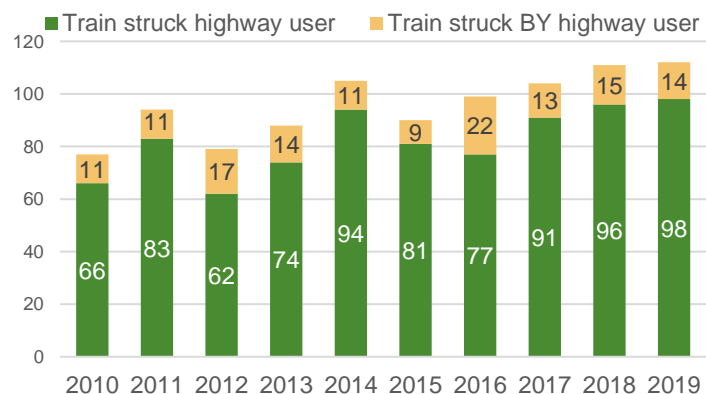
Highway-Rail Incidents, Injuries, and Fatal Injuries (2010-2019) Georgia



2020-2019: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at <http://safetydata.fra.dot.gov/OfficeofSafety/Default.aspx> as of May 30, 2021.

Across the years, rail incidents most often involved the train striking the highway user. In 2019, 98 out of the 112 incidents (88 percent) involved the train striking the highway user and 14 incidents involved the train being struck by the highway user. The figure to the right shows the type of highway-railway crash events from 2010-2019.

Type of Highway-Railway Crashes, 2010-2019, Georgia



Source: Federal Railroad Administration

Passenger cars are the most common highway users involved in highway-railway incidents, followed by trucks with trailers. In 2019, there were 17 injuries and 2 fatal injuries involving cars and 6 injuries and no fatal injuries involving trucks only.

Highway Users Involved in Highway-Railway Incidents, 2019 Georgia

Highway User	Incidents	Fatal Injuries	Injuries
Cars	52	2	17
Trucks	16	0	6
Truck & Trailers	24	1	10
Other Motor Vehicles	9	0	4
Vans	6	2	1
Pedestrians	5	4	-
Total	112	9	38

Source: Federal Railroad Administration

Most of the highway-railway incidents in 2019 occurred in the following counties: Fulton, Cobb, Chatham, and Gwinnett counties. Majority of these incidents occurred at public crossing. The table below shows the top Georgia counties with the highest number of highway-railway incidents in 2019.

Top Counties with the Highest Highway-Railway Incidents by Public or Private Crossing, 2019 Georgia

County	At Public Crossing			At Private Crossing		
	Incidents	Fatal Injuries	Injuries	Incidents	Fatal Injuries	Injuries
Fulton	7	-	3	3	-	2
Cobb	9	1	2	-	-	-
Chatham	6	-	-	2	-	1
Gwinnett	7	-	1	-	-	-
Barrow	4	-	2	-	-	-
Lamar	4	-	1	-	-	-
Whitfield	3	-	-	1	-	-

Source: Federal Railroad Administration

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

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Railroad Safety: Outreach and Education
-------------------------	---

Railroad Safety: Outreach and Education

Project Safety Impacts

Operation Lifesaver (OL) is a nationwide nonprofit rail safety education program. Each state has its own program to address the specific needs of that state, headed by a state coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequaled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL Truck for the larger outdoor events.

Linkage Between Program Area

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

Rationale for Selection

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, the program reaches all the major counties where rail traffic is the highest. Additionally, Georgia Operation Lifesaver exhibits are scheduled at many annual conferences where law enforcement and other highway safety professionals attend. Operation Lifesaver program efforts encourage highway safety professionals to include railroad safety training on their websites, newsletters, etc.

PLANNED ACTIVITIES

Georgia Operation Lifesavers	
<i>Planned Activity Description:</i>	Georgia Operation Lifesaver will provide training and education to both the "first responders" and "general public" about safety around trains and railroad tracks.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">Railroad Safety
<i>Intended Subrecipients:</i>	Georgia Operation Lifesaver

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
RH-2022-GA-00-48	Georgia Operation Lifesaver, Inc.	First Responders Training and Mobile Truck Exhibit	FAST Act 402RH	\$28,884.00
TOTAL				\$28,884.00

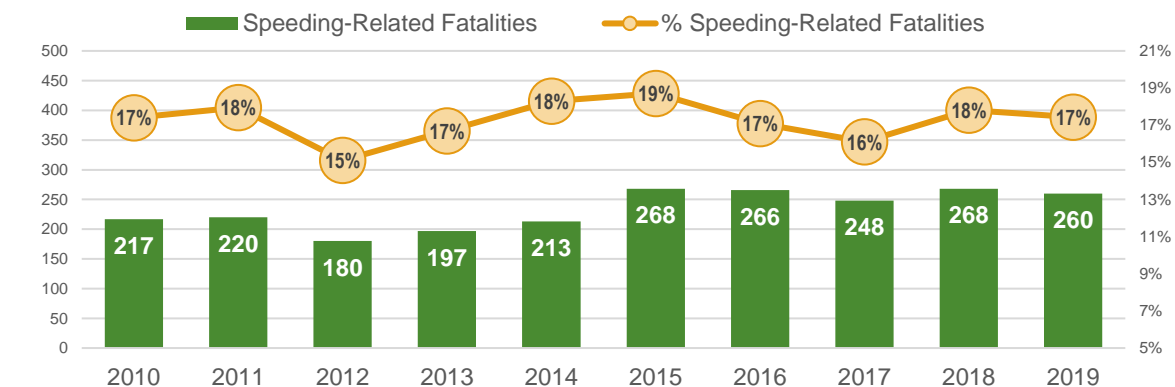
5.11 SPEED MANAGEMENT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2019 there were 2,183 drivers involved in 1,376 fatal crashes, in which 1,491 people lost their lives. Fifteen percent (15%) of the drivers involved were speeding at the time of the crashes, and 17 percent of all traffic fatalities crashes were speed related.

The figure below shows the total number of traffic fatalities, and the number and percentage of fatalities by speeding involvement, for a 10-year period. From 2010 to 2019, speeding-related fatalities decreased by 8 percent, from 217 in 2010 to 260 in 2019. The proportion of speeding-related fatalities out of the total number of fatalities fluctuated between 15 percent and 19 percent during the 10-year period.

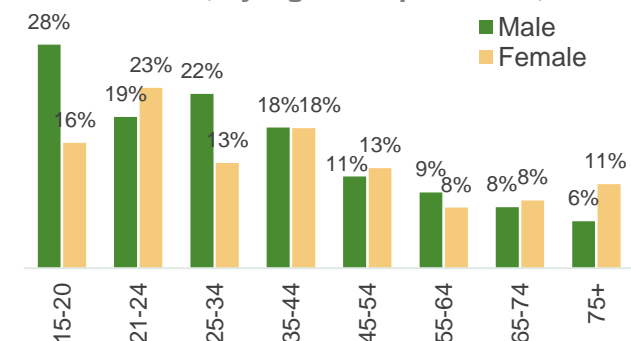
Number and Proportion of Speeding-Related Fatalities, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010-2019 Final File, 2019 Annual Report File (ARF), Georgia

The figure on the right presents the percentage of drivers who were speeding when involved in fatal crashes, by age group and sex. The proportion of female drivers who were speeding was smaller than male drivers across all age groups. Young male drivers were more likely to speed in fatal crashes. In 2019, 28 percent of all male drivers in the 15 to 20-year-old age group involved in fatal crashes were speeding at the time of the crash, compared to 16 percent for the female drivers in the same age group. Young drivers (21-to-24 years) also have a high proportion of female drivers involved fatal crashes were speeding at the time of the crashes, 23 percent.

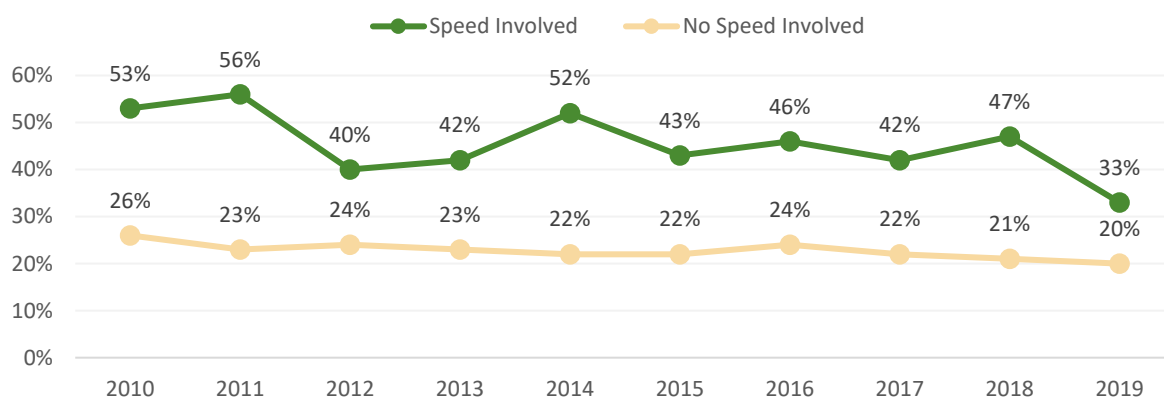
Percentage of Speeding Drivers Involved in Fatal Crashes, by Age Group and Sex, 2019



Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF), Georgia

The figure below shows the percent of unrestrained drivers involved in speed-related and non-speed related fatal crashes from 2010 to 2019. In 2019, 33 percent of all drivers involved in speed-related crashes were unrestrained and 20 percent of drivers involved in no speeding crashes were unrestrained. In 2019, the percent of unrestrained drivers involved in fatal crashes decreased by 5 percent compared to the previous year – 19 fewer unrestrained driver fatalities compared to 2018.

Percent of Unrestrained Drivers involved in Fatal Crashes by Type of Fatal Crash, 2010-2019



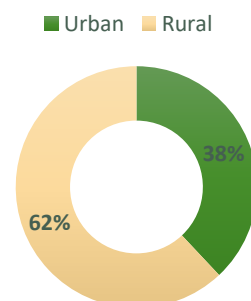
Source: Fatality Analysis Reporting System (FARS); 2010-2019 Annual Report File (ARF), Georgia

In 2019, 85 counties experienced at least one speed-related traffic fatality. The five counties with the highest number of fatalities in crashes involving speeding are: Fulton (30), Cobb (16), Gwinnett (10), DeKalb (10), Chatham (9), and Glynn (9) counties. Thirty-two percent (32%) of all speeding-related fatalities occurred in these counties.

The number and percent of fatalities in speed-related crashes is shown by roadway function class and by rural/urban regions below. Of the 260 speeding-related fatalities that occurred on the interstate roadways in 2019, 62 percent of occurred in urban regions and 38 percent occurred in rural regions. Additionally, 25 percent of fatalities that occurred on local roads were speed related.

Speeding-Related Traffic Fatalities by Roadway Function Class and Rural/Urban, 2019

Roadway Function Class	Speeding Involved		Other Crash		Total
	Number	Percent	Number	Percent	
Interstate, principal arterial	49	21%	190	79%	239
Freeway and expressway, principal arterial	1	8%	11	92%	12
Principal arterial, other	51	13%	347	87%	398
Minor arterial	73	17%	364	83%	437
Collector	42	18%	190	82%	232
Local	44	25%	129	75%	173
Total	260	17%	1,231	83%	1,491



Source: Fatality Analysis Reporting System (FARS); 2019 Annual Report File (ARF), Georgia

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Speed: High Visibility Enforcement and Education
-------------------------	--

Speed: High Visibility Enforcement and Education

Project Safety Impacts

Speed, a form of aggressive driving, has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Excessive speed can contribute to both frequency and severity of motor vehicle crashes. For close to 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2021, the Governor's Office of Highway Safety (GOHS) funded twenty-one (21) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units and six (6) High Visibility Enforcement (H.V.E.) projects across the state where speed crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) and High Visibility Enforcement (H.V.E.) programs in FFY 2022. The Highway Enforcement of Aggressive Traffic (H.E.A.T.) Units were established for the purpose of reducing the number of driving incidents. The H.E.A.T. projects will continue to focus on speed, along with impaired driving and occupant protection. The H.V.E projects will be solely focused on speed enforcement and education.

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Shield, with participation from H.E.A.T. and H.V.E., have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways.

Linkage Between Program Area

Speed enforcement is crucial to helping Georgia reduce the number of crashes, injuries, and fatalities. GOHS' HEAT teams and High Visibility Enforcement projects are focused on educating and enforcing the speed laws in Georgia. The Georgia Public Safety Training Center trains law enforcement on proper procedures for operating both a radar unit and a lidar unit. Both items are proven effective in the enforcement of speed laws. The training center offers online and in-person certification and re-certification courses as well as provides training for radar and lidar instructors.

Rationale for Selection

According to NHTSA (Countermeasures That Work- CTW 9th Edition, chapter 3), speed enforcement is the most common traffic enforcement activity conducted by law enforcement across the country. The speed problem is national in scope but requires local decision making and action to be managed effectively. Local communities are in the best position to make judgments in balancing risk against mobility and are encouraged to use all the tools that are available to make determinations regarding speed management.

PLANNED ACTIVITIES

GA Public Safety Training Center-Speed	
<i>Planned Activity Description:</i>	Conduct RADAR and LIDAR certification as well as Speed Detection Instructor training to students during the grant year. Offer monthly online RADAR Refresher training through www.gpstc.org to all Georgia law enforcement.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Speed: High Visibility Enforcement and Education
<i>Intended Subrecipients:</i>	Georgia Public Safety Training Center

Fund (6) High Visibility Speed Enforcement Projects	
<i>Planned Activity Description:</i>	Activity hours will be dedicated to enforcing the laws that govern speed and aggressive driving on the roadways of county/city through saturated patrols in areas identified by data to be high-risk locations for speed related crashes, injuries, and fatalities occur.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Speed: High Visibility Enforcement and Education
<i>Intended Subrecipients:</i>	Calhoun Police Department, Chatsworth Police Department, Effingham County SO, Jefferson PD, Lowndes County SO, Washington County SO

PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
SC-2022-GA-00-73	Calhoun Police Department	High Visibility Traffic Grant	FAST Act 402 SC	\$51,296.00
SC-2022-GA-01-50	Chatsworth Police Department	Speed Kills	FAST Act 402 SC	\$23,060.00
SC-2022-GA-00-89	Effingham County Sheriff's Office	Speed Detection	FAST Act 402 SC	\$68,580.00
SC-2022-GA-00-24	Georgia Public Safety Training Center	Speed Enforcement Training Programs	FAST Act 402 SC	\$49,415.31
SC-2022-GA-01-59	Jefferson Police Department	High Visibility Enforcement	FAST Act 402 SC	\$23,200.00
SC-2022-GA-00-45	Lowndes County Sheriff's Office	SPEED - Sheriff's Patrol to Enforce Effective Driving	FAST Act 402 SC	\$52,063.60
SC-2022-GA-00-38	Washington County Sheriff's Office	Speed Grant	FAST Act 402 SC	\$55,371.00
TOTAL				\$322,985.91

5.12 TRAFFIC RECORDS

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2019, Georgia experienced 1,491 traffic fatalities, 7,308 serious injuries, and 406,290 motor vehicle crashes on Georgia roadways. While the number of roadway fatalities have decreased by 1% (14 fewer fatalities) in comparison to the previous year, GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities.

Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia's traffic records system consists of data about Georgia's roadway transportation network and the people and vehicles that use it. This data is critical to effective safety programming, operational management, and strategic planning. Georgia's traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core system components— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—as well as the organizations and people responsible for them as indicated below.



Crash Component

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are inputted either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically.



Roadway Component

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.



Driver Component

The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).



Citation & Adjudication Component

The State of Georgia has a non-unified court system where local courts are autonomous, these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts are able to securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.



Vehicle Component

The Georgia Department of Revenue (DOR), Motor-Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out-of-state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.



Injury Surveillance Component

The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and (c) a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.21 (2018-2022 rolling average) by 2022.	1.19	1.21
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	14	26
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202
C-10	To maintain pedestrian fatalities under the projected 281 (2018-2022 rolling average) by 2022.	235	281
C-11	To maintain bicyclist fatalities under the projected 25 (2018-2022 rolling average) by 2022.	24	25
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none">• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
--------------------------------	---

GA Traffic Records Information System

Project Safety Impacts

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia's traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

Linkage between Program Area

Georgia's Traffic Records Program is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources. The Georgia Traffic Records Program mission is to maximize the overall quality of safety data and analysis based on State traffic records data across all six core data systems.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of developing and implementing effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State traffic safety data needed to identify priorities for Federal, State, and local highway and traffic safety programs; evaluate the effectiveness of such efforts; link State data systems, including traffic records and systems that contain medical roadway, and economic data; improve the compatibility and interoperability of State data systems with national data systems and the data systems of other States; and to enhance the agency's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

The Georgia TRCC continues to utilize the Traffic Safety Information System funding, received in FFY 2006- FFY 2021 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c) to advance its mission to maximize the overall quality of traffic safety data and analysis based on State traffic records data across all six core systems.

405(c) grant funding will be allocated for planned activities, which is directly related to the problem identification, performance targets, and countermeasure strategies for Georgia traffic records improvements.

Rationale for Selection

Georgia's traffic records system is important in ensuring that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision making, which is central to identifying traffic safety problems, and designing countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads. All planned activities will be allocated to 405(c) state traffic safety information system improvement grant funds, apart from the NHTSA Technical Assistance Program - Statewide EMS Reassessment project, which will be funded with Section 402 Traffic Records funds.

PLANNED ACTIVITIES

GECPS Outreach

<i>Planned Activity Description:</i>	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication utilizing the Georgia Electronic Citation Processing System (GECPS) as well as to train and educate courts on the GECPS system for this purpose.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

405(c) Traffic Records Program

<i>Planned Activity Description:</i>	To fund the GOHS Georgia Traffic Records program staff and traffic records information system projects to improve Georgia's traffic records data to identify traffic safety problems and design countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

LEA Technology Grant GACP

<i>Planned Activity Description:</i>	To identify law enforcement agencies and provide funding needed for mobile hardware units to submit crash reports electronically to the Georgia Electronic Accident Reporting System (GEARS). 3-7 electronic crash reporting units are provided for approximately 20 law enforcement agencies.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Association of Chiefs of Police

Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests

<i>Planned Activity Description:</i>	The Online Analytical Statistical Information System (OASIS), DPH's web query and custom data requests, provides the public, stakeholders, and traffic safety partners online access to data visualizations using the departmental data warehouse of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT).
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

Support for CODES Crash Data Linkage

<i>Planned Activity Description:</i>	This project creates linked crash and injury surveillance data for analysis by Georgia's highway safety partners and provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

DPH - OEMS GEMSIS Elite

<i>Planned Activity Description:</i>	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, as well as to prepare GEMSIS for NEMSIS v3.5.0 (preparation in CY2021, with planned implementation in CY2022), maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

NHTSA Technical Assistance Program - Statewide EMS Reassessment

<i>Planned Activity Description:</i>	To fund the NHTSA Technical Assistance (TA) Program Statewide EMS Reassessment in Georgia to assess and evaluate current EMS system effectiveness in relation to the original EMS assessment, subsequent EMS program modifications, and integration of new technology or nationally accepted standards.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

PROJECTS

GTS Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
M3DA-2022-GA-00-15	Georgia Department of Driver Services	GECPS Outreach	FAST Act 405c	\$231,900.31
M3DA-2022-GA-01-53	GAGOHS-Grantee	405c: Traffic Records Program	FAST Act 405c	\$158,270.00
M3DA-2022-GA-00-96	Georgia Association of Chiefs of Police	LEA Technology Grant GACP	FAST Act 405c	\$430,500.00
M3DA-2022-GA-00-06	Georgia Department of Public Health	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	FAST Act 405c	\$201,492.91
M3DA-2022-GA-00-20	Georgia Department of Public Health	Support for CODES Crash Data Linkage	FAST Act 405c	\$208,949.07
M3DA-2022-GA-00-26	Georgia Department of Public Health (EMS & Trauma)	DPH - OEMS GEMSIS Elite	FAST Act 405c	\$225,756.92
TR-2022-GA-01-82	GAGOHS-Grantee	402 TR	FAST Act 402TR	\$35,000.00
TOTAL				\$1,491,869.21

5.13 YOUNG DRIVER (TEEN TRAFFIC SAFETY PROGRAMS)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

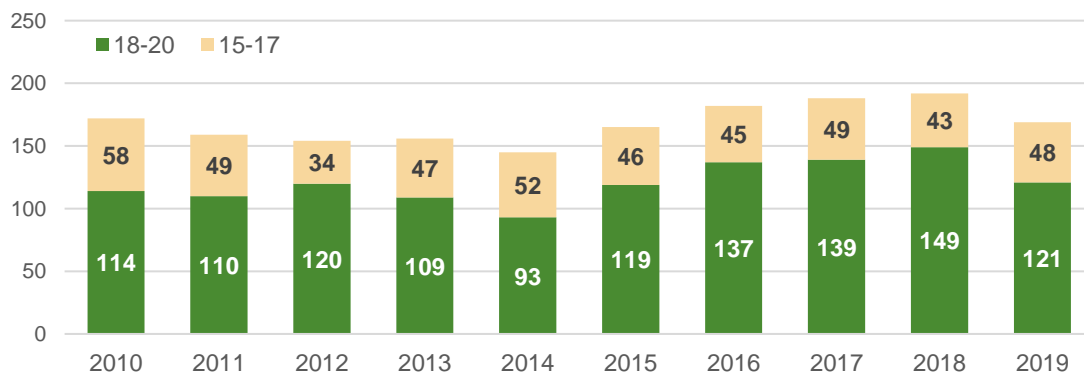
The term young driver refers to a person 15-to-20 years old operating a motor vehicle. People in this age group generally obtain their licenses for the first time and many are under a graduated driver licensing program as they learn driving skills. Teens are a vulnerable population when it comes to driving- as motor vehicle crashes are the leading cause of death for young adults. High-risk behavior, texting while driving, impaired driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways.

In 2019, the top three contributing factors for fatal crashes involving young drivers were: (1) Failure to yield right of way; (2) Overcorrecting; and (3) Improper Lane usage. The top contributing factors for all motor vehicle crashes involving young drivers are: (1) following to close; (2) operating vehicle in erratic manner (e.g., speeding); and (3) driving while distracted.

Between 2014-2018, there was a gradual increase in the number of young drivers (ages 15-20 years) involved in fatal crashes. In 2019, there were 169 young drivers involved in fatal crashes – a 12 percent decrease (23 fewer drivers) compared to the previous year. Young drivers represented 7.7 percent of all drivers involved in fatal crashes in 2019. Over the past 5-years (2015-2019), young drivers consistently represented 8.3 percent of all drivers involved in the fatal crashes.

From 2010 to 2019, young drivers between the ages of 18-20 years (and therefore not required to adhere with the Graduate Driver Licensing requirements) made up more than 60 percent of all young drivers involved in fatal crashes (see chart below). In 2018, 72 percent of all young drivers involved in a fatal crash were between the ages of 18 and 20 years.

Young Drivers Involved in Fatal Crashes, by Age Group, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019

Young drivers (15-to-20 years old) generally obtain their licenses for the first time under a graduated driver licensing program as they learn driving skills.

- There were 8 million licensed drivers in the Georgia in 2019. Young drivers (ages 15-20 years) accounted for 7.9 percent (631,790) of all licensed drivers in 2019.
- Across the state, 71.1 percent of all youth (15-20 years) holds either an instructional permit or driver's license in 2019.
- The percentage (72 percent) of young adults that held an instructional permit or driver's license in 2019 is the same across all rural and urban counties¹⁵, 89 and 70 counties, respectively.

In fatal crashes involving young drivers for the 5-year period from 2015 to 2019:

- Young drivers fatally injured decreased by 23 percent (from 77 fatalities in 2015 to 59 fatalities in 2019).
- Fatalities among the passengers of young drivers increased by 22 percent (from 89 fatalities to 109 fatalities).
- Nonoccupant fatalities – pedestrians, bicyclist, or other nonoccupants – increased by 21 percent (from 14 fatalities to 17 fatalities).

Fatalities in Crashes Involving Young Drivers, by Person Type and Year, 2015-2019

Year	Young Drivers (15–20)	Other Vehicle Passengers	Nonoccupants	Total
2015	77	89	14	180
2016	96	84	16	196
2017	71	108	24	203
2018	72	90	34	196
2019	59	109	17	185

Source: Fatality Analysis Reporting System (FARS) 2015-2019

¹⁵ Rural definition based on Office of Management and Budget (OMB) metro counties. A metro area includes one or more counties containing a core urban area of 50,000 or more people, together with any adjacent counties that have a high degree of social and economic integration (as measured by commuting to work) with the urban core.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399
C-6	To maintain speeding-related fatalities under the projected 301 (2018-2022 rolling average) by 2022.	262	301
C-9	To maintain young drivers involved in fatal crashes under the projected 202 (2018-2022 rolling average) by 2022.	183	202
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> Youth Programs
-------------------------	--

Youth Programs

Project Safety Impacts

Recognizing the need to go beyond GDL, Georgia develops and implements teen traffic safety programs that address the behavioral issues typically associated with novice driver crashes – alcohol, drugs, distraction caused by cell phones and other teen passengers, drowsiness, late-night driving, low seat belt use, and speeding. Many of these are peer-to-peer, school-based programs designed to help teens not only identify those behaviors that cause them the greatest risk on the road, but also recognize that they have the ability and power to address them. Motor vehicle crashes are the leading cause of death for children and young adults ages 5 to 24. GOHS currently provides funding for colleges and high schools through our Student Against Destructive Decisions (SADD), and Youth and Young Adult (YA) programs. Both programs work to reach the youth of Georgia, SADD primarily focusing on high school students, and YA focusing on the college population of the state. Additionally, efforts to reach the 50 colleges and over 1.3 million high school students across the state are growing within the agency. The agency works with Georgia Public Broadcasting (GPB) to incorporate messaging directed to teen and young drivers. There are many PSAs surrounding high school sporting events. These also allow the programs to expand media presence and allows for the agency to then come

back with program information. The young driver program activities are conducted jointly with the rollover simulator and driving events. These events incorporate information and program details to schools that reach out to the GOHS. The rollover simulator and educational programs are initially requested by individual schools. Recruitment then happens following the program. Peer to peer educational youth programs, and young adult program details are given as well as any support that is needed regarding establishing the programs. The notion that teens and young drivers are both willing and able to successfully undertake educating their peers about this problem, and should be encouraged to do so, is supported by the state.

The efforts to expand youth programs are hampered by the reimbursement-based system of operation in regard to funding these programs as well as the lack of innovation when it comes to non-incentive-based purchases. Schools across Georgia must initially budget money for the SADD grants money that could be used in other school programs. Through the reimbursement-based grants, the youth program numbers across the state are dwindling. These schools cannot provide the initial overhead costs to fund these programs and find that the reports needed for the grant outweigh the program itself. The additional commitment of teachers, volunteers, and any aspect of the program is a big call to action.

The peer-to-peer education programs are flourishing because of the peer-to-peer aspect; however, school programs still require participation from school and staff. It is because of this issue, recruitment has been focused to tertiary program partners like the school resource officers, board of education, county offices, and the state school superintendent. It is the hope of GOHS to create partnerships across the state that will assist the schools with the initial financial burden and provide adequate support in establishing and maintaining youth traffic safety programs. Additionally, with the change to a non-incentive-based grant, the established programs are finding it difficult to create meaningful connections with impacted program participants. A new and innovative program creates ways in which an incentive is not needed to impact societal change. The agency is working with programs to establish new and innovative ways in which these youth programs can create a lasting impact on their surroundings without the need for incentives for education. In this era of science-based prevention and increased accountability, Students Against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. The strong name recognition and expansive chapter base put Students Against Destructive Decisions (SADD) at an advantage to take a leadership role in implementing model prevention practices within local communities across the country. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of Students Against Destructive Decisions (SADD). Through Students Against Destructive Decisions (SADD) chapters, young people of all ages and backgrounds become skilled, educated advocates for youth initiatives developed by local, state, and national organizations working to promote youth safety and health.

The Governor's Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (GYAP) is to promote education and awareness among young adults about highway safety issues, such as distracted driving, underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities.

This program is achieved by training peer-educators, providing educational programs to the schools, and training to campus students, faculty, and staff.

Linkage Between Program Area

Georgia's colleges, universities, and high schools conduct school year activities focused on educating students and faculty about highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. High schools, colleges, and universities across Georgia are conducting educational programs during peak times, like prom, spring break, and graduation, to remind students to be safe on the roadways. These programs focus primarily on impaired driving, distracted driving, seat belt use, and other highway safety topics, among young adult drivers. Schools coordinate prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Red Ribbon week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and any school specific events. Schools will also participate in GOHS planned events for National Teen Driver Safety Week, as well as virtual state-wide chapter meetings as long as schools are virtual due to COVID-19. Additionally, GOHS will host a Youth and Young Adult conference, that will help guide the students in these projects and provide training for the advisors. Programs are also presented to these students and young drivers. These programs are achieved by presenting an exciting, interactive 3-D and segmented reality driving simulation, using video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. The use of a pre and post surveys are given to the students to show how the information has impacted their choices.

Rationale for Selection

All Students Against Destructive Decisions (SADD) chapters, and Young Adult college and University programs, have a common target: to empower young people to help their peers live safer, healthier, more positive lives. Students Against Destructive Decisions (SADD) students are valued as contributing members of their communities.

PLANNED ACTIVITIES

2022 SADD Grants

<i>Planned Activity Description:</i>	Teen traffic safety awareness program targeting 29 high schools. Complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns (Rock the belt, 21&Bust), and participate in a distracted/impaired driving event around Prom or graduation in each high school.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Youth Programs (primary)
<i>Intended Subrecipients:</i>	Chattahoochee High School, Fannin County High School, Grayson High School, Lee County Board of Commissioners, Peach County High School, Pepperell High School, Towns County Schools, Union County Schools Police Department, Wayne County High School, Evans County High School, Clayton County Public Schools (7 high schools), Warren County High School, Savannah-Chatham Board of Education Police Department (11 high schools)

2022 Young Adult Programs

<i>Planned Activity Description:</i>	Fund thirteen (13) college programs targeting young adults to provide educational opportunities involving at least 50% of student population on the effects of alcohol and highway safety issues, seat belt checks, train new peer health educators on alcohol and impaired driving issues, participate in GOHS Impaired Driving Campaigns.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> Youth Programs (primary)
<i>Intended Subrecipients:</i>	Abraham Baldwin Agriculture College (ABAC), Augusta University, Clayton State University, Fort Valley State University, Georgia College and State University, Georgia Southwestern State University, Georgia State University, Georgia Tech Research Corp., Kennesaw State University Research and Service Foundation, University of North Georgia, Valdosta State University, University of West Georgia, GSU Research & Service Foundation, Inc.

Governor's Office of Highway Safety 402TSP

<i>Planned Activity Description:</i>	To fund staff and activities, including a Youth and Young Adult conference, for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">Youth Programs (primary)
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

2022 Youth Presentations

<i>Planned Activity Description:</i>	These programs allow students to attend a 3-D presentation, or augmented reality presentation on highway safety topics effecting youth. These experiences use video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. It will give a real-life scenario that will help the student visualize real-life situations. The program will also collect data from a pre and post survey given to students before and after the presentation.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">Youth Programs (primary)
<i>Intended Subrecipients:</i>	Children and Parent Resource Group

Savannah Technical College

<i>Planned Activity Description:</i>	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">Youth Programs (primary)
<i>Intended Subrecipients:</i>	Savannah Technical College

PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2022-SA-00-04	Chattahoochee High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-03	Evans High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-17	Fannin County High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-12	Grayson High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-13	Lee County High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-08	Peach County High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-07	Pepperell High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-05	Towns County Schools	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-19	Union County Schools Police Department	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-21	Warren County High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-SA-00-18	Wayne County High School	SADD	FAST Act 402TSP	\$6,500
TSP-2022-YA-00-06	ABAC Advancement Foundation, Inc	YA	FAST Act 402TSP	\$11,095.00
TSP-2022-YA-00-18	Augusta University	YA	FAST Act 402TSP	\$16,360.00
TSP-2022-YA-00-10	Clayton State University	YA	FAST Act 402TSP	\$7,150.00
TSP-2022-YA-00-08	Fort Valley State University	YA	FAST Act 402TSP	\$7,480.44
TSP-2022-YA-00-04	Georgia College & State University	YA	FAST Act 402TSP	\$10,000.00
TSP-2022-YA-00-14	Georgia Southwestern State University	YA	FAST Act 402TSP	\$13,355.60
TSP-2022-YA-00-16	Georgia State University	YA	FAST Act 402TSP	\$13,967.00
TSP-2022-YA-00-19	Georgia Tech Research Corp.	YA	FAST Act 402TSP	\$11,000.00
TSP-2022-YA-00-20	GSU Research & Service Foundation, Inc.	YA	FAST Act 402TSP	\$16,891.88
TSP-2022-YA-00-15	Kennesaw State University Research and Service Foundation	YA	FAST Act 402TSP	\$19,066.77
TSP-2022-YA-00-11	North Georgia, University of	YA	FAST Act 402TSP	\$17,420.00

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2022-YA-00-07	Valdosta State University	YA	FAST Act 402TSP	\$7,273.75
TSP-2022-YA-00-12	West Georgia, University of	YA	FAST Act 402TSP	\$14,649.60
TSP-2022-GA-00-19	Children and Parent Resource Group, Inc	Life Changing Experience Community Education Project	FAST Act 402TSP	\$175,000.00
TSP-2022-GA-01-00	Clayton County Public Schools	SADD	FAST Act 402TSP	\$42,350.00
TSP-2022-GA-01-25	GAGOHS-Grantee (In-house grant)	402TSP: Teen Traffic Safety Program	FAST Act 402TSP	\$155,221.56
TSP-2022-GA-01-81	Savannah-Chatham Board of Education Police Department	Savannah- Chatham Public Schools Students Against Destructive Decisions Chapters	FAST Act 402TSP	\$71,500.00
TSP-2022-GA-00-41	Savannah Technical College	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	FAST Act 402TSP	\$140,571.50
			TOTAL	\$821,853.10

5.14 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

CRASH ANALYSIS

Approach

Georgia utilizes a comprehensive array of activities combining statewide coordination of enforcement and complementary local level projects with the target to reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors. Programs include Highway Enforcement of Aggressive Traffic (HEAT), Thunder Task Force, Traffic Enforcement Networks, and high visibility enforcement surrounding NHTSA campaigns including Click it or Ticket and Drive Sober or Get Pulled Over.

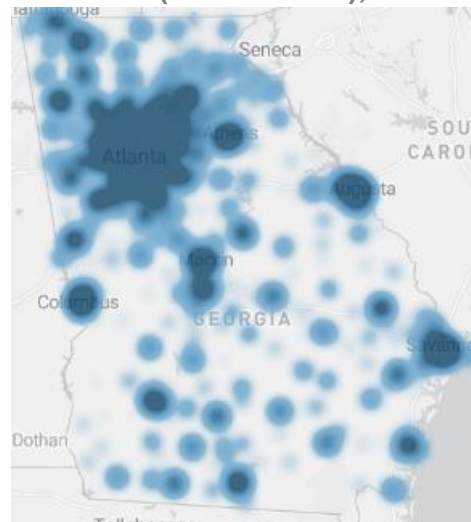
Problem Identification and Program Description

In 2019, Georgia experienced 1,491 traffic fatalities, 7,308 serious injuries, and 406,290 motor vehicle crashes on Georgia roadways. The figure to the right shows the hotspots of the crashes across the state of Georgia.

The most common contributed factors for crashes in 2019 were:

- Following Too Close (72,496; 18%)
- Failure to Yield (31,848; 8%)
- Changed Lanes Improperly (20,841; 5%)
- Driver Lost Control (9,773; 2 %)
- Improper Backing (7,559; 2 %)
- Misjudged Clearance (6,916; 2 %)
- Inattentive or Other Distraction (Distracted) (5,865; 2%)
- Too Fast for Conditions (5,355; 2 %)

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2019



Source: Numetric, Georgia Electronic Crash Reporting (May 2021)

The Strategic Highway Safety Plan (SHSP) task teams determined traffic safety emphasis areas to monitor throughout the programmatic year. The table below shows the number and percent of crashes for selected measures that are tracked within each emphasis area for 2018 and 2019. In 2018 and 2019, the most common type of crash are intersection crashes. In 2018, 46% of all crashes (184,548) crashes occurred within intersections.

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2019

Strategic Highway Safety Plan Emphasis Areas	2018		2019		% change	
	Number	Percent	Number	Percent	Number	Percent
Intersection	176,548	43.89%	184,548	45.67%	8,000	1.78%
Roadway Departure	63,141	15.70%	56,729	14.53%	-6,412	-1.17%
Distracted Driver (Suspected)	140,391	34.90%	195,018	48.26%	54,627	13.36%
Older Driver (55-64)	79,333	19.72%	81,064	20.06%	1,731	.34%
Older Driver (65+)	58,322	14.50%	62,329	15.42%	4,007	.92%
Young Driver	52,461	13.04%	51,838	12.83%	-623	-.21%
Hit & Run	45,630	11.34%	47,953	11.86%	2,323	.52%
CMV Related	18,492	4.60%	18,233	4.51%	-259	-.09%
Aggressive Driving	15,964	3.97%	10,222	2.53%	-5,742	1.44%
Distracted Driver (Confirmed)	15,871	3.95%	7,492	1.96%	-8,379	-1.99%
Impaired (Suspected)	11,994	2.98%	16,128	3.99%	4,134	1.01%
Impaired Driving (Confirmed)	8,411	2.09%	7,356	1.82%	-1,055	-.27%
Motorcycle	3,831	.95%	3,972	.98%	141	.03%
Pedestrian	2,972	.74%	2,928	.72%	-44	.02%

Source: Numetric, Georgia Electronic Crash Reporting (May 2021)

Georgia continues to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities.

The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in "Countermeasures That Work: Ninth Edition, 2017" (CTW). Data throughout this Highway Safety Plan is in response to these countermeasures. Georgia will continue to participate in these programs which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T.

Georgia has 42,520 law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of whom partner with the Governor's Office of Highway Safety on a regular basis.

DEPLOYMENT OF RESOURCES

H.E.A.T. (Highway Enforcement of Aggressive Traffic)

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers.

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. For 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2021, the Governor's Office of Highway Safety (GOHS) funded twenty-one (21) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FFY 2022.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The concept is to identify a county or area of the state to deploy the Task Force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the regions with two to three months of high visibility enforcement and earned media. The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. All local crash data is reviewed, including time of day, location, and causation (DUI, Seatbelt, Speed, Motorcycles).

With this continued effort of putting resources where the traffic fatality problems are, the Governor's Office of Highway Safety (GOHS) can support local jurisdictions with a proven effective and cost-efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia. While conducting a Thunder Task Force Mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force often returns to the jurisdiction for a follow up visit and evaluation.

Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are managed by a coordinator and an assistant coordinator, both who are full time law enforcement officers. The dedicated support GOHS receives from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training, and networking opportunities to the attending officers. Prosecutors, judges, and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

Traffic enforcement networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. GOHS Law Enforcement Liaisons (LELs) and the network coordinators utilize the Georgia Electronic Accident Reporting System (GEARS) system to identify specific areas of their network that have high crash activity. GOHS has worked with GEARS system designers to create a "Crashes by Network" report that can be generated for a specific period of time by network coordinators and LELs. This report coupled with other reports from GEARS such as "high crash locations" and "crashes by contributing circumstances" assist local law enforcement agency personnel in identifying specific roadway locations within their jurisdiction that should be targeted for enforcement.

The regional traffic enforcement networks, working with law enforcement, play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional enforcement, education, and media activities for NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT", "Click it or Ticket", "Operation Southern Shield". They also assist the GOHS LES Team with state campaigns such as "One Hundred Days of Summer Heat", "Hands Across the Border" and "Operation Zero Tolerance". These campaigns bolster our mobilization efforts to nine (9) each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serv where participating law enforcement officers can receive up-to-date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are more than 950 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Effectiveness Monitoring

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (Impaired driving, safety belts, and pedestrian/bicycle safety) will also be included.

Surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the state Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will continue throughout the year and outreach efforts will be revised as needed.

5.15 HIGH VISIBILITY ENFORCEMENT

Effective, high-visibility communications and outreach are an essential part of successful high-visibility enforcement programs. Paid advertising can be a critical part of the media strategy and brings with it the ability to control message content, timing, placement, and repetition. In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoints. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys.

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in Georgia. NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT" and "Click it or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

The regional traffic enforcement networks (TEN), working with law enforcement play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional high visibility enforcement, education, and media activities for NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT", "Click it or Ticket", "Operation Southern Shield". They also assist the GOHS LES Team with state campaigns such as "One Hundred Days of Summer Heat", "Hands Across the Border" and "Operation Zero Tolerance". These campaigns bolster our mobilization efforts to nine (9) each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

"Drive Sober or Get Pulled Over"

GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message. GOHS partners with the Georgia State Patrol, sheriff's offices, police departments and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with TEAM Georgia to hold news conferences in Atlanta prior to the Christmas/New Year's holiday season and St. Patrick's Day. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the 9 mobilizations. During the St. Patrick's Day period in March, Chatham County Georgia holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by 3 days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers. During the 2021 deployment, officers arrested 71 impaired drivers, issued 32 seat belt citations, 27 child restraint citations, 23 distracted driving citations, and 28 speeding citations.

"Click It or Ticket"

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data showing that proper use of lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and mini vans, properly worn seatbelts reduce fatal injury by 60%. NHTSA research data show more than 70% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 95.9%, sustaining this number necessitates a rigorous, ongoing high visibility enforcement campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high-profile enforcement measures. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during this time which resulted in 434 seat belt citations, 72 child restraint citations, 2,046 speeding citations, 243 distracted driving citations, and 75 impaired drivers in 2020.

100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic)

Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there is a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. Most drivers in those speed-related crashes fall within the demographics of Georgia's primary audience for paid media. The 100 Days of Summer H.E.A.T. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day to Labor Day. GOHS Public Affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media. Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol countermeasure campaign ads as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources to promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS also partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conference includes GOHS LES and TEN personnel demonstrating Rollover Simulators and Seat Belt Convincers for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as all bordering states. During this week, media events and enforcement events are held in 5 different cities around the state. At each location Georgia meets with the adjoining state and jointly conducts these operations. The goal of the Hands Across the Border Campaign is to raise awareness and lower fatalities as we reach the end of the summer travel season.



FFY2022 Georgia Mobilizations*

**Click it or Ticket Mobilization
November 15 – November 28, 2021**

**Drive Sober or Get Pulled Over
December 15, 2021 - January 1, 2022
(National Mobilization)**

**Click it or Ticket Mobilization
May 16 – June 4, 2022
(National Mobilization)**

**One Hundred Days of Summer HEAT
May 16 - September 6, 2022**

**CIOT Border to Border
May 16, 2022**

**Operation Zero Tolerance
June 27 - July 5, 2022**

**Operation Southern Shield
July 18 - 23, 2022**

**Hands Across the Border
August 29 – September 2, 2022**

**Drive Sober or Get Pulled Over
August 22 - September 6, 2022
(National Mobilization)**

*Estimated Dates

Section 6:

SECTION 405 APPLICATIONS

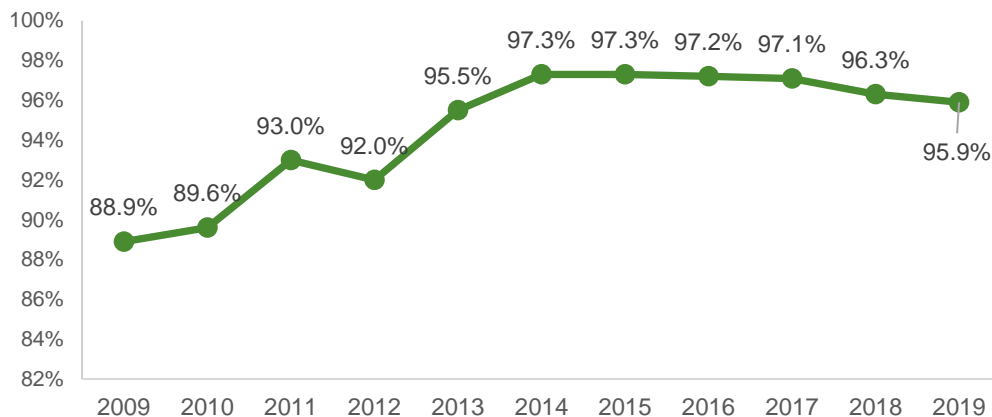
- 405(b) Occupant Protection Grant
- 405(c) State Traffic Safety Information System Improvements Grant
- 405(d) Impaired Driving Countermeasures Grant
- 405(f) Motorcyclist Safety Grant
- 405(h) Nonmotorized Safety Grant

405(b) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated belt use decreased from 96.3 percent in 2018 to 95.9 percent in 2019. Due to COVID-19, NHTSA offered a waiver to states for the 2020 occupant protection survey and Georgia accepted the waiver. Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt.

Observed Safety Belt Use (2009-2019)



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2019 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (96.8%), followed by non-Atlanta MSAs (95.0%), and rural areas (95.0%).
- Safety belt usage for white occupants was higher (96.1%) than for non-white occupants (95.0%).
- Safety belt usage was higher for women (98.1%) than for men (94.2%).
- Safety belts usage was 97.3% in passenger cars, 97.2% in vans, and 92.6% in trucks.

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2010-2019)

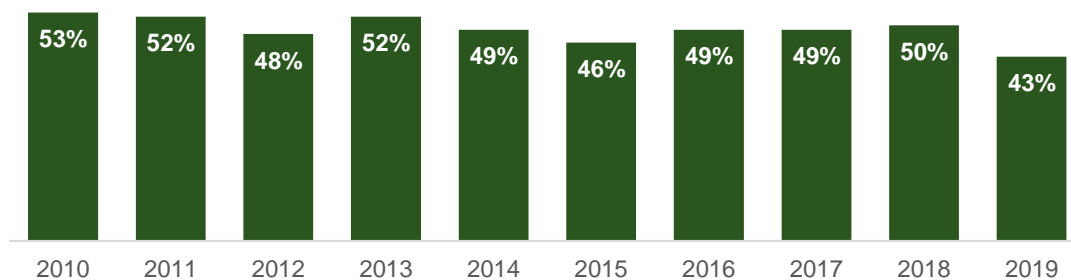
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Overall Safety Belt Use:		89.6	93.0	91.5	95.5	97.3	97.3	97.2	97.1	96.3	95.9
Location:	Atlanta MSA	88.4	94.8	88.3	98.7	97.5	97.7	97.3	97.4	96.0	96.8
	Non-Atlanta MSA	86.5	89.7	92.6	91.2	95.6	95.7	96.6	96.4	96.0	95.0
	Rural	79.9	88.2	93.1	91.8	95.2	96.5	96.0	94.8	96.8	95.0
Driver Ethnicity:	White	89.7	92.7	90.8	96.3	97.6	97.3	97.0	96.1	94.0	96.1
	Non-White	89.4	93.3	83.2	97.0	96.7	97.4	97.3	96.3	96.6	95.0
Driver Gender:	Male	86.5	89.8	89.5	94.9	96.1	95.9	95.2	94.4	94.3	94.2
	Female	96.3	96.7	95.7	98.5	98.9	99.4	99.4	99.2	99.0	98.1
Vehicle Type:	Car	91.0	94.8	95.0	97.9	98.7	98.6	98.5	98.3	97.3	97.3
	Truck	85.0	84.1	85.8	90.7	95.3	95.1	94.5	95.5	94.7	92.6
	Van	90.3	95.0	94.7	98.1	96.6	96.6	96.3	97.3	97.0	97.2

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

In 2019 there were 1,491 traffic fatalities in Georgia, of which 989 (66%) were occupants of passenger vehicles. Of the 989 passenger vehicle occupants who were fatally injured in 2019, some 514 (52%) were restrained and 384 (39%) were unrestrained at the time of the crash. Restraint use was not known for the remaining 91 (9%) of the occupants. Looking only at those passenger vehicle occupants who were fatally injured, and their restraint use known, 57 percent were restrained, and 43 percent were unrestrained.

The percentage of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes is graphed below. Among passenger vehicle occupants fatally injured, when restraint use was known, the percentage of unrestrained deaths decreased by 7 percentage points, from 50 percent in 2018 to 43 percent in 2019.

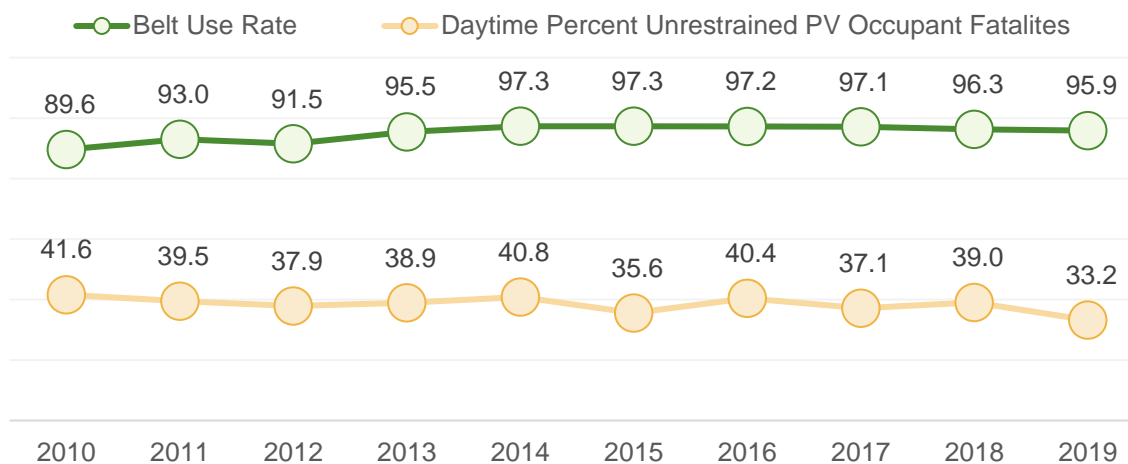
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2010–2019



Source: Fatality Analysis Reporting System (FARS) 2010-2019

While the seat belt usage rate decreased steadily since 2014, the number of daytime passenger vehicle occupant fatalities was the lowest in 2019 — 33% of all daytime passenger vehicle occupants were fatally injured.

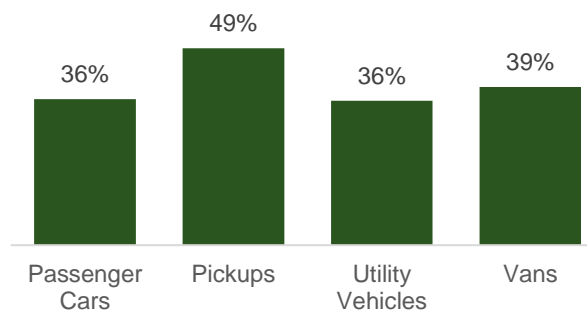
Seat Belt Use Rate and Daytime Percentage of Unrestrained Passenger Vehicle Occupant Fatalities, 2010–2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019

Restraint use varied by vehicle type. Forty-nine percent of the passengers fatally injured in pickup trucks were unrestrained, compared to 36 percent in SUVs and passenger cars. The figure to the right compares the percent known unrestrained use of drivers fatally injured versus passengers fatally injured for each passenger vehicle type.

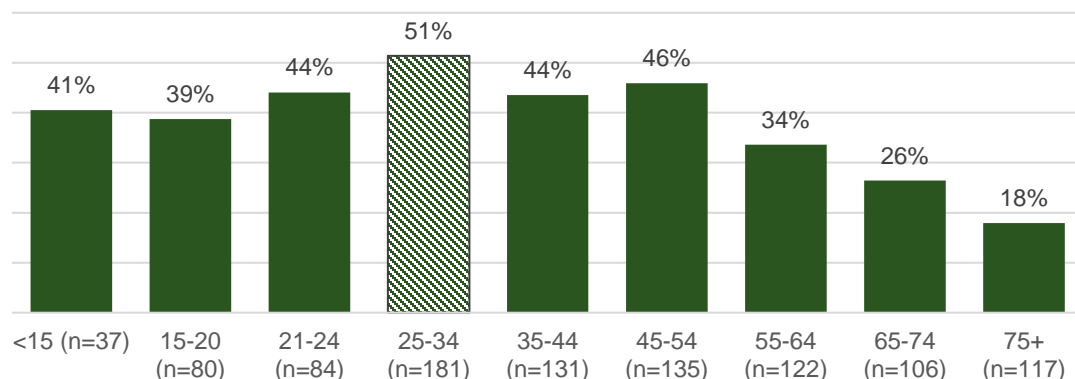
Unrestrained PV Occupant Fatalities by Vehicle Type, 2019



Source: Fatality Analysis Reporting System (FARS)—2019

Information on restraint use by age group for passenger vehicle occupants who were fatally injured in 2019 is shown below. Among passenger vehicle occupant fatalities where restraint use was known, the 25-to-34 age group had the highest percentage of unrestrained occupants (51%), followed by the 45-to-54 age group at 46 percent unrestrained. In 2019, there were 13 passenger vehicle occupant fatalities among children younger than five years of age — 25 percent were unrestrained (based on known restraint use). In the 5-to-9 age group, there were 7 fatalities; 42 percent were unrestrained (based on known restraint use).

Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained, by Age Group and Gender, 2019

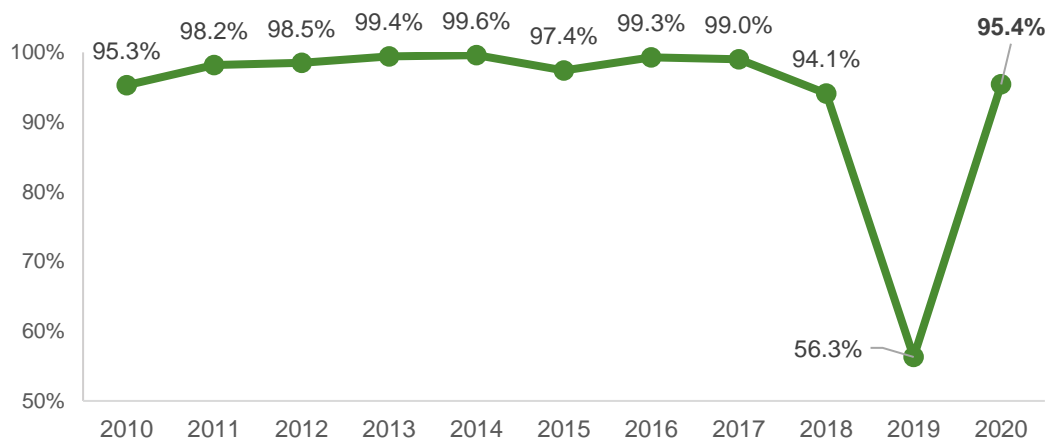


Source: Fatality Analysis Reporting System (FARS) – 2019

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated child safety seat use increased from 94.1 percent in 2018 to 95.4 percent in 2020. Among children under five years of age within the state of Georgia, an estimated 16 lives were saved in 2017 by restraint use.

The observed child safety seat usage rate in 2020 was 95.4 percent. Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Child Safety Seat Usage in Georgia, 2010 – 2020



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2020)

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-4	To maintain the unrestrained traffic fatalities under the projected 446 (2018-2022 rolling average) by 2022.	434	446
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat onboard occupants to 96.0% by 2022.	95.9%	96.0%

PLANNED PARTICIPATION IN CLICK-IT-OR-TICKET

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 42,520 sworn law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket mobilizations each fiscal year. During FFY 2022, GOHS will also participate in the Click-It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 800 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click it or Ticket enforcement initiatives across the entire state.

Jurisdictions that are overrepresented with unbelted fatalities are targeted with extra efforts and stepped-up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two-week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2022, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

3. November 2021, which covers the Thanksgiving holiday period
4. May 2022, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.



FFY2022 Georgia Mobilizations*

Click it or Ticket Mobilization
November 15 – November 28, 2021

Drive Sober or Get Pulled Over
December 15, 2021 - January 1, 2022
(National Mobilization)

Click it or Ticket Mobilization
May 16 – June 4, 2022
(National Mobilization)

One Hundred Days of Summer HEAT
May 16 - September 6, 2022

CIOT Border to Border
May 16, 2022

Operation Zero Tolerance
June 27 - July 5, 2022

Operation Southern Shield
July 18 - 23, 2022

Hands Across the Border
August 29 – September 2, 2022

Drive Sober or Get Pulled Over
August 22 - September 6, 2022
(National Mobilization)

**Estimated Dates*

The chart below contains a list of 207 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2022 Click It Or Ticket Participating Agencies			
Abbeville PD	Coweta County SO	Houston County SO	Rossville PD
Adairsville PD	Crisp County SO	Irwin County SO	Royston PD
Adel PD	Dade County SO	Jeff Davis County SO	Sandersville PD
Albany State Univ.	Dalton PD	Jefferson PD	Sandy Springs PD
Alpharetta PD	Dalton St. College PD	Jesup PD	Sardis PD
Alto PD	Danielsville PD	Jonesboro PD	Screven County SO
Americus PD	Darien PD	Kingston PD	Shiloh PD
Appling County SO	Decatur County SO	LaFayette PD	Smyrna PD
Aragon PD	Dekalb County PD	Lake Park PD	Snellville PD
Ashburn PD	Demorest PD	Lakeland PD	Social Circle PD
Atkinson County SO	Dillard PD	Lamar County SO	Spalding County SO
Avondale Estates PD	Dodge County SO	Lanier County SO	Stapleton PD
Baldwin PD	Dooly County SO	Lavonia PD	Stephens County SO
Banks County SO	Douglas PD	Leesburg PD	Stewart County SO
Barnesville PD	Douglas County SO	Lincoln County SO	Stone Mountain PD
Bartow County SO	Dublin PD	Lookout Mountain PD	Sumter County SO
Baxley PD	Duluth PD	Lowndes County SO	Sycamore PD
Blue Ridge PD	Dunwoody PD	Lumpkin PD	Talbot County SO
Boston PD	Eatonton PD	Lyons PD	Tallapoosa PD
Bremen PD	Echols County SO	Macon County SO	Tattnall County SO
Brookhaven PD	Effingham County SO	Marion County SO	Temple PD
Buchanan PD	Emerson PD	McCaysville PD	Tift County SO
Byron PD	Eton PD	Milledgeville PD	Tifton PD
Cairo PD	Euharlee PD	Milner PD	Toombs County SO
Calhoun PD	Fannin County SO	Milton PD	Treutlen County SO
Calhoun County SO	Fayette County SO	Monroe PD	Trion PD
Camden County SO	Fayetteville PD	Montgomery County SO	Troop A
Candler County SO	Flowery Branch PD	Morven PD	Tunnel Hill PD
Canton PD	Floyd County PD	Murray County SO	Turner County SO
Carroll County SO	Fort Oglethorpe PD	Nashville PD	Twiggs County SO
Carrollton PD	Fort Stewart PD	Newton County SO	Tybee Island PD
Cartersville PD	Fort Valley PD	Ocilla PD	Union City PD
Catoosa County SO	Gainesville PD	Oglethorpe PD	Union County SO
Cave Spring PD	Glynn County PD	Oglethorpe County SO	Uvalda PD
Cecil PD	Gordon PD	Omega PD	Valdosta PD
Cedartown PD	Gordon County SO	Peach County SO	Varnell PD
Centerville PD	Graham PD	Peachtree City PD	Vienna PD

Charlton County SO	Greene County SO	Pelham PD	Villa Rica PD
Chatsworth PD	Greensboro PD	Pembroke PD	Wadley PD
Chattooga County SO	Gwinnett County PD	Perry PD	Walton County SO
Cherokee County SO	Habersham County SO	Polk County PD	Warner Robins PD
Chickamauga PD	Hall County SO	Polk County Sheriff	Warrenton PD
Clarkesville PD	Hapeville PD	Pooler PD	Warwick PD
Clay County SO	Harris County SO	Poulan PD	Washington County SO
Clayton PD	Hazlehurst PD	Pulaski County SO	Waverly Hall PD
Cleveland PD	Henry County PD	Ray City PD	Waynesboro PD
Clinch County SO	Henry County SO	Remerton PD	White PD
Cochran PD	Hinesville PD	Richland PD	Whitfield County SO
Cohutta PD	Hiram PD	Rochelle PD	Wilcox County SO
Commerce PD	Holly Springs PD	Rockdale County SO	Zebulon PD
Cook County SO	Homeland PD	Rockmart PD	
Covington PD	Homerville PD	Rome PD	

CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and Child Passenger Safety educational programs and seat inspections are making a difference. In 2019, the total number of restrained persons killed in passenger vehicle crashes outnumbered the total number of unrestrained persons and unknown restrained persons killed in passenger vehicle crashes for the first time in more than a decade. According to the FARS data, 48% (475) of the total 989 passenger vehicle fatalities in 2019 in Georgia were either unrestrained or unknown restrained. Between 2010-18, 54% of the persons killed in passenger vehicle crashes in the state were either unrestrained or unknown restrained.

While the 2019 data is encouraging news, there were still 475 unrestrained and unknown restrained persons killed in passenger vehicle fatalities in Georgia. With preliminary NHTSA data showing a 15% increase in unrestrained passenger occupants in passenger vehicle fatalities in the United States in 2020, these paid media campaigns need to continue to boost CIOT enforcement mobilizations and other educational programs with the goal to further reduce the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The seven percent decrease in the number of unrestrained persons killed in passenger vehicles fatalities from 2015 (411) to 2019 (375) shows the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide Occupant Protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> • Child Restraint Inspection stations • Child Passenger Safety Technicians • Project Evaluation and Annual Seatbelt Survey • Communications: Occupant Protection
--------------------------------	---

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2021, Georgia has a total of 92 registered inspection stations readily available to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-one (41) of the fitting stations are in rural communities, fifty-one (51) of the fitting stations are in urban communities, and 68 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a living document that is updated regularly and subject to change. The locations served include urban and rural as well as high-risk areas such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Schotter	alicia.schotter@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer Esquina White	ewhite@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Sam Wilson	safekidssav@gmail.com or samuel.wilson@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department	Amy Jusak	amanda.jusak@dph.ga.gov	770-345-7371	1219 Univeter Road, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department	Amy Jusak	amanda.jusak@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Clarke	Athens-Clarke County Fire & Emergency Services	Rachel Roberts (for GOHS) and Kathy Wood (for public)	Rachel.roberts@accgov.com & Kathy.wood@accgov.com	706-613-3365	700 College Ave, Athens, GA, 30601	Appointment		Urban
Clarke	Clarke County Sheriff's Office	Christopher Haag	christopher_haag@ athensclarkecounty.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	229-768-2355	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health/WellStar Health System	Melissa Chan- Leiba and Bre Metoxen	safekidscobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2 nd Wednesday of every month – By appointment		Urban
Decatur	Bainbridge Public Safety	Julie Harris	julieh@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Lt. David Snively/Sergeant Bayshawn Fleming (POC for public)	David.Snively@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	3518 Broad Street, Chamblee, GA 30341	Appointment		Urban
DeKalb	DeKalb Fire Rescue	Kelly Sizemore	eksizemore@dekalbcountyga.gov	678-249-5722	1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County	Lin Snowe	Lin.Snowe@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Hays	jkepler@alpharetta.ga.us, ahays@alpharetta.ga.us	678-297-6272	2970 Webb Bridge Road, Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2911 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964- 2244EXT500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964- 2244EXT500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Amanda Jackson	amanda.jackson@gohs.ga.gov	404-463-0364	7 Martin Luther King Junior Drive, Suite	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	643, Atlanta, GA 30334 10265 Medlock Bridge Parkway, Johns Creek GA, 30097	Appointment		Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	10925 Rogers Circle, Johns Creek, GA 30097	Appointment		Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	3165 Old Alabama Road, Johns Creek, GA 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Lt. Ed Botts	ebotts@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon	rmcclendon@sandyspringsga.gov	770-206-2047	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Sgt. Jamie Lightsey	jlightsey@glynncounty-ga.gov	912-554-7820	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Monday to Friday 8 AM to 5 PM, excluding holidays		Rural
Gordon	Fairmount Police Department	Scott Roper	sroper14@gmail.com	706-337-5306	2661 Highway 411, Fairmount, GA 30139	Appointment		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Cpl. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Department/Safe Kids Houston County	Jason Jones	jjones@cfcd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Monday thru Friday 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Monday to Thursday 8 AM to 4 PM & Friday 8 AM to 1 PM	Yes	Urban
Macon	Literacy Council of Macon County	Spring Rosati	Spring.Rosati@mwarep.org	478-472-2777	130 North Sumter Street, Oglethorpe, GA 31068	Appointment	Yes	Rural
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19 th Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonyia Wallace- Burchett	swallace@oconeesherriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Monday to Friday 7AM to 7PM)		Rural
Paulding	Hiram Police Department	Sgt. Stephen Johnston	sjohnston@hram-ga.gov	770-943- 3087EXT2034	217 Main Street, Hiram, GA 30141	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	229-334-3697	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	229-732-2414	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural
Tattnell	UGA Extension – Tattnell County	Rachel Stewart	restewar@uga.edu	912-557-6724Ext1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Joceyln Warren	joceyln.warren@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours due to COVID-19	High-Risk Population	Rural or Urban
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylors	dsaylors@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Kari Brown	brown.kari@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provider), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	October 2021	October 2021	March 2022	March 2022
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2022	April 2022	May 2022	July 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Lead	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2022			
Location	DeKalb/Decatur			
Lead	Rainbow Park Baptist Church			
Population	Urban			
At Risk	Low Income/MO			

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

133

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

76

Populations Served – Rural

57

Populations Served – At-Risk

108

Linkage Between Program Area

There are approximately 92 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state

population. In the City of Atlanta, the fire department consistently operates 13 inspection stations located in high-risk areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

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

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 1,572 certified Child Passenger Safety Technicians (CPST) and 73 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 21 Child Passenger Safety Technician courses in the calendar year 2020. The number of CPST Classes declined in 2020 due to COVID-19. Of these, there were 18 certification courses and 3 renewal courses. Despite COVID-19, Georgia certified a total of 186 new technicians. Safe Kids Worldwide has not released its 2020 report. Georgia's recertification rate will be reported once the data becomes available to CPS coordinators. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST Instructors reminding them to renew their CPST certification. The regional coordinators at DPH send reminder CPST certification emails to the CPSTs in their area.

Linkage Between Program Area

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the 2020 child safety restraint survey showed child safety restraint use at 95.4%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems, and childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health				
	Dalton	Athens	Atlanta	Macon
Date	March 2022	TBD	October 2021	TBD
Location	Whitfield	Oconee	South Fulton	Wilkinson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low-Income	N/A	Low Income/MO	Low Income
Date	May 2022	TBD	November 2021	TBD
Location	Fannin	Lumpkin	South Fulton	Houston
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low-Income	Low-Income	Low Income/MO	Low Income
Date	September 2022	TBD	TBD	TBD
Location	Bartow	Forsyth	Troup	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Urban	Urban	Rural	Urban
At Risk	Low-Income	Low-Income	Low Income	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	October 2021	TBD	TBD	October 2021
Location	Columbia	Harris	Baker	Liberty
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income/MO
Date	January 2022	TBD	TBD	November 2021
Location	Effingham	Schley	Calhoun	Toombs
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income / MO	Low Income	Low Income	Low Income
Date	March 2022	TBD	TBD	December 2021
Location	Jefferson	Muscogee	Mitchell	Charlton
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department				
Date	October 2021	October 2021	November 2021	November 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	December 2021	December 2021	January 2022	January 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

CPST CEU and/or Renewal Courses- Georgia Department of Public Health				
	Dalton	Athens	Atlanta	Macon
Date	October 2021	TBD	TBD	TBD
Location	Polk	Clarke	DeKalb	Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Forsyth	Clayton	Laurens
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Oconee	Spalding	Wilkinson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Urban	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
	Augusta	Columbus	Valdosta	Jesup
Date	October 2021	TBD	TBD	TBD
Location	Burke	Muscogee	Dougherty	Chatham
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income	Low Income / MO
Date	January 2022	TBD	TBD	TBD
Location	McDuffie	Sumter	Lowndes	Coffee
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Richmond	Randolph	Tift	Toombs
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2021	November 2021	December 2021	January 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2022			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban			
At Risk	Low Income / MO			

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

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	Athens	Atlanta	Macon
Date	Quarterly	TBD	Quarterly	TBD
Location	Floyd Medical	NGHS Gainesville	Northside-ATL	Navicent - Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	May 2022	TBD	TBD
Location	Gordon Hospital	Northside-Forsyth	Northside-Gwinnett	Navicent – Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	Twice A Year	TBD	TBD
Location	Hamilton Medical	NGHS Braselton	Emory- DeKalb	Atrium Health Navicent
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD		TBD	
Location	Cartersville Medical		Piedmont- Henry	
Lead	Thomas Smith		Alex McKeithan	
Population	Rural		Urban	
At Risk	Low Income		Low Income/MO	
	Augusta	Columbus	Valdosta	Jesup
Date	February 2022	TBD	TBD	TBD
Location	East GA Regional	Crisp Regional	SGMC Valdosta	Memorial - Savannah
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Urban
At Risk	Low Income	Low Income / MO	Low Income / MO	Low Income
Date	April 2022			
Location	CHOG			
Lead	Nadira Bolden			
Population	Urban			
At Risk	Low Income			
Date	June 2022			
Location	Doctor's Hospital			
Lead	Nadira Bolden			
Population	Urban			
At Risk	Low Income			

Transporting Children with Special Healthcare Needs			
<i>*All locations are tentative, pending training staff and room confirmation</i>			
Location	Date	Population	At Risk
Metro Atlanta	November 2021	Urban	Low Income / Minority
Metro Atlanta	April 2022	Urban	Low Income / Minority

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes.

61

Estimated total number of technicians.

480

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

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

Rationale for Selection

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

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

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

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

GOHS will also produce the federally required occupant protection survey. Georgia has been able to increase seatbelt usage to over 95%.

Linkage Between Program Area

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

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

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data

submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2022, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

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

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90 percent for ten consecutive years, more than 50 percent of the people killed in passenger vehicle fatalities were not

restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

PLANNED ACTIVITIES

Department of Public Health-Occupant Protection

<i>Planned Activity Description:</i>	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

City of Atlanta Fire Rescue Department

<i>Planned Activity Description:</i>	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	City of Atlanta Fire Rescue Department

Law Enforcement Occupant Protection Education

<i>Planned Activity Description:</i>	Agency will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host a fitting station and have officers trained to properly educate caregivers.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Child Passenger Safety Technicians • Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Americus Police Department

Georgia Governor's Office of Highway Safety – 402 Occupant Protection

<i>Planned Activity Description:</i>	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Child Passenger Safety Technicians• Child Restraint inspection stations
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Evaluation and Seatbelt Survey

<i>Planned Activity Description:</i>	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none">• Project Evaluation and Annual Seatbelt Survey
<i>Intended Subrecipients:</i>	University of Georgia, Emory University

PROJECTS

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2022-GA-00-39	Americus Police Department	Child Restraint Usage	FAST ACT 402 OP	\$10,476.00
OP-2022-GA-00-11	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	FAST ACT 402 OP	\$189,898.00
M1*OP-2022-GA-00-47	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	\$289,271.00
OP-2022-GA-01-73	GAGOHS- Grantee	402OP: Occupant Protection	FAST ACT 402 OP	\$123,383.89
OP-2022-GA-00-10	Georgia Department of Public Health	Child Occupant Safety Project	FAST ACT 402 OP	\$1,257,375.39
M1*OP-2022-GA-01-18	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	\$175,005.27
TOTAL				\$2,045,409.55

REFERENCES

DESCRIPTION	HSP PAGE
Occupant Protection/Click It or Ticket media	123-127
Paid Media Campaigns	63-64
Media Planned Activities	74-77
Media Projects	77
Occupant Protection Program Area	119-145
Appendix B	

405(c) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT

TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

Mission & Vision Statements

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling State legislation. This authorization empowers each member to officially participate in the state's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

Program Overview

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia's traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve

data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

Structure, Composition, and Function

TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees — the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (commissioners, directors, administrators, etc.) of those federal, state, and local member agencies that are responsible for major components of the Georgia Traffic Records System or their designated agent. All federal, state, and local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole. The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the state's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. The Chairman of the Technical Committee and Georgia Traffic Records Coordinator is Courtney Ruiz with the Georgia Governor's Office of Highway Safety. The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis of the traffic records data.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

TRCC Subcommittees

An additional common structural feature of Georgia's TRCC are subcommittees — both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FFY 2020 and onward, the TRCC Technical Committee created a subcommittee to develop data fact sheets for the Strategic Highway Safety Plan emphasis areas to inform traffic safety professionals and the public on traffic safety issues and resources in Georgia. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FFY 2020, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

TRCC Meeting Dates

TRCC Executive Committee

The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

- October 21, 2020
- April 22, 2021

TRCC Technical Committee

The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis. Meeting dates of the TRCC Technical Committee during the 12 months immediately preceding the application due date:

- | | |
|----------------------|------------------|
| • July 08, 2020 | • March 10, 2021 |
| • September 09, 2020 | • May 12, 2021 |
| • November 12, 2020 | • June 09, 2021 |
| • January 13, 2021 | |

LIST OF TRCC MEMBERS

Georgia TRCC Executive Committee Membership

Allen Poole, Director, TRCC Executive
Committee Chairman
Georgia Governor's Office of Highway
Safety

Russell McMurry, Commissioner
Georgia Department of Transportation
Core Data System: Crash & Roadway

Spencer Moore, Commissioner
Georgia Department of Driver Services
Core Data System: Driver

Lisa Dawson, Director of Injury Prevention
Georgia Department of Public Health
Core Data System: Injury Surveillance

Peter J. Skandalakis, Executive Director
Prosecuting Attorneys' Council of Georgia
Core Data System: Adjudication

Frank O'Connell, Interim Commissioner
Georgia Department of Revenue
Core Data System: Vehicle

Col. Chris Wright, Commissioner
Georgia Department of Public Safety
Core Data System: Crash & Citation

A.A. "Butch" Ayers, Executive Director
Georgia Association of Chief Police
Core Data System: Crash & Citation

J. Terry Norris, Executive Director
Georgia Sheriffs Association
Core Data System: Crash & Citation

Darron J. Enns, Esq., Policy Analyst
Administrative Office of the Courts (AOC)
Core Data System: Citation & Adjudication

Carmen Hayes, Region 4, Regional
Administrator
National Highway Traffic Safety
Administration (NHTSA)

Moises Marrero, Georgia Division
Administrator
Federal Highway Administration (FHWA)

Danny McPeters, Georgia Division
Administrator
Federal Motor Carrier Safety Administration
(FMCSA)

Georgia TRCC Technical Committee Membership

Georgia Governor's Office of Highway Safety

Courtney Ruiz, Georgia Traffic Records Coordinator

Eshon Poythress, Strategic Planning Operations Manager

Roger Hayes, Director, Law Enforcement Services

Emerson Lundy, Law Enforcement Liaison

Shenee Bryan, GOHS Contracted Epidemiologist

Georgia Department of Transportation: Core Data System (s) - Crash & Roadway

Dave Adams, State Safety Program Manager

Brian Vann, Assistant State Safety Data Manager

Georgia Department of Public Health: Core Data System – Injury Surveillance

Injury Surveillance and Prevention Program:

Lisa Dawson, Director, Injury Prevention

Elizabeth Head, Deputy Director, Injury Prevention

Denise Yeager, CODES Manager and Lead/Data Evaluation

Patricia Daniel, CODES Quality Assurance Specialist

Phillip Hudson, Program Consultant

Office of Health Indicators for Planning (OHIP):

David Austin, Director of Data Quality & Analysis Team

Office of EMS and Trauma:

David Newton, Director, GA Office of EMS and Trauma

Cassie Longhart, EMS Data Manager

Dipti Patel, GEMSIS System Administrator

Renee Morgan, Trauma Program Director

Danlin Luo, Trauma Epidemiologist

Georgia Department of Driver Services: Core Data System - Driver

Selena Norris, Business Process Analysis Manager

Mechelle Cooper, GECPS, Court Auditor

Georgia Department of Revenue: Core Data System - Vehicle

Keith Thomas, Senior Manager, Motor

Vehicle Application Development & Support

Judicial Council of Georgia / Administrative Office of the Courts: Core Data System - Citation & Adjudication

Ben Luke, Chief Technology Officer

Injury Prevention Research Center @ Emory (IPRCE): Core System – Injury Surveillance

Jonathan Rupp, IPRCE Executive Associate Director

University of Georgia

Elliot Daimler, Traffic Safety Research and Evaluation Group

LexisNexis

Bob Dallas, Consultant

National Highway Traffic Safety Administration

Belinda Jackson, Region 4 Program Manager

TRAFFIC RECORDS ASSESSMENT

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019, by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

2019 Traffic Records Assessment Recommendations

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The 2019 Georgia Traffic Records Assessment report and FFY 2022-2024 Traffic Records Strategic Plan are included as attachments within Appendix E and F.

TRAFFIC RECORDS FOR MEASURABLE PROGRESS

Recommendations in Progress

The state plans to address the following 2019 Traffic Records Assessment recommendations in FFY 2022.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has developed several additional data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has advanced our partnership with Numetric Inc. This software data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. We have added a public dashboard and provided access to the full software suite to our highway safety partners.

Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporates GECPs and MVR functionality. Baselines are targeted to be established in 3Q 2021.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporates

GECPS and MVR functionality. Baselines are targeted to be established in 3Q 2021.

Note: Refer to FFY 2022 Traffic Records Projects GECPS Outreach and DRIVES.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

Response: Georgia is steadily editing and improving its data to mirror the directives of the TRPAA, where applicable.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is reviewing the attributes and updating process documents and the data dictionary to ensure that our editing processes are reflective of the standards of MIRE.

10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has updated their process documents to include a more defined/thorough QC process so that all updating is aligned with federal standards.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has updated their process documents so that all updating is aligned with federal standards.

Note: Refer to FFY 2022 Traffic Records Projects Numeric.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Office of EMS and Trauma has a variety of linked platforms that provides data related to injuries to all vested stakeholders. These components include access to direct or uploaded record entries from GEMSIS Elite for EMS (existing in NEMSIS v2.2 and v3.4 platforms). Trauma registry data is now being submitted to Biospatial for data visualization. The integration of Biospatial has allowed the visualization of EMS data and Trauma Registry data for all EMS, Trauma Centers, The Department of Public Health, and all other vested stakeholders.

Data is collected from the hospital's emergency departments, discharge records, trauma registry, and vital records through the OASIS dashboard. The OASIS (Online Analytical Statistical Information System) offers access to summarized data to the public and professional audience.

The trauma registry's current data set is NTDB compliant and available for analysis that

includes severity. The reports are provided on request and for focused projects. The registry has a formal data dictionary but presently offers a limited means of EMS interface. It should be noted that the OEMS/T is in the process of implementing a new platform that will link Trauma and EMS data and will be available to Trauma Facilities.

The trauma registry has made it easier to maintain data for all designated trauma facilities, and records are uploaded into the CDC data query program (WISQARS).

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The OEMS/T is currently working on implementing a new arm band initiative which will allow for the deterministic linking of EMS data with crash records and hospital records. The armband is in the final stages of being approved and is expected to begin pilot testing by the end of 2021.

Note: Refer to FFY 2022 Traffic Records Projects — OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage.

TRAFFIC RECORDS SUPPORTING NON-IMPLEMENTED RECOMMENDATIONS

The state does not intend to address the following 2019 Traffic Records Assessment recommendations in FFY 2022.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) is implementing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase. The TRCC Technical Committee acquired a new member, Keith Thomas, Senior Manager, Motor Vehicle Application Dev & Support at the Georgia Department of Revenue in FFY 2021. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) is implementing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase. The TRCC Technical Committee acquired a new member, Keith Thomas, Senior Manager, Motor Vehicle Application Dev & Support at the Georgia Department of Revenue in FFY 2021. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) is implementing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise

System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase. The TRCC Technical Committee acquired a new member, Keith Thomas, Senior Manager, Motor Vehicle Application Dev & Support at the Georgia Department of Revenue in FFY 2021. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.


Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.


15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.


Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.


FFY 2022 TRAFFIC RECORDS PROJECTS


The following projects will address the 2019 Traffic Records Assessment recommendations in progress.


	Project Title	Status	Lead Agency	405c TR Funded
	Georgia Traffic Records Program	In Process	GOHS	Yes
Project Description	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
Project Objective	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
Traffic Records System Components				


	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	Georgia Department of Public Health	Yes
Project Description	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to continually upgrade, support, and maintain the GEMSIS in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, to begin work to prepare GEMSIS for NEMSIS v3.5.0 (release expected in 2019 with expected transition in 2021/2022), to maintain the GEMSIS Datamart, and to progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
Project Objective	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehicle crashes with GDOT's crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands.			
Traffic Records System Components				


	Project Title	Status	Lead Agency	405c TR Funded
	GECPS Outreach	In Process	Georgia Department of Driver Services	Yes
Project Description	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
Project Objective	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
Traffic Records System Components				


	Project Title	Status	Lead Agency	405c TR Funded
	Support for CODES Crash Data Linkage	In Process	Georgia Department of Public Health	Yes
Project Description	The Georgia Crash Outcome Data Evaluation System (CODES) project uses probabilistic techniques to link crash data, injury surveillance data and other traffic records data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
Project Objective	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	LEA Technology Grant GACP	In Process	Georgia Association Chiefs of Police	Yes
Project Description	This project provides select law enforcement agencies (LEAs) with the computer hardware needed to submit crash reports electronically to the state through the GEARS system as mobile data units.			
Project Objective	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point of data entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	OASIS	In Process	Georgia Department of Public Health	Yes
Project Description	The Online Analytical Statistical Information System (OASIS) project has developed an extensible departmental data warehouse to implement data standards and standardization processes with quality controls as well as to integrate multiple data sources. Continuous, direct access to Hospital discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis, charts, and mapping are provided via an online query based on the data warehouse.			
Project Objective	To improve the accessibility, completeness, and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Numetric	In Process	Georgia Department of Transportation	No
Project Description	<p>Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular, and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures.</p> <p>Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.</p>			
Project Objective	To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy, and completeness of their crash reports.			
Traffic Records System Components				

	ProjectTitle	Status	Lead Agency	405c TR Funded
	DRIVES	In Process	Georgia Department of Revenue Georgia Department of Driver Services	No
Project Description	The Georgia Department of Revenue (DOR) and the Department of Driver Services are implementing a joint modernization system, known as Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to transform the way Georgia provides driver licensing, vehicle registration, and titling system services.			
Project Objective	To ensure consistent customer data and improve the accuracy of driver information between the two agencies that support driver functions.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	NHTSA Technical Assistance Program - Statewide EMS Reassessment	In Process	GOHS	No
Project Description	This program uses NHTSA Section 402 TR funds to fund the NHTSA Technical Assistance (TA) Program Statewide EMS Reassessment in Georgia.			
Project Objective	To assess and evaluate Georgia's current EMS system effectiveness in relation to the original EMS assessment, subsequent EMS program modifications, and integration of new technology or nationally accepted standards.			
Traffic Records System Components				

FFY 2022 PERFORMANCE MEASURES

Note: Crash records include crash occupants (drivers, passengers, and pedestrians).

	PERFORMANCE MEASURE	DEFINITION
CRASH		
Accuracy	Percent of crash records with an A injury linked to a hospital record with a defined serious injury by AIS	Number of A crash records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of crash records
Integration	Total (percent) of crash records linked to ED only records	Number of crash records linked to an ED record/total number of crash records
	Total (percent) of crash records linked to hospital discharge records	Number of crash records linked to a hospital discharge record/total number of crash records
	Total (percent) of crash records linked to EMS records	Number of crash records linked to EMS records/total number of crash records
	Total (percent) of linked crash records with an A injury	Number of linked crash records with an A injury/total number of A crash records
	Number of traffic records data systems linked with crash records	
VEHICLE		
Integration	Total (percent) of vehicle records linked to crash records	Number of vehicle records linked to a crash records/total number of vehicle records
DRIVER		
Integration	Total (percent) of driver records linked to crash records	Number of driver records linked to a crash record/total number of driver records
CITATION/ADJUDICATION		
Integration	Total (percent) of citation records linked to driver records	Number of citation records linked to a driver record/total number of citation records
INJURY SURVEILLANCE – EMS		
Accessibility	Number of users accessing Biospatial, GEMSIS Elite, and NEMSIS data for quality improvement or research	
Accuracy	Percent of EMS records with no errors in critical data elements (e.g., for eResponse.08 – Type of Dispatch Delay, you cannot answer both “Technical Failure” and “None/No Delay”)	<p>Number of EMS records with no errors in critical data elements/total number of EMS records</p> <p>Will implement validation rules for dispatch delay, response delay, scene delay, transport delay, and turn-around delay to</p>

	PERFORMANCE MEASURE	DEFINITION
		address conflicting values.
Completeness	Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value	Reduce the number of unknown values by establishing validation rules that do not allow unknown or blank responses to patient location and facility destination
Integration	Total (percent) of EMS records linked to ED/hospital and crash records	Number of EMS records linked to an ED/hospital and crash record/total number of EMS records
Timeliness	Percent of EMS records submitted to the state within 24 hours of call completion	Number of EMS records submitted to the state within 24 hours of call completion/total number of EMS records
Uniformity	Percent of EMS records compliant to NEMSIS and Statedata submission standards	Number of EMS records compliant to NEMSIS and Statedata submission standards/total number of EMS records
INJURY SURVEILLANCE – TRAUMA REGISTRY		
Accessibility	Number of users who have access to Biospatial, NTDB, and OASIS data for quality improvement or research	
Accuracy	Percent of Trauma Registry records with no errors in critical data elements	Number of Trauma Registry records with no errors in critical data elements/total number of trauma records
Completeness	Percent of unknowns or blanks in critical data elements of Trauma Registry for which unknown is not an acceptable value	
Integration	Total (percent) of Trauma Registry records linked to EMS records	Number of Trauma Registry records linked to EMS records/total number of Trauma Registry records
Timeliness	Percent of trauma records submitted to the state within 60 days of patient discharge	Number of trauma records submitted to the state within 60 days of patient discharge/total number of Trauma records
Uniformity	Percent of Trauma Registry records compliant to National Trauma Data Standards	Number of Trauma Registry records compliant to National Trauma Data Standards/total number of Trauma Registry records
INJURY SURVEILLANCE – ED/HOSPITAL RECORDS		
Integration	Total (percent) of ED/hospital records linked to EMS and crash records	Number of ED/hospital records linked to EMS and crash records/total number of ED/hospital records
Uniformity	Percent of shared fields that are uniformly defined	Number of ED/hospital records that have a common definition, list of valid values and format/total number of Vital Records

	PERFORMANCE MEASURE	DEFINITION
Accuracy	Percent of ED/hospital records with a hospital defined serious injury by AIS	Number of ED/hospital records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of ED/hospital records

INJURY SURVEILLANCE – STATE VITAL RECORDS

Integration	Total (percent) of Vital Records (death) linked to crash records	Number of Vital Records linked to a crash record/total number of Vital Records
Uniformity	Percent of shared fields that are uniformly defined	Number of Vital Records that have a common definition, list of valid values and format/total number of Vital Records

QUANTITATIVE AND MEASURABLE IMPROVEMENT

Section 405c Quantitative Progress Report_EMS Average Validation Score

State: GA Report Date: 3/31/2021 Submitted by: D. Newton & C. Longhart

System to be Impacted	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input checked="" type="checkbox"/> ACCURACY <input type="checkbox"/> TIMELINESS <input checked="" type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input checked="" type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure Increase the average incident validity score for all calls submitted to GEMSIS Elite.</p> <p>Validity score is a method to assess the accuracy, completeness, and uniformity of the data is entered in GEMSIS Elite. Some rules even address timeliness. GEMSIS Elite currently has 310 active validation rules in places – these validations, or business logic, rules are assigned point values based on the relative importance of the respective rule. Most (n = 230) rules have a point value of 1. A point value of 1 means that if that rule is triggered, then that record loses 1 point – all records start at a score of 100, and each validation rule reduces the validation score. Agencies are told to maintain an average validation score of 95 on calls submitted.</p> <p>Accuracy Validation Rule Example(s): The following rules address the accuracy of the data in GEMSIS Elite by not allowing conflicting values (e.g., for eResponse.08 – Type of Dispatch Delay, you can’t answer both “Technical Failure” and “None/No Delay”).</p> <ul style="list-style-type: none"> Rule ID: 532 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point) Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point) Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point) Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point) Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point) <p>Timeliness Validation Rule Example(s): The following rule addresses the timeliness of the data submitted to GEMSIS Elite, by deducting 5 points if the back in service time is more than 36 hours after the call started – this is usually due to the crew neglecting to show that the unit is in service, which delays the submission of the data to GEMSIS Elite.</p> <ul style="list-style-type: none"> Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points)

	<p>Completeness Validation Rule Example(s): The following rules address the completeness of the data submitted to GEMSIS Elite.</p> <ul style="list-style-type: none"> • Rule ID: 483 = Incident Street Address (eScene.15) is required (1 point) • Rule ID: 486 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point) • Rule ID: 491 = Destination County (eDisposition.06) is required on transports (1 point) • Rule ID: 492 = Destination Zip Code (eDisposition.07) is required on transports (1 point) <p>Uniformity Validation Rule Example(s): The following rules address the uniformity of the data by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.</p> <ul style="list-style-type: none"> • Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point) • Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point) • Rule ID: 442 = Unit En Route Date/Time (eTimes.05) Out of Sequence (1 point) • Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point) • Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point)
Relevant Project(s) in the State's Strategic Plan	<p>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 25</p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s)</p> <p>The overall average validity score improved from a baseline of 96.52 to the current value of 97.26.</p> <p>This improvement comes during the midst of COVID-19, when more validation rules were added (thereby increasing the chances that the validity could go down). The Office of EMS and Trauma has focused heavily on improving the data that is submitted to GEMSIS Elite. Our focus has been multiple trainings and frequent communications with licensed EMS agencies and their respective software vendors.</p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <p>The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.</p>
Date and Baseline Value for the Measure	<p>Baseline: April 1, 2019 – March 31, 2020</p> <p>PCRs entered = 2,616,858</p> <p>Average Incident Validity Score: 96.52</p>

Date and Current Value for the Measure	Current: April 1, 2020 - March 31, 2021 PCRs entered: 2,729,108 Average Incident Validity Score: 97.26
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
If “has not” or “not sure”: What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (April 2019 - March 2020)		
Month	Count of Incidents	Average Incident Validity Score
April - 2019	213,093	96.03
May - 2019	224,600	96.14
June - 2019	209,515	96.14
July - 2019	217,728	96.40
August - 2019	222,684	96.46
September - 2019	218,364	96.35
October - 2019	219,301	96.54
November - 2019	207,597	96.62
December - 2019	223,456	96.71
January - 2020	228,216	96.85
February - 2020	215,189	96.97
March - 2020	217,115	97.00
Overall Average Incident Validity Score		96.52
Total Incident Count		2,616,858

CURRENT (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Validity Score
April - 2020	189,015	97.02
May - 2020	206,100	96.80
June - 2020	216,680	97.05
July - 2020	247,315	97.23
August - 2020	243,151	97.38
September - 2020	221,560	96.64
October - 2020	239,675	96.92
November - 2020	227,294	97.07
December - 2020	244,667	97.15
January - 2021	241,458	97.95
February - 2021	214,693	97.87
March - 2021	237,500	97.93
Overall Average Incident Validity Score		97.26
Total Incident Count		2,729,108

Section 405c Quantitative Progress Report_EMS Average Time

State: GA
Longhart

Report Date: 3/31/2021 Submitted by: D. Newton & C.

Regional Reviewer:

System to be Impacted	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure</p> <p>There will be a decrease in the average time from completion of a 911 call to submission of the call to GEMSIS Elite.</p> <p>This performance measure will look at the difference (in hours) between the time the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite. The goal is for all 911 calls to be present in GEMSIS Elite within 24 hours of the call completion. This allows hospitals to access the patient care report in a timelier manner and allow for better continuity of patient care.</p>
Relevant Project(s) in the State's Strategic Plan	<p>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 25</p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s)</p> <p>From April 2019 to March 2020 the total number of incidents equaled 1,596,186 the average submission time equaled 188.16 hours. From April 2020 to March 2021 the total number of incidents equaled 1,726,138 the average submission time equaled 91.6 hours, which is a decrease of 51.32% from the baseline.</p> <p>Part of this improvement is due to the push by the Office of EMS and Trauma (OEMS) to get data into the system within 24 hours of call completion. During COVID-19, OEMS published an Emergency Rule requiring EMS agencies to submit data within 24 hours. While this was secondary to the pandemic response, it showed proof of concept that data can get into GEMSIS Elite in a timelier manner than it had been. Once the declared public emergency has ended, OEMS will include the data submission rule in the regulations of the Georgia Department of Public Health.</p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <p>The measure is calculated by obtaining the average number of hours between the time the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.</p>

Date and Baseline Value for the Measure	Baseline: April 1, 2019 – March 31, 2020 PCRs entered = 1,596,186 Average time to enter 911 records: 188.16 hours
Date and Current Value for the Measure	Current: April 1, 2020 - March 31, 2021 PCRs entered: 1,726,138 Average time to enter 911 records: 91.6 hours
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input checked="" type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
If “has not” or “not sure”: What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Reporting Timeliness*

BASELINE (April 2019 - March 2020)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2019	129,780	257.73
May - 2019	136,878	246.26
June - 2019	129,561	211.5
July - 2019	133,279	203.33
August - 2019	136,348	163.55
September - 2019	135,378	186.54
October - 2019	134,059	124.33
November - 2019	126,957	189.4
December - 2019	136,819	166.75
January - 2020	135,732	194.17
February - 2020	127,801	171.95
March - 2020	133,594	142.42
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		188.16
Total Incident Count		1,596,186

CURRENT (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2020	112,914	124.27
May - 2020	125,296	99.03
June - 2020	133,029	83.32
July - 2020	157,937	63.72
August - 2020	155,277	70.09
September - 2020	139,017	155.84
October - 2020	151,985	128.73
November - 2020	144,360	99.85
December - 2020	156,384	65.38
January - 2021	159,821	123.64
February - 2021	137,237	58.18
March - 2021	152,881	27.14
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		91.6
Total Incident Count		1,726,138

*911 Calls only; average time from call completion to time of submission to GEMSIS Elite.

Section 405c Quantitative Progress Report_OASIS Data Linkage

State: Georgia **Report Date:** 4/14/2021 **Submitted by:** D. Austin

Regional Reviewer:

System to be Impacted	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input checked="" type="checkbox"/> <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure:</p> <p>The decrease in the time delay (a maximum decrease of 15 months, a minimum decrease of 6 months, average decrease of 10.5 months) to process and supply hospital discharge and ER visit data to CODES for linking.</p> <p>Hospital and ER Visit data are critical to the CODES linking process because they are the most accurate description of the outcome of crashes with respect to the nature and severity of injuries. They also contribute to estimating the economic cost of crashes, in terms of charges as well as days of productivity lost (length of stay in the hospital).</p>
Relevant Project(s) in the State's Strategic Plan	<p>Title, Number, and Strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates:</p> <p>OASIS, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s):</p> <p>Previously, hospital discharge and ER visit data for the current year were not available until September of the next year – so the delay in reporting could be as long as 21 months. Now the delay will be a maximum of 6 months. Hospital discharge and ER visit data are now processed and supplied to CODES on a quarterly basis, as opposed to annually, for linking.</p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method:</p> <p>Monthly Delay between a discharge occurring and being reported to CODES for linking.</p>
Date and Baseline Value for the Measure	<p>Baseline: April 1, 2019 – March 31, 2020</p> <p>21 Months (Please refer to Table A below)</p>

Date and Current Value for the Measure	Current: April 1, 2020 – March 31, 2021 6 Months (Please refer to Table B below)
Regional Reviewer's Conclusion	Check one: <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
If “has not” or “notsure”: What remedial guidance have you given the State?	
Comments	

TABLE A. Baseline: April 1, 2019 – March 31, 2020		
Discharge date during	Earliest reported to CODES	Delay(months)
<i>April 2019</i>	<i>October 2020</i>	<i>18</i>
<i>May 2019</i>	<i>October 2020</i>	<i>17</i>
<i>June 2019</i>	<i>October 2020</i>	<i>16</i>
<i>July 2019</i>	<i>October 2020</i>	<i>15</i>
<i>August 2019</i>	<i>October 2020</i>	<i>14</i>
<i>September 2019</i>	<i>October 2020</i>	<i>13</i>
<i>October 2019</i>	<i>October 2020</i>	<i>12</i>
<i>November 2019</i>	<i>October 2020</i>	<i>11</i>
<i>December 2019</i>	<i>October 2020</i>	<i>10</i>
<i>January 2020</i>	<i>October 2021(expected)</i>	<i>21</i>
<i>February 2020</i>	<i>October 2021(expected)</i>	<i>20</i>
<i>March 2020</i>	<i>October 2021(expected)</i>	<i>19</i>

TABLE B. Current: April 1, 2020 –March 31, 2021		
Discharge date	Earliest reported to CODES	Delay(months)
<i>April 2020</i>	<i>October 2021(expected)</i>	<i>18</i>
<i>May 2020</i>	<i>October 2021(expected)</i>	<i>17</i>
<i>June 2020</i>	<i>October 2021(expected)</i>	<i>16</i>
July 2020(implementation start)	December 2020	6
August 2020	December 2020	5
September 2020	December 2020	4
October 2020	March 2021	6
November 2020	March 2021	5
December 2020	March 2021	4
January 2021	June 2021(expected)	6
February 2021	June 2021(expected)	5
March 2021	June 2021(expected)	4

405(d) IMPAIRED DRIVING COUNTERMEASURES GRANT

Georgia is considered a “Low-range state” with an impaired driving fatality rate of 24%.

REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving program area	89-99
Communications	60-77
Appendix B	

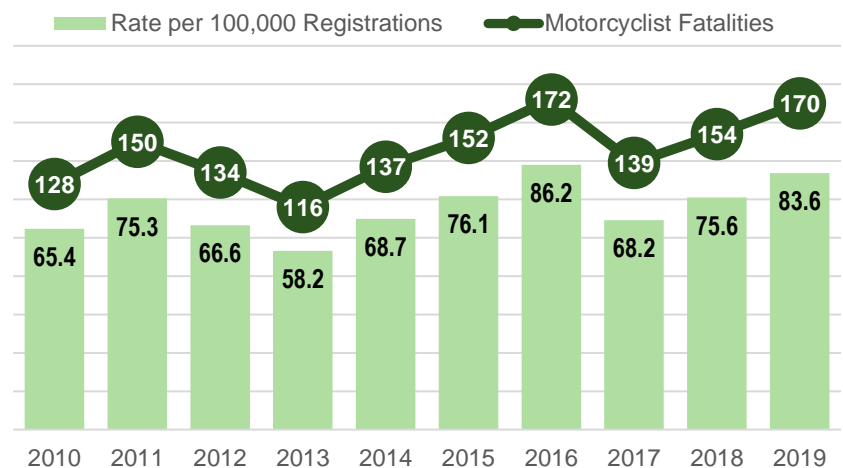
405(f) MOTORCYCLIST SAFETY GRANT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2019 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/highway-safety/shsp/>

In 2019, there were 170 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia (Figure 1). The number of motorcyclist fatalities in traffic crashes increased by 22 percent, from 139 motorcyclist fatalities in 2017 to 170 in 2019. There were approximately 84 motorcyclist fatalities for every 100,000 motorcycle registrations in 2019. Figure 2 shows the rate and number of motorcyclist fatalities for the past decade.

Rate and Percent of Motorcyclist Fatalities, 2010-2019



Source: Fatality Analysis Reporting System (FARS) 2010–2019; FY2014–FY2020 Department of Revenue Annual Reports

From 2010 to 2019 the number of:

- Total traffic fatalities increased by 20 percent from 1,247 to 1,491.
- Motorcyclist fatalities increased by 33 percent from 128 to 170.
- Motorcycle operator fatalities increased by 34 percent from 122 to 164.
- Motorcycle crashes increased by 6 percent from 3,708 to 3,948.
- Motorcyclists with a valid license increased by 20 percent from 421,016 to 505,068.
- Registered motorcycles increased by 4 percent from 195,647 to 203,343.

Motorcycle crashes are more frequent in the urban areas than rural areas (residential population less than 50,000 people). The Atlanta Region accounted for 42 percent (1,655 out of 3,948) of all motorcycle crashes and 33 percent of all motorcycle registrations. Other urban counties accounted for 39 percent (1,530 out of 3,948) of all motorcycle crashes and 41 percent of all motorcycle registrations.

The figure to the motorcycle crash rate for counties with more than ten motorcycle crashes in 2019 and their deviation from the statewide percent of motorcycle crash rate (1,941.5 motorcycle crashes for every 100,000 motorcycle registrations).

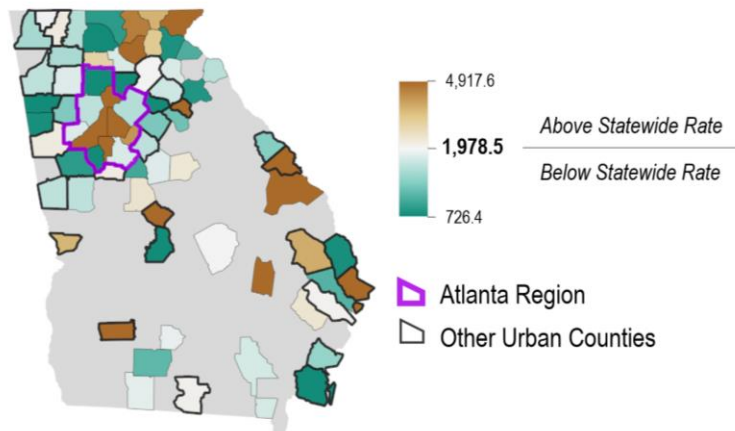
Generally, there are higher motorcycle crash rates in metro-Atlanta and in the rural counties in the northeast Georgia-Tennessee border. Nine percent of all motorcycle operators involved in Georgia traffic crashes, had a license from another state – five percent were licensed from a bordering state (Alabama, Florida, South Carolina, or Tennessee).

Four out of the ten counties within the Atlanta Region had a higher motorcycle crash rate compared to the statewide rate. Combined, Fulton and DeKalb represent 19 percent of all motorcycle crashes statewide:
Fulton (510 crashes and 4,918 crash rate)
DeKalb (250 crashes and 3,578 crash rate)

Ten out of the 20 rural counties that experience more than ten motorcycle crashes had a higher crash rate compared to the statewide rate. The top three rural counties with the highest crash rate are:
Lumpkin (52 crashes and 4,270 crash rate)
Union (35 crashes and 2,754 crash rate)

In 2019, the counties with the highest number of motorcyclist fatalities were: Fulton (22 motorcyclist fatalities), DeKalb (12), Gwinnett (10), Cobb (8), and Bibb (8). Table 3 shows the motorcycle crashes, motorcyclist suspected serious injuries and fatalities in these five counties. One-third of all motorcycle crashes (1,301 out of 3,948) and 32 percent of all motorcyclist serious injuries and fatalities (279 out of 875) occurred within these five counties alone.

Motorcycle Crashes (MC) per 100,000 Motorcycle Registrations and Deviation from the Statewide MC Crash Rate for Counties with 10+ MC Crashes, 2019



Source: Crash data revised by CODES 2019

Note: The map only shows counties with 10 or more motorcycle crashes in 2019. Counties that are light to dark green have a lower motorcycle crash rate compared to the statewide rate. Counties that are light to dark brown have a higher motorcycle crash rate compared to the statewide rate.

Motorcycle Crashes and Motorcyclists Suspected Serious Injuries and Fatalities by Top Counties with Highest Fatalities, 2019

Counties with at Least One Motorcycle Crash	Motorcycle Crashes		Motorcyclist Suspected Serious Injuries and Fatalities	
	Number	Percent of all Crashes	Number	Percent of all Serious Injuries and Fatalities
Top Counties	1,301	33%	279	32%
<i>Fulton</i>	510	13%	115	13%
<i>DeKalb</i>	250	6%	42	5%
<i>Gwinnett</i>	230	6%	52	6%
<i>Cobb</i>	237	6%	50	6%
<i>Bibb</i>	74	2%	20	2%
Other Counties (136 Counties)	2,642	67%	595	68%
Total (142 Counties)	3,948	100%	875	100%

QUALIFYING CRITERIA: MOTORCYCLIST AWARENESS PROGRAM

The name and organization of the head of the designated State authority over motorcyclist safety issues is **Mr. Spencer Moore, Commissioner of the Georgia Department of Driver Services**. Georgia's motorcyclist awareness program was developed in coordination with the Georgia Department of Driver Services and the Georgia Governor's Office of Highway Safety (see Appendix B for certification).

Associated Performance Measures And Targets

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-7	To maintain motorcyclist fatalities under the projected 180 (2018-2022 rolling average) by 2022.	157	180
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 26 (2018-2022 rolling average) by 2022.	14	26

The table below shows the number of motorcycle crashes involving another vehicle and single vehicle motorcycle crashes by county. In 2019, there were a total of 2,481 multi-vehicle and 1,462 single-vehicle motorcycle crashes in the state of Georgia.

Motorcycle Crashes Involving Another Vehicle vs. Single Vehicle Motorcycle Crashes (2019)

Source: GDOT, DOR, FARS

County	Motorcycle Crashes Involving another vehicle	Single-Vehicle, Motorcyclists Crash	County	Motorcycle Crashes Involving Another Vehicle	Single-Vehicle, Motorcyclists Crash
STATEWIDE	2,481	1,462	Muscogee	48	27
Fulton	410	100	Paulding	41	24
DeKalb	192	58	Douglas	38	20
Cobb	172	65	Rockdale	38	12
Gwinnett	162	68	Lowndes	36	13
Chatham	105	62	Coweta	35	15
Clayton	80	33	Clarke	34	9
Henry	66	31	Bartow	31	27
Hall	61	38	Forsyth	30	26
Cherokee	51	28	Carroll	29	32
Richmond	51	43	Columbia	29	28

County	Motorcycle Crashes Involving another vehicle	Single-Vehicle, Motorcyclists Crash
Bibb	49	25
Newton	26	17
Whitfield	26	20
Fayette	22	9
Walton	22	18
Liberty	21	13
Floyd	21	19
Lumpkin	20	32
Dougherty	20	12
Bulloch	18	16
Pickens	17	14
Glynn	17	11
Effingham	16	9
Catoosa	15	17
Spalding	15	19
White	15	6
Gordon	14	12
Troup	14	9
Union	14	21
Barrow	13	5
Jackson	12	23
Laurens	12	4
Dawson	12	7
Camden	11	8
Bryan	10	9
Walker	10	22
Burke	9	15
Monroe	9	9
Oconee	8	4
Habersham	8	6
Haralson	8	2
Tift	8	5
Thomas	7	9
Toombs	7	6
Banks	6	5
Murray	6	12
Putnam	6	4
Rabun	6	21
Hart	6	4
Towns	6	4
Ware	6	5
Coffee	5	3
Colquitt	5	4

County	Motorcycle Crashes Involving Another Vehicle	Single-Vehicle, Motorcyclists Crash
Houston	28	13
Grady	5	1
Upson	5	4
Butts	4	5
Jasper	4	4
Long	4	5
Peach	4	2
Polk	4	8
Elbert	4	1
Fannin	4	8
Gilmer	4	4
Stephens	4	5
Mcintosh	3	1
Mitchell	3	1
Morgan	3	6
Pierce	3	-
Crisp	3	3
Decatur	3	5
Harris	3	5
Sumter	3	5
Turner	3	1
Wayne	3	-
Atkinson	2	2
Baldwin	2	6
Ben Hill	2	-
Brooks	2	2
Chattooga	2	6
Cook	2	1
Jeff Davis	2	1
Lanier	2	4
Lee	2	2
Meriwether	2	7
Montgomery	2	-
Dade	2	3
Franklin	2	4
Taliaferro	2	2
Gilmer	4	4
Stephens	4	5
Mcintosh	3	1
Mitchell	3	1
Morgan	3	6
Pierce	3	-
Crisp	3	3

County	Motorcycle Crashes Involving another vehicle	Single-Vehicle, Motorcyclists Crash
Madison	5	5
Harris	3	5
Sumter	3	5
Turner	3	1
Wayne	3	-
Atkinson	2	2
Baldwin	2	6
Ben Hill	2	-
Brooks	2	2
Chattooga	2	6
Cook	2	1
Jeff Davis	2	1
Lanier	2	4
Lee	2	2
Meriwether	2	7
Montgomery	2	-
Dade	2	3
Franklin	2	4
Taliaferro	2	2
Tattnall	2	-
Wilkinson	2	3
Appling	1	1
Berrien	1	-
Calhoun	1	-
Candler	1	1
Chattahoochee	1	-
Irwin	1	2
Jones	1	4
Lamar	1	1
Macon	1	2
Marion	1	1
McDuffie	1	2
Pike	1	3
Crawford	1	7
Dodge	1	2
Emanuel	1	-
Hancock	1	-
Heard	1	4
Talbot	1	2
Telfair	1	2
Twiggs	1	4

County	Motorcycle Crashes Involving Another Vehicle	Single-Vehicle, Motorcyclists Crash
Decatur	3	5
Washington	1	-
Wilcox	1	1
Worth	1	6
Bacon	-	-
Baker	-	-
Bleckley	-	-
Brantley	-	5
Charlton	-	1
Clay	-	-
Clinch	-	-
Jefferson	-	2
Jenkins	-	-
Johnson	-	-
Lincoln	-	-
Miller	-	-
Oglethorpe	-	2
Pulaski	-	-
Quitman	-	1
Randolph	-	-
Dooley	-	-
Early	-	1
Echols	-	-
Evans	-	1
Glascok	-	-
Greene	-	4
Schley	-	1
Screven	-	2
Seminole	-	-
Stewart	-	-
Taylor	-	-
Terrell	-	2
Treutlen	-	1
Unknown	-	-
Warren	-	-
Webster	-	2
Wheeler	-	1
Wilkes	-	2

GOHS' planned awareness activities related to other driver awareness of motorcycles will target the top 20 counties identified above by yellow highlight. This represents 69% of counties with the highest number of motorcycle crashes with another vehicle.

Primary Countermeasure Strategy

Countermeasure Strategy	<ul style="list-style-type: none">• Communication and Outreach: Other Driver Awareness of Motorcyclists
--------------------------------	---

Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards to enhance driver awareness of motorcyclists, to include "Share the Road" safety message. GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month, and "Ride to Work." These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards to enhance driver awareness of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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

1. The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).
2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce

the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

Linkage Between Program Area

In 2019, there were 170 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The counties with the highest number of motorcyclists fatalities were Fulton (22 motorcyclist fatalities), DeKalb (12), Gwinnett (10), Bibb (8), and Cobb (8). One-third of all motorcycle crashes (1,301 out of 3,948) and 32 percent of all motorcyclist serious injuries and fatalities (279 out of 875) occurred within these five counties alone. With the five-year rolling average (2018-2022) target set to stay below the projected 180 motorcycle fatalities in 2022, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

Rationale for Selection

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as "Ride to Work Day" that supports the countermeasures to provide motorcycles a platform to reach the public about Share the Road, and Seen and be Seen messaging used for motorcycles, bicycles and pedestrians. Despite the slight decrease in Georgia's motorcyclist fatalities between 2018 and 2019, preliminary crash data shows an increase in motorcyclist fatalities in 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned Activities

2022 Motorcycle Programs	
<i>Planned Activity Description:</i>	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the “Share the Road with Motorcycles,” rider coach professional development and training.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> • Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M9X-2022-GA-00-17	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	\$122,572.52
TOTAL				\$122,572.52

References

DESCRIPTION	HSP PAGE
Motorcycle Safety Communications Plan	60, 66, 68-69
Motorcycle Paid Media Campaigns	72-73
Motorcycle Media Planned Activities	74-77
Paid Media Projects	77
Motorcycle Safety Program Area	100-110
Appendix B	

QUALIFYING CRITERIA: IMPAIRED DRIVING PROGRAM

Associated Performance Measures And Targets

Core Outcome Measures		Baseline	Target
		2015-2019	2018-2022
C-1	To maintain traffic fatalities under the projected 1,671 (2018-2022 rolling average) by 2022.	1,505	1,671
C-2	To maintain serious injuries in traffic crashes under the projected 8,443 (2018-2022 rolling average) by 2022.	5,836	8,443
C-5	To maintain alcohol-related fatalities under the projected 399 (2018-2022 rolling average) by 2022.	365	399

Primary Countermeasure Strategy

Countermeasure Strategy	<ul style="list-style-type: none">• Communication and Outreach: Alcohol-Impaired Motorcyclists
-------------------------	--

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.”

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occurred in 2019. The chart below describes the proposed FFY 2022 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

2022 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2015	2016	2017	2018	2019	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Bibb	DPS-NightHawks	21	28	34	33	35	6	4	7	7	10	4	1	1	1	8
	Bibb County SO															
Bulloch	DPS-NightHawks	15	18	14	8	14	4	2	6	1	2	0	0	3	1	1
Burke	Burke County SO	3	8	12	10	10	0	4	5	3	4	0	0	1	0	0
Carroll	Carroll County SO	27	20	28	22	25	7	2	6	6	4	4	4	2	2	1
Chatham	DPS-NightHawks	54	44	29	37	30	14	14	7	8	9	7	2	3	3	5
	Savannah PD															
Clayton	Clayton Co PD	26	48	32	45	51	6	11	9	9	17	2	11	3	6	4
Cobb	Cobb County PD	49	59	53	57	67	12	19	15	14	16	4	13	9	8	8
Dawson	Dawson County SO	12	5	7	7	3	2	1	2	1	2	2	1	1	0	0
Dekalb	DeKalb County PD	83	80	95	108	79	25	23	27	33	22	8	11	12	12	12
Douglas	Douglas County SO	22	21	17	18	23	4	4	3	4	5	5	3	1	3	1
Floyd	Floyd County PD	14	18	12	24	15	2	3	3	6	3	2	2	0	0	2
Forsyth	Forsyth County SO	13	11	15	16	13	4	1	2	4	3	1	1	3	1	1
Fulton	DPS-NightHawks	104	130	115	130	144	31	36	27	36	42	13	15	14	21	22
	Atlanta PD															
Glynn	Glynn County PD	9	7	16	11	21	1	1	5	2	9	0	2	0	0	2
Gwinnett	DPS-NightHawks	67	61	66	62	61	20	22	23	16	18	12	12	4	10	10
	Snellville PD															
Habersham	Habersham Co SO	9	12	7	3	11	4	4	1	0	3	1	1	0	0	1
Henry	Henry County PD	29	26	27	24	23	5	7	6	7	2	3	1	7	3	0
Laurens	Dublin PD	11	9	13	10	11	3	3	2	0	1	1	0	1	0	1
Liberty	Liberty County SO	8	8	14	7	8	2	1	1	6	4	1	0	1	0	0
Muscogee	DPS-NightHawks	14	27	26	21	20	5	8	11	4	4	1	6	3	3	3
Rockdale	Rockdale County SO	7	13	14	8	16	2	1	7	3	5	1	4	1	0	3

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.

Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team

Muscogee/Bibb – Middle GA Team

Linkage Between Program Area

In 2019, there were 98 confirmed alcohol-impaired motorcyclist operators involved in crashes and 122 operators suspected of alcohol-impairment. This accounts for 6 percent of all motorcycle crashes. GOHS and their partner continues to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2019 which involved an impaired operator (220 operators confirmed or suspected of alcohol-impairment).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2019)

Source: GDOT

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
*DeKalb	7	2
*Cobb	6	5
*Richmond	5	3
*Fulton	5	3
*Bartow	4	4
*Catoosa	4	-
*Cherokee	4	-
*Whitfield	3	1
*Henry	3	3
*Hall	3	3
Hart	2	1
Spalding	2	4
Walton	2	4
*Habersham	2	-
*Walker	2	2
*Glynn	2	1
Pickens	2	1
*Jackson	2	1
Coweta	2	2
*Forsyth	2	1
*Douglas	2	1
*Chatham	2	6
*Gwinnett	2	3
Emanuel	1	-
Candler	1	-
Wayne	1	-
Baldwin	1	1
Chattooga	1	1
Lee	1	-
Lanier	1	-
Tift	1	1
White	1	2
Butts	1	-
Bryan	1	1
Fannin	1	-
Effingham	1	1
Floyd	1	2
Clarke	1	2
Dougherty	1	1
Lowndes	1	2
Union	1	1
Monroe	1	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Bibb	1	3
Columbia	1	2
Dawson	1	-
Muscogee	1	2
Rabun	1	-
Fayette	1	-
Liberty	1	-
Newton	1	-
Clayton	1	1
Macon	-	3
Atkinson	-	2
Screven	-	1
Wilkinson	-	2
Grady	-	2
Telfair	-	1
Decatur	-	2
Mcintosh	-	1
Upson	-	2
Putnam	-	2
Crisp	-	1
Peach	-	1
Worth	-	1
Crawford	-	1
Jasper	-	1
Coffee	-	1
Meriwether	-	1
Madison	-	1
Houston	-	4
Banks	-	1
Bulloch	-	3
Polk	-	1
Gordon	-	2
Laurens	-	1
Thomas	-	1
Rockdale	-	3
Barrow	-	1
Murray	-	1
Camden	-	1
Troup	-	1
Burke	-	1
Paulding	-	1

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Lumpkin	-	-
Toombs	-	-
Ware	-	-
Oconee	-	-
Haralson	-	-
Towns	-	-
Colquitt	-	-
Long	-	-
Morgan	-	-
Stephens	-	-
Gilmer	-	-
Harris	-	-
Sumter	-	-
Franklin	-	-
Brantley	-	-
Dade	-	-
Elbert	-	-
Heard	-	-
Jones	-	-
Twiggs	-	-
Brooks	-	-
Greene	-	-
Mitchell	-	-
Pike	-	-
Taliaferro	-	-
Turner	-	-
Cook	-	-
Dodge	-	-
Irwin	-	-
Jeff Davis	-	-
McDuffie	-	-
Pierce	-	-
Talbot	-	-
Appling	-	-
Ben Hill	-	-
Jefferson	-	-
Lamar	-	-
Marion	-	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Montgomery	-	-
Oglethorpe	-	-
Tattnall	-	-
Terrell	-	-
Webster	-	-
Wilcox	-	-
Wilkes	-	-
Berrien	-	-
Calhoun	-	-
Charlton	-	-
Chattahoochee	-	-
Early	-	-
Evans	-	-
Hancock	-	-
Quitman	-	-
Schley	-	-
Treutlen	-	-
Washington	-	-
Wheeler	-	-
Carroll	-	-
Bacon	-	-
Baker	-	-
Bleckley	-	-
Clay	-	-
Clinch	-	-
Dooley	-	-
Echols	-	-
Glascok	-	-
Jenkins	-	-
Johnson	-	-
Lincoln	-	-
Miller	-	-
Pulaski	-	-
Randolph	-	-
Seminole	-	-
Stewart	-	-
Taylor	-	-
Warren	-	-

GOHS' planned awareness activities will target the 18 counties above highlighted in yellow, which represent 61% of all confirmed impaired motorcyclists involved in crashes in 2019. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month, and outreach opportunities like “Ride to Work Day.” Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving Communications Plan	65-67
Motorcycle Safety Communications Plan	65-67
Impaired Driving Paid Media Campaigns	67-68
Motorcycle Paid Media Campaigns	68-69
Impaired Driving Media Planned Activities	74-77
Motorcycle Media Planned Activities	74-77
Paid Media Projects	77
Impaired Driving Program Area	89-99
Motorcycle Safety Program Area	100-110
Police Traffic Services Program Area	146-158
Appendix B	

405(h) NONMOTORIZED SAFETY GRANT

Georgia's annual combined pedestrian and bicyclist fatality rate was 17% in 2019.

REFERENCES

DESCRIPTION	HSP PAGE
Non-motorized safety programs	111-118
Communications	72-77
Appendix B	

From: [Woods, Scarlett](#)
To: [Jackson, Belinda \(NHTSA\)](#)
Cc: [Sumner, Jimmy](#); [Cabral, Alex \(NHTSA\)](#)
Subject: Re: PLEASE SUBMIT REVISED HSP AND REMOVE THE GUIDE PROGRAM SUMMARY AND BUDGET FROM THE DOCUMENT
Date: Tuesday, August 10, 2021 3:27:06 PM
Attachments: [GA_FY22_HSP405_Final.pdf](#)

CAUTION: This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

Good Afternoon Belinda

Please see attached with GUIDE program summary and budget removed.

Thank you

Scarlett Woods
Compliance Manager
Governor's Office of Highway Safety
Cell # 404-391-0549

From: Jackson, Belinda (NHTSA) <Belinda.Jackson@dot.gov>
Sent: Tuesday, August 10, 2021 3:16 PM
To: Woods, Scarlett <swoods@gohs.ga.gov>
Cc: Sumner, Jimmy <jimmy.sumner@gohs.ga.gov>; Cabral, Alex (NHTSA) <Alex.Cabral@dot.gov>
Subject: PLEASE SUBMIT REVISED HSP AND REMOVE THE GUIDE PROGRAM SUMMARY AND BUDGET FROM THE DOCUMENT

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Scarlett – Please send the revised HSP with the GUIDE program summary and budget removed from your FY 2022 Highway Safety Plan. Thanks. (This must be submitted prior to distribution of the Regional Administrator’s approval letter. Thank you.

From: Woods, Scarlett <swoods@gohs.ga.gov>
Sent: Monday, August 2, 2021 10:12 AM
To: Jackson, Belinda (NHTSA) <Belinda.Jackson@dot.gov>
Cc: Sumner, Jimmy <jimmy.sumner@gohs.ga.gov>; Cabral, Alex (NHTSA) <Alex.Cabral@dot.gov>
Subject: RE: Please Forward Budget for this New Grant Proposed for FY 2022

CAUTION: This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

Good Morning Belinda

The decision was made to NOT fund this project and it will be submitted within a revision request to the 2022 HSP.

Scarlett Woods

Compliance Manager
GA Governor's Office of Highway Safety
Atlanta, GA
Office – 404-656-6996
Cell – 404-391-0549

From: Jackson, Belinda (NHTSA) <Belinda.Jackson@dot.gov>
Sent: Monday, August 2, 2021 10:05 AM
To: Woods, Scarlett <swoods@gohs.ga.gov>
Cc: Sumner, Jimmy <jimmy.sumner@gohs.ga.gov>; Cabral, Alex (NHTSA) <Alex.Cabral@dot.gov>
Subject: Please Forward Budget for this New Grant Proposed for FY 2022

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Scarlett – the GUIDE group is an established organization that has been in operation with this group?'; Are we funding personnel? Are you funding sting operations/lobbying for passage of local ordinance, as originally proposed in the attached grant that you forwarded to me. Please provide the budget for this grant proposal. The FY 2022 HSP identifies \$125,000 as the level of funding for this project.

Gwinnett United in Drug Education (GUIDE)

*Planned Activity
Description:*

GUIDE will reduce youth access to alcohol through the creation and distribution of original PSAs and campaign on the impact of alcohol in youth and ways to combat that impact. Parents will be provided strategies to increase safe driving practices by their teens. Teen drivers will adopt safe driving practices by increasing their knowledge about reducing distractions, obeying GDL restrictions, and never driving under the influence of alcohol or other drugs.

*Countermeasure
strategies:*

- Youth Programs (primary)

*Intended
Subrecipients:*

GUIDE Gwinnett United in Drug Education, Inc. (d/b/a GUIDE, Inc.)

| Belinda McNeal Jackson



Regional Program Manager
Department of Transportation
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, Suite 17T30
Atlanta, Georgia 30303
Email: Belinda.Jackson@dot.gov
Office: 404-562-3749 Cell: 404-934-9815

Coming together is a beginning; keeping together is progress; working together is success...Henry Ford